Simmons

1984 STUDY OF MEDIA & MARKETS

Chewing Gum, Candy & Snacks

Candy Bars, Packages & Rolls
Chewing Gum
Crackers, Saltine, Flavored Snack & Graham
Nutritional Snacks & Bars
Nuts for Cooking & Snacks
Popcorn Products
Potato, Corn & Tortilla Chips
Pretzels

Simmons Market Research Bureau, Inc.

UNIVERSITY OF ILLINOIS AT
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CHICAGO, IL 60607

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1984 STUDY OF MEDIA & MARKETS

Chewing Gum, Candy & Snacks

28 April 1986

Candy Bars, Packages & Rolls
Chewing Gum
Crackers, Saltine, Flavored Snack & Graham
Nutritional Snacks & Bars
Nuts for Cooking & Snacks
Popcorn Products
Potato, Corn & Tortilla Chips
Pretzels

Simmons Market Research Bureau, Inc.

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1984 STUDY OF MEDIA & MARKETS

Chewing Gum, Candy & Snacks

Candy Bars: Packaged & Bulk
Chewing Gum
Cookies, Salted, Flavored Snacks & Crackers
Nutritional Snacks & Bars
Nuts & Dry Roasted & Snacks
Popcorn Products
Potato, Corn & Tortilla Chips
Pretzels

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THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.

- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.

- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.

- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
	%	Across	
'000	Down	%	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this give COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

*** Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.**

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

Print Media:	Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)
Radio:	Addition of the net audience on weekday 1 and the net audience on weekday 2.
Television:	Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

Number Used in Household in Last 7 Days	H/M/L Designations	Assigned Weight	X	Product Users ('000)	=	Weighted Consumption ('000)
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						173603.0

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	17.8
	100.0%

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

Demographics
Quintiles/Terciles of Media Exposure
Media Imperatives®
Publication Audiences
Outdoor Advertising Audiences
Radio Audiences
Television Audiences
Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

Area of Dominant Influence
Census Regions
County Size
Education
Employed Mothers
Female Homemakers
Household
Household Head
Index of Social Position
Industry
Locality Type
Marketing Regions
Occupation*
Parents
Professionals and Managers*
Race
Residence Ownership
Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	HIGHEST GROUP	SECOND GROUP	MIDDLE GROUP	FOURTH GROUP	LOWEST GROUP
MAGAZINES	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
NEWSPAPERS	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
OUTDOOR ADVERTISING	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
RADIO	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
Drive Time	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

	HIGHEST GROUP	SECOND GROUP	MIDDLE GROUP	FOURTH GROUP	LOWEST GROUP
RADIO (Cont'd)					
Mid Day	Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.				
Men	12 or More		1-11		None
Women	13 or More		1-12		None
All Day	Based on number of quarter hours listened to on two weekdays Monday through Friday.				
Men	44 or More	24-43	13-23	6-12	0-5
Women	42 or More	23-41	12-22	4-11	0-3
TELEVISION	Groupings are defined in terms of the number of half hours viewed in two weeks.				
Prime Time	Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.				
Men	54 or More	38-53	26-37	14-25	0-13
Women	58 or More	43-57	30-42	16-29	0-15
Daytime	Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.				
Men	12 or More		1-11		None
Women	27 or More		2-26		0-1
Fringe Time (Early And Late)	Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.				
Men	34 or More	22-33	14-21	6-13	0-5
Women	37 or More	25-36	14-24	6-13	0-5
All Day	Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.				
Men	128 or More	87-127	61-86	36-60	0-35
Women	159 or More	111-158	77-110	42-76	0-41

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

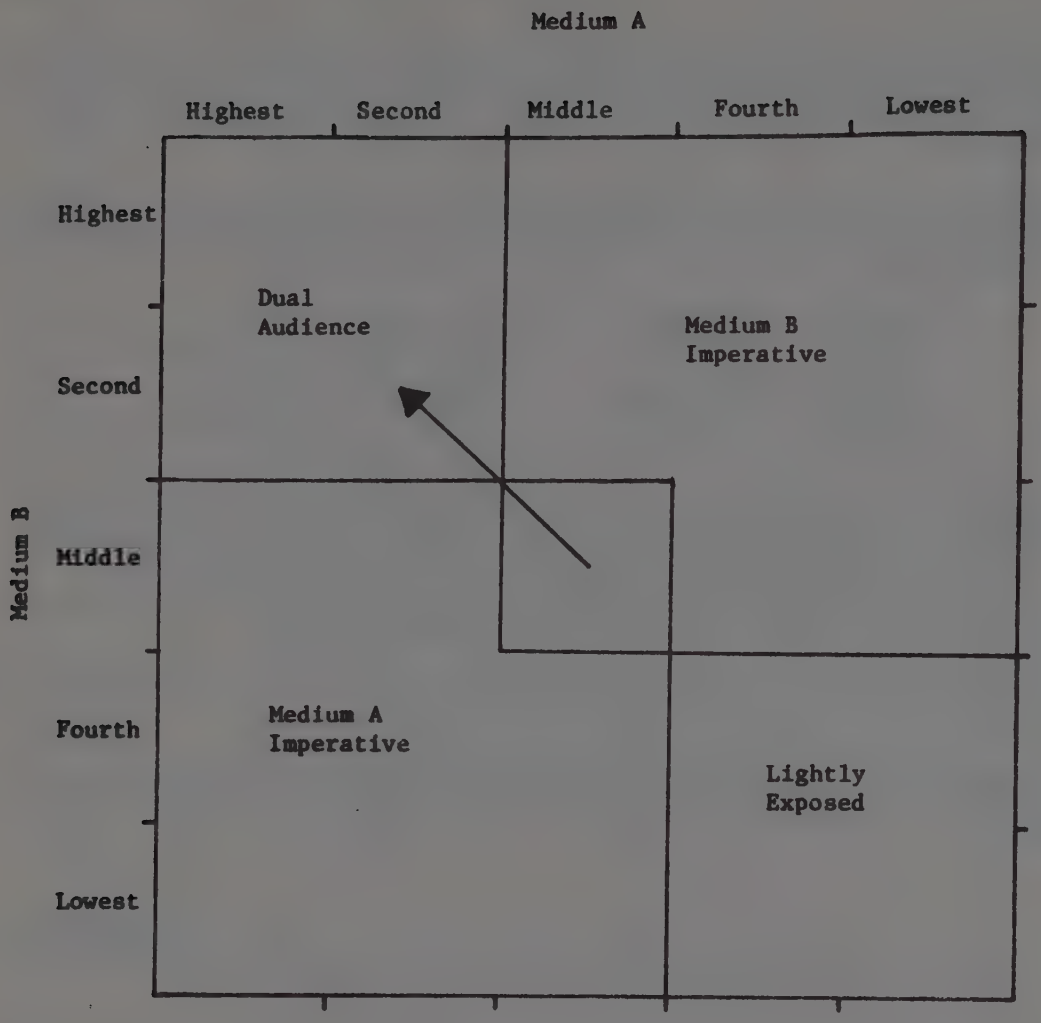
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines	- Newspapers	Newspapers	- Radio
Magazines	- Outdoor	Newspapers	- Television
Magazines	- Radio	Outdoor	- Radio
Magazines	- Television	Outdoor	- Television
Newspapers	- Outdoor	Radio	- Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted -- an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)


Medium A
Highest
Second
Middle
Fourth
Lowest
Medium B
Highest
Second
Middle
Fourth
Lowest
Dual
Audience
Medium B
Imperative
Medium A
Imperative
Lightly
Exposed

MAGAZINES - NEWSPAPERS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	NEWSPAPER IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	OUTDOOR IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	OUTDOOR IMPERATIVE	LIGHTLY EXPOSED
Males				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Newpaper	4 or more	4 or more	3 or less	2 or less
Radio	13 - 23	24 or more	24 or more	12 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	12 or less	13 - 23	13 - 23	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	12 - 22	23 or more	23 or more	11 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	11 or less	12 - 22	12 - 22	

NEWSPAPERS - ALL DAY TV HALF HOURS

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	OUTDOOR IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	
Females				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	OUTDOOR IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	RADIO IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

PUBLICATION AUDIENCES

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network
- American Photographer
- Audio
- *Cycle World
- *Road & Track
- *World Tennis

Conde Nast Magazine Package
- *Glamour
- *Mademoiselle
- *Self
- *Vogue

Decorating and Craft Ideas (Creative Ideas for Living)/ Southern Living
- *Decorating and Craft Ideas (Creative Ideas for Living)
- *Southern Living

Golf Digest/Tennis
- *Golf Digest
- *Tennis

Golf Magazine/Ski
- *Golf Magazine
- *Ski

Hearst Magazines Corporate Buy
- *Cosmopolitan
- *Country Living
- *Good Housekeeping
- *Harper's Bazaar
- *House Beautiful
- Motor Boating & Sailing
- *Popular Mechanics
- *Redbook
- *Science Digest
- *Sports Afield
- *Town & Country
- *Colonial Homes

Hearst Man Power
- *Popular Mechanics
- *Science Digest
- *Sports Afield

Hearst Woman Power
- *Cosmopolitan
- *Good Housekeeping
- *Redbook

LHJ Family Group Combination
- *Health
- *Ladies' Home Journal
- *1,001 Home Ideas

McCall's/Working Mother
- *McCall's
- *Working Mother

Ziff-Davis Magazine Network
- Boating
- *Car & Driver
- Cycle
- Flying
- Popular Photography
- Skiing
- Stereo Review

*Also reported individually

OUTDOOR ADVERTISING AUDIENCES

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH
50 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH
25 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

CHEWING GUM

BASE = ADULTS (167727)

QUESTIONNAIRE PAGE P-22

	'000	%	UNWEIGHTED
1A. DO YOU YOURSELF CHEW IT?			
YES	106624	63.6	11442
NO	61103	36.4	7666

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
1B. WHAT TYPES DO YOU CHEW?									
SUGARLESS/SUGAR FREE	49832	29.7	24619	14.7	15176	9.0	10037	6.0	5311
REGULAR	74198	44.2	48985	29.2	15912	9.5	9302	5.5	7838
DO NOT KNOW	7807	4.7							915
1C. WHICH BRANDS DO YOU CHEW?									
BAZOOKA SUGARLESS	3190	1.9	171	.1	1718	1.0	1302	.8	321
BAZOOKA REGULAR	7551	4.5	280	.2	4735	2.8	2537	1.5	735
BEECH-NUT	7803	4.7	957	.6	4798	2.9	2048	1.2	834
BIG LEAGUE CHEW	2261	1.3	58	*	1245	.7	957	.6	220
BIG-RED	14433	8.6	1352	.8	8219	4.9	4863	2.9	1443
BLAHKO	1218	.7	86	.1	797	.5	336	.2	102
BUBBLE YUM SUGARLESS	7518	4.5	446	.3	4455	2.7	2618	1.6	765
BUBBLE YUM REGULAR	12026	7.2	761	.5	7852	4.7	3413	2.0	1162
BUBBLICIOUS	6824	4.1	146	.1	4025	2.4	2652	1.6	674
CAREFREE SUGARLESS	25460	15.2	4666	2.8	14525	8.7	6269	3.7	2645
CERTS GUM	1943	1.2	108	.1	1264	.8	571	.3	188
CHEWELS SUGARLESS	6372	3.8	677	.4	3521	2.1	2175	1.3	676
CHICLETS	5233	3.1	317	.2	2939	1.8	1978	1.2	581
CHU-BOPS	549	.3	38	*	388	.2	123	.1	56
CLORETS	3796	2.3	235	.1	2406	1.4	1154	.7	423
DENTYNE	30868	18.4	3749	2.2	17856	10.6	9263	5.5	3291
DOUBLEMINT	27870	16.6	4701	2.8	16998	10.1	6171	3.7	2945
FREEDENT	14140	8.4	5096	3.0	6994	4.2	2050	1.2	1544
FRESHEN-UP	10899	6.5	689	.4	6059	3.6	4151	2.5	1049
HUBBA BUBBA	9504	5.7	274	.2	5897	3.5	3333	2.0	898
JUICY FRUIT	23554	14.0	2444	1.5	13459	8.0	7651	4.6	2410
LIFE SAVERS GUM	1645	1.0	75	*	1150	.7	420	.3	170
ORBIT SUGARLESS	2807	1.7	354	.2	1631	1.0	821	.5	292
OVERTIME	613	.4	45	*	343	.2	226	.1	55
PUNCH 'N JUICY	1399	.8	15	*	1076	.6	308	.2	127
QUENCH	881	.5	45	*	595	.4	240	.1	73
REPLAY	2389	1.4	10	*	1212	.7	1167	.7	183
STIMOROL GUM	452	.3	20	*	262	.2	169	.1	47
SUPERBUBBLE	1389	.8	4	*	875	.5	510	.3	140
TIDAL WAVE	2193	1.3	7[illegible]	*	1224	.7	891	.5	206
TRIDENT	24051	14.3	4331	2.6	13005	7.8	6715	4.0	2522
WRIGLEY'S SPEARMINT	37210	22.2	5593	3.3	21165	12.6	10452	6.2	3844
OTHER BRANDS	6406	3.8	605	.4	3209	1.9	2592	1.5	661
DO NOT KNOW	949	.6							120

		'000	%	UNWEIGHTED
1D. ABOUT HOW MANY STICKS OR PIECES OF GUM DID YOU CHEW IN THE LAST 7 DAYS?				
11 OR MORE	H	13634	8.1	1434
8 - 10	H	8689	5.2	951
5 - 7	M	17792	10.6	1853
3 - 4	M	22506	13.4	2424
2	L	18090	10.8	1916
1	L	12402	7.4	1319
NONE	L	13511	8.1	1545

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CHEWING GUM - USAGE IN LAST 7 DAYS
(ADULTS)

0002
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS	167727	106624	100.0	63.6	100	22322	100.0	13.3	100	40298	100.0	24.0	100	44003	100.0	26.2	100
MALES	79263	45917	43.1	57.9	91	10009	44.8	12.6	95	16125	40.0	20.3	85	19783	45.0	25.0	95
FEMALES	88464	60707	56.9	68.6	108	12314	55.2	13.9	105	24173	60.0	27.3	114	24221	55.0	27.4	104
18 - 24	28671	22123	20.7	77.2	121	5298	23.7	18.5	139	8618	21.4	30.1	125	8207	18.7	28.6	109
25 - 34	39536	28898	27.1	73.1	115	5983	26.8	15.1	114	10394	25.8	26.3	109	12522	28.5	31.7	121
35 - 44	28978	19264	18.1	66.5	105	4373	19.6	15.1	113	7182	17.8	24.8	103	7709	17.5	26.6	101
45 - 54	22345	13149	12.3	58.8	93	2564	11.5	11.5	86	5255	13.0	23.5	98	5330	12.1	23.9	91
55 - 64	22224	11562	10.8	52.0	82	2361	10.6	10.6	80	4554	11.3	20.5	85	4648	10.6	20.9	80
65 OR OLDER	25973	11627	10.9	44.8	70	1743	7.8	6.7	50	4295	10.7	16.5	69	5589	12.7	21.5	82
18 - 34	68207	51022	47.9	74.8	118	11281	50.5	16.5	124	19012	47.2	27.9	116	20729	47.1	30.4	116
18 - 49	108058	77102	72.3	71.4	112	17133	76.8	15.9	119	28960	71.9	26.8	112	31010	70.5	28.7	109
25 - 54	90859	61312	57.5	67.5	106	12921	57.9	14.2	107	22831	56.7	25.1	105	25560	58.1	28.1	107
35 - 49	39851	26081	24.5	65.4	103	5852	26.2	14.7	110	9948	24.7	25.0	104	10281	23.4	25.8	98
50 OR OLDER	59669	29522	27.7	49.5	78	5190	23.3	8.7	65	11339	28.1	19.0	79	12993	29.5	21.8	83
GRADUATED COLLEGE	28091	15538	14.6	55.3	87	3256	14.6	11.6	87	4967	12.3	17.7	74	7315	16.6	26.0	99
ATTENDED COLLEGE	28938	19234	18.0	66.5	105	3725	16.7	12.9	97	7164	17.8	24.8	103	8345	19.0	28.8	110
GRADUATED HIGH SCHOOL	65503	43618	40.9	66.6	105	9235	41.4	14.1	106	16744	41.6	25.6	106	17639	40.1	26.9	103
DID NOT GRADUATE HIGH SCHOOL	45195	28234	26.5	62.5	98	6106	27.4	13.5	102	11424	28.3	25.3	105	10704	24.3	23.7	90
EMPLOYED MALES	56429	34234	32.1	60.7	95	7537	33.8	13.4	100	11941	29.6	21.2	88	14756	33.5	26.1	100
EMPLOYED FEMALES	43971	32163	30.2	73.1	115	7609	34.1	17.3	130	12667	31.4	28.8	120	11886	27.0	27.0	103
EMPLOYED FULL-TIME	87773	57405	53.8	65.4	103	13256	59.4	15.1	113	21404	53.1	24.4	101	22746	51.7	25.9	99
EMPLOYED PART-TIME	12627	8991	8.4	71.2	112	1891	8.5	15.0	113	3204	8.0	25.4	106	3897	8.9	30.9	118
NOT EMPLOYED	67327	40228	37.7	59.8	94	7176	32.1	10.7	80	15690	38.9	23.3	97	17361	39.5	25.8	98
PROFESSIONAL/MANAGER	25845	14584	13.7	56.4	89	3024	13.5	11.7	88	4817	12.0	18.6	78	6742	15.3	26.1	99
TECH/CLERICAL/SALES	30895	21544	20.2	69.7	110	4986	22.3	16.1	121	8259	20.5	26.7	111	8299	18.9	26.9	102
PRECISION/CRAFT	12629	8015	7.5	63.5	100	1557	7.0	12.3	93	3075	7.6	24.3	101	3383	7.7	26.8	102
OTHER EMPLOYED	31031	22254	20.9	71.7	113	5579	25.0	18.0	135	8457	21.0	27.3	113	8218	18.7	26.5	101
SINGLE	35557	25149	23.6	70.7	111	5862	26.3	16.5	124	9400	23.3	26.4	110	9887	22.5	27.8	106
MARRIED	103585	65031	61.0	62.8	99	13034	58.4	12.6	95	24419	60.6	23.6	98	27578	62.7	26.6	101
DIVORCED/SEPARATED/WIDOWED	28585	16444	15.4	57.5	90	3426	15.3	12.0	90	6479	16.1	22.7	94	6539	14.9	22.9	87
PARENTS	59295	42471	39.8	71.6	113	8936	40.0	15.1	113	16005	39.7	27.0	112	17529	39.8	29.6	113
WHITE	146081	91026	85.4	62.3	98	18[illegible]3	83.[illegible]	12.7	96	33682	83.6	23.1	96	38760	[illegible]8.1	26.5	101
BLACK	17974	13220	12.4	73.6	116	3309	14.[illegible]	18.4	138	5609	13.9	31.2	130	4302	9.8	23.9	91
OTHER	3672	2378	2.2	64.8	102	*430	1.[illegible]	11.7	88	1007	2.5	27.4	114	941	2.1	25.6	98
NORTHEAST-CENSUS	37005	20343	19.1	55.0	86	4590	20.6	12.4	93	7225	17.9	19.5	81	8528	19.4	23.0	88
NORTH CENTRAL	42642	28162	26.4	66.0	104	5733	25.7	13.4	101	9782	24.3	22.9	95	12648	28.7	29.7	113
SOUTH	56777	38107	35.7	67.1	106	8174	36.6	14.4	108	15343	38.1	27.0	112	14591	33.2	25.7	98
WEST	31303	20012	18.8	63.9	101	3826	17.1	12.2	92	7948	19.7	25.4	106	8238	18.7	26.3	100
NORTHEAST-MKTG.	38125	20610	19.3	54.1	85	4548	20.4	11.9	90	7110	17.6	18.6	78	8952	20.3	23.5	90
EAST CENTRAL	24794	16626	15.6	67.1	105	3717	16.7	15.0	113	6217	15.4	25.1	104	6692	15.2	27.0	103
WEST CENTRAL	28511	18356	17.2	64.4	101	3319	14.9	11.6	87	6295	15.6	22.1	92	8742	19.9	30.7	117
SOUTH	48953	33551	31.5	68.5	108	7428	33.3	15.2	114	13695	34.0	28.0	116	12429	28.2	25.4	97
PACIFIC	27344	17480	16.4	63.9	101	3311	14.8	12.1	91	6981	17.3	25.5	106	7188	16.3	26.3	100
COUNTY SIZE A	69301	41533	39.0	59.9	94	8529	38.2	12.3	92	15579	38.7	22.5	94	17425	39.6	25.1	96
COUNTY SIZE B	50633	33203	31.1	65.6	103	7372	33.0	14.6	109	12438	30.9	24.6	102	13393	30.4	26.5	101
COUNTY SIZE C	26259	17290	16.2	65.8	104	3546	15.9	13.5	101	6542	16.2	24.9	104	7202	16.4	27.4	105
COUNTY SIZE D	21534	14598	13.7	67.8	107	2874	12.9	13.3	100	5740	14.2	26.7	111	5984	13.6	27.8	106
METRO CENTRAL CITY	50014	31367	29.4	62.7	99	7132	32.0	14.3	107	12510	31.0	25.0	104	11726	26.6	23.4	89
METRO SUBURBAN	76832	48225	45.2	62.8	99	9680	43.4	12.6	95	17526	43.5	22.8	95	21018	47.8	27.4	104
NON METRO	40881	27032	25.4	66.1	104	5510	24.7	13.5	101	10262	25.5	25.1	104	11259	25.6	27.5	105
TOP 5 ADI'S	39550	23430	22.0	59.2	93	4760	21.3	12.0	90	8828	21.9	22.3	93	9842	22.4	24.9	95
TOP 10 ADI'S	54877	32331	30.3	58.9	93	6631	29.7	12.1	91	12236	30.4	22.3	93	13465	30.6	24.5	94
TOP 20 ADI'S	77516	46366	43.5	59.8	94	9400	42.1	12.1	91	17191	42.7	22.2	92	19775	44.9	25.5	97
HSHLD INC. $50,000 OR MORE	17257	9965	9.3	57.7	91	2138	9.6	12.4	93	3446	8.6	20.0	83	4381	10.0	25.4	97
$40,000 OR MORE	33235	20076	18.8	60.4	95	4186	18.8	12.6	95	7108	17.6	21.4	89	8782	20.0	26.4	101
$30,000 OR MORE	59693	36802	34.5	61.7	97	8016	35.9	13.4	101	13060	32.4	21.9	91	15726	35.7	26.3	100
$25,000 OR MORE	76275	47281	44.3	62.0	98	9831	44.0	12.9	97	17035	42.3	22.3	93	20416	46.4	26.8	102
$20,000 - $24,999	18607	12610	11.8	67.8	107	2617	11.7	14.1	106	4908	12.2	26.4	110	5085	11.6	27.3	104
$15,000 - $19,999	17175	11402	10.7	66.4	104	2469	11.1	14.4	108	4310	10.7	25.1	104	4623	10.5	26.9	103
$10,000 - $14,999	24569	15973	15.0	65.0	102	3526	15.8	14.4	108	6104	15.1	24.8	103	6343	14.4	25.8	98
UNDER $10,000	31101	19358	18.2	62.2	98	3879	17.4	12.5	94	7942	19.7	25.5	106	7537	17.1	24.2	92
HOUSEHOLD OF 1 PERSON	19441	9962	9.3	51.2	81	2063	9.2	10.6	80	3503	8.7	18.0	75	4395	10.0	22.6	86
2 PEOPLE	51803	29953	28.1	57.8	91	6199	27.8	12.0	90	11463	28.4	22.1	92	12291	27.9	23.7	90
3 OR 4 PEOPLE	66933	45637	42.8	68.2	107	9617	43.1	14.4	108	16890	41.9	25.2	105	19131	43.5	28.6	109
5 OR MORE PEOPLE	29550	21072	19.8	71.3	112	4444	19.9	15.0	113	8442	20.9	28.6	119	8186	18.6	27.7	106
NO CHILD IN HSHLD	96587	55616	52.2	57.6	91	11322	50.7	11.7	88	21190	52.6	21.9	91	23104	52.5	23.9	91
CHILD(REN) UNDER 2 YRS	10844	7924	7.4	73.1	115	1222	5.5	11.3	85	2911	7.2	26.8	112	3792	8.6	35.0	133
2 - 5 YEARS	26358	20063	18.8	76.1	120	4282	19.2	16.2	122	7434	18.4	28.2	117	8347	19.0	31.7	121
6 - 11 YEARS	30453	22191	20.8	72.9	115	4682	21.0	15.4	116	8501	21.1	27.9	116	9008	20.5	29.6	113
12 - 17 YEARS	36575	25492	23.9	69.7	110	5847	26.2	16.0	120	9575	23.8	26.2	109	10070	22.9	27.5	105
RESIDENCE OWNED	117770	73034	68.5	62.0	98	14611	65.5	12.4	93	26980	67.0	22.9	95	31444	71.5	26.7	102
VALUE: $50,000 OR MORE	70166	41650	39.1	59.4	93	8193	36.7	11.7	88	15156	37.6	21.6	90	18301	41.6	26.1	99
VALUE: UNDER $50,000	47604	31384	29.4	65.9	104	6417	28.7	13.5	101	11824	29.3	24.8	103	13143	29.9	27.6	105

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CHEWING GUM - USAGE IN LAST 7 DAYS
(ADULTS)

0003
P-22

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS		167727	106624	100.0	63.6	100	22322	100.0	13.3	100	40298	100.0	24.0	100	44003	100.0	26.2	100
MAGAZINES	QUINTILE 1	34022	23075	21.6	67.8	107	4832	21.6	14.2	107	8553	21.2	25.1	105	9690	22.0	28.5	109
	QUINTILE 2	34800	22873	21.5	65.7	103	4925	22.1	14.2	106	8560	21.2	24.6	102	9388	21.3	27.0	103
	QUINTILE 3	30514	18539	17.4	60.8	96	3735	16.7	12.2	92	6788	16.8	22.2	93	8016	18.2	26.3	100
	QUINTILE 4	33324	21183	19.9	63.6	100	4441	19.9	13.3	100	7698	19.1	23.1	96	9044	20.6	27.1	103
	QUINTILE 5	35066	20953	19.7	59.8	94	4389	19.7	12.5	94	8699	21.6	24.8	103	7865	17.9	22.4	85
NEWSPAPERS	QUINTILE 1	29107	17039	16.0	58.5	92	3593	16.1	12.3	93	6043	15.0	20.8	86	7403	16.8	25.4	97
	QUINTILE 2	49095	30569	28.7	62.3	98	6075	27.2	12.4	93	11263	27.9	22.9	95	13231	30.1	26.9	103
	QUINTILE 3	23107	15458	14.5	66.9	105	3178	14.2	13.8	103	5864	14.6	25.4	106	6416	14.6	27.8	106
	QUINTILE 4	33856	22237	20.9	66.3	104	4563	20.4	13.6	102	8665	21.5	25.8	107	9009	20.5	26.8	102
	QUINTILE 5	27863	21321	20.0	64.9	102	4914	22.0	15.0	112	8463	21.0	25.8	107	7944	18.1	24.2	92
OUTDOOR	QUINTILE 1	33431	22158	20.8	66.3	104	4670	20.9	14.0	105	8097	20.1	24.2	101	9390	21.3	28.1	107
	QUINTILE 2	33478	21654	20.3	64.7	102	4782	21.4	14.3	107	8044	20.0	24.0	100	8827	20.1	26.4	101
	QUINTILE 3	33574	21267	19.9	63.3	100	4516	20.2	13.5	101	8346	20.7	24.9	103	8406	19.1	25.0	95
	QUINTILE 4	33935	21462	20.1	63.2	99	3961	17.7	11.7	88	8730	21.7	25.7	107	8771	19.9	25.8	99
	QUINTILE 5	33310	20083	18.8	60.3	95	4394	19.7	13.2	99	7081	17.6	21.3	88	8609	19.6	25.8	99
RADIO-DRIVE TIME	QUINTILE 1	33136	22166	20.8	66.9	105	5408	24.2	16.3	123	8082	20.1	24.4	102	8676	19.7	26.2	100
	QUINTILE 2	31658	20529	19.3	64.8	102	4129	18.5	13.0	98	7635	18.9	24.1	100	8765	19.9	27.7	106
	QUINTILE 3	32541	21129	19.8	64.9	102	4377	19.6	13.5	101	8046	20.0	24.7	103	8706	19.8	26.8	102
	QUINTILE 4	34247	21762	20.4	63.5	100	4330	19.4	12.6	95	8417	20.9	24.6	102	9014	20.5	26.3	100
	QUINTILE 5	36144	21038	19.7	58.2	92	4078	18.3	11.3	85	8118	20.1	22.5	93	8842	20.1	24.5	93
RADIO-MID-DAY	TERCILE 1	45037	29636	27.8	65.8	104	6802	30.5	15.1	113	11159	27.7	24.8	103	11675	26.5	25.9	99
	TERCILE 2	44819	28929	27.1	64.5	102	5782	25.9	12.9	97	10706	26.6	23.9	99	12441	28.3	27.8	106
	TERCILE 3	77872	48059	45.1	61.7	97	9739	43.6	12.5	94	18433	45.7	23.7	99	19887	45.2	25.5	97
RADIO-TOTAL	QUINTILE 1	33763	22883	21.5	67.8	107	5388	24.1	16.0	120	8497	21.1	25.2	105	8998	20.4	26.7	102
	QUINTILE 2	33240	21288	20.0	64.0	101	4411	19.8	13.3	100	8051	20.0	24.2	101	8826	20.1	26.6	101
	QUINTILE 3	33408	21796	20.4	65.2	103	4543	20.4	13.6	102	8313	20.6	24.9	104	8940	20.3	26.8	102
	QUINTILE 4	34792	22010	20.6	63.3	100	4187	18.8	12.0	90	8547	21.2	24.6	102	9276	21.1	26.7	102
	QUINTILE 5	32524	18647	17.5	57.3	90	3793	17.0	11.7	88	6890	17.1	21.2	88	7964	18.1	24.5	93
TV-PRIME TIME	QUINTILE 1	33090	20263	19.0	61.2	96	4276	19.2	12.9	97	7414	18.4	22.4	93	8574	19.5	25.9	99
	QUINTILE 2	33357	21570	20.2	64.7	102	4271	19.1	12.8	96	8187	20.3	24.5	102	9112	20.7	27.3	104
	QUINTILE 3	33980	22113	20.7	65.1	102	4723	21.2	13.9	104	8306	20.6	24.4	102	9083	20.6	26.7	102
	QUINTILE 4	33854	21320	20.0	63.0	99	4516	20.2	13.3	100	8072	20.0	23.8	99	8732	19.8	25.8	98
	QUINTILE 5	33444	21358	20.0	63.9	100	4536	20.3	13.6	102	8319	20.6	24.9	104	8502	19.3	25.4	97
TV-DAYTIME	TERCILE 1	49121	31598	29.6	64.3	101	6319	28.3	12.9	97	12558	31.2	25.6	106	12721	28.9	25.9	99
	TERCILE 2	48823	32426	30.4	66.4	104	7218	32.3	14.8	111	12001	29.8	24.6	102	13207	30.0	27.1	103
	TERCILE 3	69782	42601	40.0	61.0	96	8785	39.4	12.6	95	15739	39.1	22.6	94	18076	41.1	25.9	99
TV-TOTAL	QUINTILE 1	33584	20666	19.4	61.5	97	4229	18.9	12.6	95	7832	19.4	23.3	97	8605	19.6	25.6	98
	QUINTILE 2	33441	21104	19.8	63.1	99	4502	20.2	13.5	101	7751	19.2	23.2	96	8852	20.1	26.5	101
	QUINTILE 3	33505	21435	20.1	64.0	101	4583	20.5	13.7	103	8363	20.8	25.0	104	8489	19.3	25.3	97
	QUINTILE 4	33466	22017	20.6	65.8	103	4329	19.4	12.9	97	8277	20.5	24.7	103	9411	21.4	28.1	107
	QUINTILE 5	33731	21401	20.1	63.4	100	4679	21.0	13.9	104	8076	20.0	23.9	100	8646	19.6	25.6	98
MAGAZINES-NEWSPAPERS: DUAL		44503	28632	26.9	64.3	101	6136	27.5	13.8	104	10583	26.3	23.8	99	11914	27.1	26.8	102
MAGAZINE IMPERATIVE		39363	27005	25.3	68.6	108	5711	25.6	14.5	109	10223	25.4	26.0	108	11071	25.2	28.1	107
NEWSPAPER IMPERATIVE		46441	27241	25.5	58.7	92	5334	23.9	11.5	86	9980	24.8	21.5	89	11928	27.1	25.7	98
MAGAZINES-OUTDOOR: DUAL		33726	22407	21.0	66.4	105	5008	22.4	14.8	112	8120	20.1	24.1	100	9279	21.1	27.5	105
MAGAZINE IMPERATIVE		52846	34089	32.0	64.5	101	6949	31.1	13.1	99	12805	31.8	24.2	101	14335	32.6	27.1	103
OUTDOOR IMPERATIVE		52140	32902	30.9	63.1	99	6908	30.9	13.2	100	12638	31.4	24.2	101	13356	30.4	25.6	98
MAGAZINES-RADIO: DUAL		37081	25122	23.6	67.7	107	5547	24.8	15.0	112	9346	23.2	25.2	105	10230	23.2	27.6	105
MAGAZINE IMPERATIVE		49747	31453	29.5	63.2	99	6239	27.9	12.5	94	11820	29.3	23.8	99	13394	30.4	26.9	103
RADIO IMPERATIVE		49208	31436	29.5	63.9	100	6823	30.6	13.9	104	11995	29.8	24.4	101	12618	28.7	25.6	98
MAGAZINES-TELEVISION: DUAL		33103	21317	20.0	64.4	101	4300	19.3	13.0	98	7532	18.7	22.8	95	9485	21.6	28.7	109
MAGAZINE IMPERATIVE		54575	36247	34.0	66.4	104	7690	34.5	14.1	106	13884	34.5	25.4	106	14672	33.3	26.9	102
TELEVISION IMPERATIVE		53249	32128	30.1	60.3	95	6818	30.5	12.8	96	12588	31.2	23.6	98	12722	28.9	23.9	91
NEWSPAPERS-OUTDOOR: DUAL		36255	23264	21.8	64.2	101	5136	23.0	14.2	106	8363	20.8	23.1	96	9766	22.2	26.9	103
NEWSPAPER IMPERATIVE		55591	33411	31.3	60.1	95	6505	29.1	11.7	88	12515	31.1	22.5	94	14391	32.7	25.9	99
OUTDOOR IMPERATIVE		48319	32368	30.4	67.0	105	7041	31.5	14.6	109	12565	31.2	26.0	108	12762	29.0	26.4	101
NEWSPAPERS-RADIO: DUAL		37242	23596	22.1	63.4	100	5258	23.6	14.1	106	8476	21.0	22.8	95	9862	22.4	26.5	101
NEWSPAPER IMPERATIVE		54423	32785	30.7	60.2	95	6184	27.7	11.4	85	12366	30.7	22.7	95	14236	32.4	26.2	100
RADIO IMPERATIVE		46650	32144	30.1	68.9	108	6990	31.3	15.0	113	12689	31.5	27.2	113	12465	28.3	26.7	102
NEWSPAPERS-TELEVISION: DUAL		35974	21698	20.4	60.3	95	4081	18.3	11.3	85	8220	20.4	22.8	95	9397	21.4	26.1	100
NEWSPAPER IMPERATIVE		56095	35283	33.1	62.9	99	7337	32.9	13.1	98	12771	31.7	22.8	95	15174	34.5	27.1	103
TELEVISION IMPERATIVE		47170	30960	29.0	65.6	103	7074	31.7	15.0	113	11684	29.0	24.8	103	12202	27.7	25.9	99
OUTDOOR-RADIO: DUAL		33748	22773	21.4	67.5	106	5394	24.2	16.0	120	8146	20.2	24.1	100	9232	21.0	27.4	104
OUTDOOR IMPERATIVE		52785	33279	31.2	63.0	99	6609	29.6	12.5	94	12725	31.6	24.1	100	13945	31.7	26.4	101
RADIO IMPERATIVE		52882	34001	31.9	64.3	101	6981	31.3	13.2	99	13089	32.5	24.8	103	13931	31.7	26.3	100
OUTDOOR-TELEVISION: DUAL		32030	20860	19.6	65.1	102	4358	19.5	13.6	102	7452	18.5	23.3	97	9050	20.6	28.3	108
OUTDOOR IMPERATIVE		54626	35822	33.6	65.6	103	7771	34.8	14.2	107	13729	34.1	25.1	105	14322	32.5	26.2	100
TELEVISION IMPERATIVE		54874	33589	31.5	61.2	96	7011	31.4	12.8	96	13128	32.6	23.9	100	13450	30.6	24.5	93
RADIO-TELEVISION: DUAL		33386	21316	20.0	63.8	100	4750	21.3	14.2	107	8168	20.3	24.5	102	8399	19.1	25.2	96
RADIO IMPERATIVE		53810	35983	33.7	66.9	105	7993	35.8	14.9	112	13437	33.3	25.0	104	14552	33.1	27.0	103
TELEVISION IMPERATIVE		54023	32948	30.9	61.0	96	6513	29.2	12.1	91	12439	30.9	23.0	96	13997	31.8	25.9	99

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CHEWING GUM - USAGE IN LAST 7 DAYS
(ADULTS)

0004
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS	167727	106624	100.0	63.6	100	22322	100.0	13.3	100	40298	100.0	24.0	100	44003	100.0	26.2	100
ATLANTIC MONTHLY	867	530	0.5	61.1	96	**94	0.4	10.8	81	*235	0.6	27.1	113	*201	0.5	23.2	88
BARRON'S	1580	879	0.8	55.6	88	*226	1.0	14.3	107	*272	0.7	17.2	72	381	0.9	24.1	92
BETTER HOMES & GARDENS	22203	15120	14.2	68.1	107	3040	13.6	13.7	103	5513	13.7	24.8	103	6567	14.9	29.6	113
BON APPETIT	3810	2014	1.9	52.9	83	376	1.7	9.9	74	672	1.7	17.6	73	966	2.2	25.4	97
BUSINESS WEEK	4663	2982	2.8	64.0	101	691	3.1	14.8	111	1077	2.7	23.1	96	1215	2.8	26.1	99
CAR AND DRIVER	3102	2089	2.0	67.3	106	474	2.1	15.3	115	748	1.9	24.1	100	866	2.0	27.9	106
CBS MAGAZINE NETWORK (GROSS)	7311	5117	4.8	70.0	110	1210	5.4	16.6	124	1843	4.6	25.2	105	2064	4.7	28.2	108
CHANGING TIMES	3400	2043	1.9	60.1	95	465	2.1	13.7	103	816	2.0	24.0	100	761	1.7	22.4	85
COLONIAL HOMES	1796	1210	1.1	67.4	106	230	1.0	12.8	96	439	1.1	24.4	102	542	1.2	30.2	115
CONDE NAST MAG. PKG. (GROSS)	19924	15128	14.2	75.9	119	3702	16.6	18.6	140	5820	14.4	29.2	122	5606	12.7	28.1	107
CONSUMERS DIGEST	3125	1932	1.8	61.8	97	390	1.7	12.5	94	743	1.8	23.8	99	799	1.8	25.6	97
COSMOPOLITAN	10577	8014	7.5	75.8	119	2038	9.1	19.3	145	3077	7.6	29.1	121	2898	6.6	27.4	104
COUNTRY LIVING	3746	2741	2.6	73.2	115	657	2.9	17.5	132	955	2.4	25.5	106	1129	2.6	30.1	115
CUISINE	2214	1375	1.3	62.1	98	253	1.1	11.4	86	478	1.2	21.6	90	645	1.5	29.1	111
CYCLE WORLD	2394	1787	1.7	74.6	117	363	1.6	15.2	114	713	1.8	29.8	124	711	1.6	29.7	113
DCI:CREATIVE IDEAS FOR LIV	3068	2213	2.1	72.1	113	412	1.8	13.4	101	889	2.2	29.0	121	912	2.1	29.7	113
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6549	6.1	68.5	108	1146	5.1	12.0	90	2764	6.9	28.9	120	2639	6.0	27.6	105
DISCOVER	2277	1598	1.5	70.2	110	424	1.9	18.6	140	568	1.4	24.9	104	606	1.4	26.6	101
EBONY	7187	5477	5.1	76.2	120	1437	6.4	20.0	150	2416	6.0	33.6	140	1624	3.7	22.6	86
ESQUIRE	2560	1763	1.7	68.9	108	468	2.1	18.3	137	659	1.6	25.7	107	637	1.4	24.9	95
ESSENCE	3242	2654	2.5	81.9	129	621	2.8	19.2	144	1248	3.1	38.5	160	784	1.8	24.2	92
FAMILY CIRCLE	19639	13853	13.0	70.5	111	2616	11.7	13.3	100	5412	13.4	27.6	115	5824	13.2	29.7	113
THE FAMILY HANDYMAN	3540	2256	2.1	63.7	100	439	2.0	12.4	93	844	2.1	23.8	99	974	2.2	27.5	105
FAMILY WEEKLY	23924	15913	14.9	66.5	105	3304	14.8	13.8	104	6109	15.2	25.5	106	6499	14.8	27.2	104
FIELD & STREAM	9883	6515	6.1	65.9	104	1149	5.1	11.6	87	2466	6.1	25.0	104	2899	6.6	29.3	112
FOOD & WINE	1030	653	0.6	63.4	100	*102	0.5	9.9	74	324	0.8	31.5	131	227	0.5	22.0	84
FORBES	2679	1485	1.4	55.4	87	362	1.6	13.5	102	494	1.2	18.4	77	629	1.4	23.5	89
FORTUNE	2931	1707	1.6	58.2	92	398	1.8	13.6	102	535	1.3	18.3	76	774	1.8	26.4	101
GENTLEMEN'S QUARTERLY	3481	2558	2.4	73.5	116	591	2.6	17.0	128	1008	2.5	29.0	121	959	2.2	27.5	105
GLAMOUR	7163	5617	5.3	78.4	123	1318	5.9	18.4	138	2123	5.3	29.6	123	2177	4.9	30.4	116
GOLF DIGEST	2355	1432	1.3	60.8	96	242	1.1	10.3	77	532	1.3	22.6	94	658	1.5	27.9	107
GOLF DIGEST/TENNIS (GROSS)	3610	2132	2.0	59.1	93	375	1.7	10.4	78	812	2.0	22.5	94	945	2.1	26.2	100
GOLF MAGAZINE	2046	1314	1.2	64.2	101	*252	1.1	12.3	93	473	1.2	23.1	96	589	1.3	28.8	110
GOLF MAGAZINE/SKI (GROSS)	3547	2332	2.2	65.7	103	456	2.0	12.9	97	911	2.3	25.7	107	965	2.2	27.2	104
GOOD HOUSEKEEPING	20353	13988	13.1	68.7	108	2603	11.7	12.8	96	5302	13.2	26.1	108	6082	13.8	29.9	114
HARPER'S BAZAAR	3362	2250	2.1	66.9	105	467	2.1	13.9	104	821	2.0	24.4	102	961	2.2	28.6	109
HEALTH	2987	2120	2.0	71.0	112	361	1.6	12.1	91	1026	2.5	34.3	143	733	1.7	24.5	94
HEARST MAG CORP. BUY (GROSS)	67928	47257	44.3	69.6	109	10216	45.8	15.0	113	17607	43.7	25.9	108	19433	44.2	28.6	109
HEARST MAN POWER (GROSS)	11282	7283	6.8	64.6	102	1600	7.2	14.2	107	2511	6.2	22.3	93	3172	7.2	28.1	107
HEARST WOMAN POWER (GROSS)	40514	28968	27.2	71.5	112	6232	27.9	15.4	116	11046	27.4	27.3	113	11691	26.6	28.9	110
HOUSE BEAUTIFUL	4885	3365	3.2	68.9	108	726	3.3	14.9	112	1210	3.0	24.8	103	1429	3.2	29.3	112
INC.	1308	922	0.9	70.5	111	*232	1.0	17.7	133	*306	0.8	23.4	97	384	0.9	29.4	112
JET	6498	4898	4.6	75.4	119	1262	5.7	19.4	146	2101	5.2	32.3	135	1535	3.5	23.6	90
LADIES' HOME JOURNAL	14797	10706	10.0	72.4	114	2162	9.7	14.6	110	4185	10.4	28.3	118	4358	9.9	29.5	112
LHJ FAMILY GRP COMBO(GROSS)	21743	15814	14.8	72.7	114	3172	14.2	14.6	110	6403	15.9	29.4	123	6239	14.2	28.7	109
LIFE	9881	6677	6.3	67.6	106	1492	6.7	15.1	113	2508	6.2	25.4	106	2677	6.1	27.1	103
L.A. TIMES HOME MAGAZINE	2775	1613	1.5	58.1	91	221	1.0	8.0	60	596	1.5	21.5	89	796	1.8	28.7	109
MADEMOISELLE	4219	3325	3.1	78.8	124	821	3.7	19.5	146	1382	3.4	32.8	136	1122	2.5	26.6	101
MC CALL'S	16422	12025	11.3	73.2	115	2341	10.5	14.3	107	4800	11.9	29.2	122	4884	11.1	29.7	113
MC CALL'S/WRK MOTHER (GROSS)	17919	13206	12.4	73.7	116	2582	11.6	14.4	108	5253	13.0	29.3	122	5370	12.2	30.0	114
MECHANIX ILLUSTRATED	4433	2631	2.5	59.4	93	508	2.3	11.5	86	1012	2.5	22.8	95	1110	2.5	25.0	95
METROPOLITAN HOME	1504	1003	0.9	66.7	105	238	1.1	15.8	119	428	1.1	28.5	118	336	0.8	22.3	85
MONEY	4723	2918	2.7	61.8	97	568	2.5	12.0	90	915	2.3	19.4	81	1435	3.3	30.4	116
MOTHER EARTH NEWS	2325	1652	1.5	71.1	112	331	1.5	14.2	107	641	1.6	27.6	115	680	1.5	29.2	111
MS.	1189	900	0.8	75.7	119	*166	0.7	14.0	105	458	1.1	38.5	160	275	0.6	23.1	88
NATIONAL ENQUIRER	18892	13403	12.6	70.9	112	2846	12.7	15.1	113	5104	12.7	27.0	112	5454	12.4	28.9	110
NATIONAL GEOGRAPHIC	22129	13178	12.4	59.6	94	2615	11.7	11.8	89	4437	11.0	20.1	83	6126	13.9	27.7	106
NATIONAL SUNDAY MAGAZINE PKG	103750	65427	61.4	63.1	99	13435	60.2	12.9	97	24156	59.9	23.3	97	27837	63.3	26.8	102
NATURAL HISTORY	1379	755	0.7	54.7	86	*186	0.8	13.5	101	321	0.8	23.3	97	248	0.6	18.0	69
NEW WOMAN	2289	1728	1.6	75.5	119	340	1.5	14.9	112	650	1.6	28.4	118	738	1.7	32.2	123
NEW YORK INCLUDING CUE	1088	601	0.6	55.2	87	*122	0.5	11.2	84	*246	0.6	22.6	94	232	0.5	21.3	81
THE NEW YORKER	2459	1279	1.2	52.0	82	294	1.3	12.0	90	475	1.2	19.3	80	510	1.2	20.7	79
NEWSWEEK	16527	10616	10.0	64.2	101	2296	10.3	13.9	104	3779	9.4	22.9	95	4540	10.3	27.5	105
THE N.Y. TIMES DAILY EDITION	2739	1207	1.1	44.1	69	252	1.1	9.2	69	427	1.1	15.6	65	529	1.2	19.3	74
THE N.Y. TIMES MAGAZINE	4443	2030	1.9	45.7	72	395	1.8	8.9	67	735	1.8	16.5	69	900	2.0	20.3	77
OMNI	2799	1933	1.8	69.1	109	411	1.8	14.7	110	830	2.1	29.7	123	691	1.6	24.7	94
ON CABLE	2209	1486	1.4	67.3	106	288	1.3	13.0	98	631	1.6	28.6	119	568	1.3	25.7	98
1001 HOME IDEAS	3959	2988	2.8	75.5	119	649	2.9	16.4	123	1192	3.0	30.1	125	1147	2.6	29.0	110
ORGANIC GARDENING	3111	1744	1.6	56.1	88	272	1.2	8.7	66	695	1.7	22.3	93	777	1.8	25.0	95
OUTDOOR LIFE	5024	3333	3.1	66.3	104	709	3.2	14.1	106	1187	2.9	23.6	98	1437	3.3	28.6	109
PARADE MAGAZINE	51292	32249	30.2	62.9	99	6709	30.1	13.1	98	11703	29.0	22.8	95	13837	31.4	27.0	103

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CHEWING GUM - USAGE IN LAST 7 DAYS
(ADULTS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS	167727	106624	100.0	63.6	100	22322	100.0	13.3	100	40298	100.0	24.0	100	44003	100.0	26.2	100
PARENTS	5298	4215	4.0	79.6	125	810	3.6	15.3	115	1526	3.8	28.8	120	1878	4.3	35.4	135
PENTHOUSE	5129	3694	3.5	72.0	113	826	3.7	16.1	121	1196	3.0	23.3	97	1673	3.8	32.6	124
PEOPLE	21070	14894	14.0	70.7	111	3417	15.3	16.2	122	5577	13.8	26.5	110	5899	13.4	28.0	107
PLAYBOY	10562	6976	6.5	66.0	104	1331	6.0	12.6	95	2465	6.1	23.3	97	3179	7.2	30.1	115
POPULAR HOT RODDING	2498	2051	1.9	82.1	129	648	2.9	25.9	195	645	1.6	25.8	107	758	1.7	30.3	116
POPULAR MECHANICS	5887	3608	3.4	61.3	96	796	3.6	13.5	102	1161	2.9	19.7	82	1651	3.8	28.0	107
POPULAR SCIENCE	4317	2526	2.4	58.5	92	450	2.0	10.4	78	855	2.1	19.8	82	1221	2.8	28.3	108
PREVENTION	5792	3476	3.3	60.0	94	622	2.8	10.7	81	1376	3.4	23.8	99	1478	3.4	25.5	97
PSYCHOLOGY TODAY	3284	2147	2.0	65.4	103	446	2.0	13.6	102	889	2.2	27.1	113	811	1.8	24.7	94
READER'S DIGEST	40046	25203	23.6	62.9	99	4874	21.8	12.2	91	9624	23.9	24.0	100	10705	24.3	26.7	102
REDBOOK	9584	6967	6.5	72.7	114	1590	7.1	16.6	125	2666	6.6	27.8	116	2711	6.2	28.3	108
ROAD & TRACK	2590	1768	1.7	68.3	107	471	2.1	18.2	137	452	1.1	17.5	73	846	1.9	32.7	125
ROLLING STONE	3302	2434	2.3	73.7	116	603	2.7	18.3	137	803	2.0	24.3	101	1028	2.3	31.1	119
RUNNER'S WORLD	1229	802	0.8	65.3	103	**185	0.8	15.1	113	*279	0.7	22.7	94	337	0.8	27.4	105
SATURDAY EVENING POST	2110	1269	1.2	60.1	95	359	1.6	17.0	128	448	1.1	21.2	88	462	1.0	21.9	83
SCIENCE 84	1543	992	0.9	64.3	101	*154	0.7	10.0	75	449	1.1	29.1	121	389	0.9	25.2	96
SCIENCE DIGEST	1747	1246	1.2	71.3	112	*252	1.1	14.4	108	466	1.2	26.7	111	527	1.2	30.2	115
SCIENTIFIC AMERICAN	1994	1132	1.1	56.8	89	*181	0.8	9.1	68	407	1.0	20.4	85	543	1.2	27.2	104
SELF	3119	2331	2.2	74.7	118	617	2.8	19.8	149	844	2.1	27.1	113	870	2.0	27.9	106
SEVENTEEN	3923	2961	2.8	75.5	119	764	3.4	19.5	146	1173	2.9	29.9	124	1024	2.3	26.1	99
SKI	1501	1018	1.0	67.8	107	*204	0.9	13.6	102	438	1.1	29.2	121	376	0.9	25.0	95
SMITHSONIAN	5976	3274	3.1	54.8	86	765	3.4	12.8	96	1002	2.5	16.8	70	1507	3.4	25.2	96
SOAP OPERA DIGEST	4228	3386	3.2	80.1	126	592	2.7	14.0	105	1674	4.2	39.6	165	1120	2.5	26.5	101
SOUTHERN LIVING	6488	4336	4.1	66.8	105	734	3.3	11.3	85	1875	4.7	28.9	120	1727	3.9	26.6	101
SPORT	3500	2498	2.3	71.4	112	675	3.0	19.3	145	953	2.4	27.2	113	870	2.0	24.9	95
THE SPORTING NEWS	2456	1801	1.7	73.3	115	509	2.3	20.7	156	629	1.6	25.6	107	663	1.5	27.0	103
SPORTS AFIELD	3648	2430	2.3	66.6	105	552	2.5	15.1	114	884	2.2	24.2	101	994	2.3	27.2	104
SPORTS ILLUSTRATED	14484	9369	8.8	64.7	102	2132	9.6	14.7	111	3227	8.0	22.3	93	4009	9.1	27.7	106
STAR	12661	9096	8.5	71.8	113	2063	9.2	16.3	122	3588	8.9	28.3	118	3445	7.8	27.2	104
SUNDAY	52799	32342	30.3	61.3	96	6891	30.9	13.1	98	11749	29.2	22.3	93	13702	31.1	26.0	99
SUNSET	3513	2091	2.0	59.5	94	394	1.8	11.2	84	683	1.7	19.4	81	1014	2.3	28.9	110
TV GUIDE	42766	29143	27.3	68.1	107	6099	27.3	14.3	107	11839	29.4	27.7	115	11205	25.5	26.2	100
TENNIS	1254	700	0.7	55.8	88	*133	0.6	10.6	80	280	0.7	22.3	93	287	0.7	22.9	87
TIME	22054	13503	12.7	61.2	96	3053	13.7	13.8	104	4850	12.0	22.0	92	5600	12.7	25.4	97
TOWN & COUNTRY	1555	954	0.9	61.4	97	*168	0.8	10.8	81	418	1.0	26.9	112	367	0.8	23.6	90
TRAVEL & LEISURE	2173	1180	1.1	54.3	85	*201	0.9	9.2	70	482	1.2	22.2	92	497	1.1	22.9	87
TRUE STORY	4636	3517	3.3	75.9	119	692	3.1	14.9	112	1508	3.7	32.5	135	1317	3.0	28.4	108
U.S.NEWS & WORLD REPORT	10353	6164	5.8	59.5	94	1372	6.1	13.3	100	2248	5.6	21.7	90	2544	5.8	24.6	94
USA TODAY	4994	3120	2.9	62.5	98	615	2.8	12.3	93	1148	2.8	23.0	96	1358	3.1	27.2	104
US	3528	2861	2.7	81.1	128	636	2.8	18.0	135	1086	2.7	30.8	128	1138	2.6	32.3	123
VOGUE	5424	3855	3.6	71.1	112	946	4.2	17.4	131	1472	3.7	27.1	113	1438	3.3	26.5	101
WALL STREET JOURNAL	6292	3429	3.2	54.5	86	819	3.7	13.0	98	963	2.4	15.3	64	1647	3.7	26.2	100
WEIGHT WATCHERS	2762	2052	1.9	74.3	117	534	2.4	19.3	145	849	2.1	30.7	128	669	1.5	24.2	92
WOMAN'S DAY	16320	11461	10.7	70.2	110	2337	10.5	14.3	108	4450	11.0	27.3	113	4673	10.6	28.6	109
WORKING MOTHER	1496	1181	1.1	78.9	124	*241	1.1	16.1	121	454	1.1	30.3	126	486	1.1	32.5	124
WORKING WOMAN	1851	1435	1.3	77.5	122	371	1.7	20.0	151	533	1.3	28.8	120	531	1.2	28.7	109
WORLD TENNIS	580	377	0.4	65.0	102	**118	0.5	20.3	153	**145	0.4	25.0	104	**114	0.3	19.7	75
ZIFF-DAVIS MAG NETWK (GROSS)	12412	8260	7.7	66.5	105	1868	8.4	15.0	113	3023	7.5	24.4	101	3369	7.7	27.1	103
BLAIR INSERTS	91671	56786	53.3	61.9	97	11818	52.9	12.9	97	20714	51.4	22.6	94	24253	55.1	26.5	101
DAILY NEWSPAPERS																	
READ ANY	109190	67996	63.8	62.3	98	13681	61.3	12.5	94	25293	62.8	23.2	96	29022	66.0	26.6	101
READ ONE	89587	56797	53.3	63.4	100	11333	50.8	12.7	95	21252	52.7	23.7	99	24213	55.0	27.0	103
READ TWO OR MORE	19602	11199	10.5	57.1	90	2348	10.5	12.0	90	4041	10.0	20.6	86	4809	10.9	24.5	94
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	68782	64.5	62.7	99	14210	63.7	13.0	97	25468	63.2	23.2	97	29105	66.1	26.5	101
READ ONE	95074	60204	56.5	63.3	100	12403	55.6	13.0	98	22704	56.3	23.9	99	25098	57.0	26.4	101
READ TWO OR MORE	14588	8578	8.0	58.8	92	1807	8.1	12.4	93	2764	6.9	18.9	79	4007	9.1	27.5	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.47				29.67				28.50				30.28			
30 DAY REACH	149706	95826	89.9	64.0	101	20063	89.9	13.4	101	36414	90.4	24.3	101	39349	89.4	26.3	100
50 SHWG - 30 DAY AV FREQ	15.16	15.48				15.67				14.88				15.93			
30 DAY REACH	142406	91368	85.7	64.2	101	19005	85.1	13.3	100	34883	86.6	24.5	102	37480	85.2	26.3	100
25 SHWG - 30 DAY AV FREQ	8.23	8.38				8.48				8.02				8.67			
30 DAY REACH	131152	84341	79.1	64.3	101	17583	78.8	13.4	101	32339	80.2	24.7	103	34419	78.2	26.2	100
CABLE TV: HOME WIRED	66879	43890	41.2	65.6	103	9541	42.7	14.3	107	16235	40.3	24.3	101	18114	41.2	27.1	103
HOME NOT WIRED	100848	62734	58.8	62.2	98	12782	57.3	12.7	95	24063	59.7	23.9	99	25889	58.8	25.7	98
HAVE PAY CABLE	35024	23637	22.2	67.5	106	5340	23.9	15.2	115	8699	21.6	24.8	103	9598	21.8	27.4	104

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CHEWING GUM - USAGE IN LAST 7 DAYS
(ADULTS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS	167727	106624	100.0	63.6	100	22322	100.0	13.3	100	40298	100.0	24.0	100	44003	100.0	26.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	62146	58.3	65.0	102	13123	58.8	13.7	103	23533	58.4	24.6	102	25491	57.9	26.7	102
10:00 AM - 3:00 PM	63599	41362	38.8	65.0	102	8964	40.2	14.1	106	15475	38.4	24.3	101	16923	38.5	26.6	101
3:00 PM - 7:00 PM	72097	47055	44.1	65.3	103	10616	47.6	14.7	111	17172	42.6	23.8	99	19267	43.8	26.7	102
7:00 PM - MIDNIGHT	36670	24290	22.8	66.2	104	5678	25.4	15.5	116	8918	22.1	24.3	101	9694	22.0	26.4	101
MIDNIGHT - 6:00 AM	21906	14721	13.8	67.2	106	3075	13.8	14.0	105	5556	13.8	25.4	106	6090	13.8	27.8	106
6:00 AM - MIDNIGHT	127571	82648	77.5	64.8	102	17682	79.2	13.9	104	30944	76.8	24.3	101	34022	77.3	26.7	102
ENTIRE DAY	129239	83803	78.6	64.8	102	17883	80.1	13.8	104	31414	78.0	24.3	101	34506	78.4	26.7	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	22239	20.9	65.4	103	4633	20.8	13.6	102	7858	19.5	23.1	96	9748	22.2	28.7	109
ALL NEWS	6062	3289	3.1	54.3	85	697	3.1	11.5	86	1157	2.9	19.1	79	1435	3.3	23.7	90
AOR/PROGRESSIVE	11884	7907	7.4	66.5	105	1794	8.0	15.1	113	2792	6.9	23.5	98	3321	7.5	27.9	107
BEAUTIFUL MUSIC	11180	6716	6.3	60.1	94	1583	7.1	14.2	106	2406	6.0	21.5	90	2727	6.2	24.4	93
BLACK	4538	3523	3.3	77.6	122	918	4.1	20.2	152	1378	3.4	30.4	126	1226	2.8	27.0	103
CLASSICAL	3857	2098	2.0	54.4	86	449	2.0	11.6	87	716	1.8	18.6	77	933	2.1	24.2	92
CHR/ROCK	21946	15622	14.7	71.2	112	3316	14.9	15.1	114	5846	14.5	26.6	111	6460	14.7	29.4	112
COUNTRY	27262	17991	16.9	66.0	104	3994	17.9	14.7	110	6522	16.2	23.9	100	7476	17.0	27.4	105
GOLDEN OLDIES	3339	2063	1.9	61.8	97	449	2.0	13.4	101	857	2.1	25.7	107	757	1.7	22.7	86
MOR/NOSTALGIA	10346	6277	5.9	60.7	95	1325	5.9	12.8	96	2303	5.7	22.3	93	2649	6.0	25.6	98
NEWS/TALK	8929	4944	4.6	55.4	87	833	3.7	9.3	70	1802	4.5	20.2	84	2308	5.2	25.8	99
RELIGIOUS	5488	3669	3.4	66.9	105	622	2.8	11.3	85	1675	4.2	30.5	127	1372	3.1	25.0	95
SOFT ROCK	1232	853	0.8	69.2	109	*127	0.6	10.3	77	*424	1.1	34.4	143	302	0.7	24.5	93
URBAN CONTEMPORARY	3184	2306	2.2	72.4	114	607	2.7	19.1	143	1126	2.8	35.4	147	572	1.3	18.0	68
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	4875	4.6	70.5	111	1025	4.6	14.8	111	1936	4.8	28.0	117	1914	4.3	27.7	106
ABC DIRECTION	5212	3046	2.9	58.4	92	651	2.9	12.5	94	1124	2.8	21.6	90	1271	2.9	24.4	93
ABC ENTERTAINMENT	10385	6381	6.0	61.4	97	1335	6.0	12.9	97	2350	5.8	22.6	94	2696	6.1	26.0	99
ABC FM	4762	3573	3.4	75.0	118	959	4.3	20.1	151	1403	3.5	29.5	123	1211	2.8	25.4	97
ABC INFORMATION	11339	7092	6.7	62.5	98	1336	6.0	11.8	89	2718	6.7	24.0	100	3038	6.9	26.8	102
ABC ROCK	4878	3240	3.0	66.4	104	686	3.1	14.1	106	1196	3.0	24.5	102	1358	3.1	27.8	106
CBS	10709	6262	5.9	58.5	92	1251	5.6	11.7	88	2098	5.2	19.6	82	2913	6.6	27.2	104
MUTUAL	10251	6537	6.1	63.8	100	1414	6.3	13.8	104	2370	5.9	23.1	96	2752	6.3	26.8	102
NBC	12243	7411	7.0	60.5	95	1557	7.0	12.7	96	2727	6.8	22.3	93	3127	7.1	25.5	97
RADIORADIO	4606	3138	2.9	68.1	107	695	3.1	15.1	113	1181	2.9	25.6	107	1262	2.9	27.4	104
RKO ONE	5148	3670	3.4	71.3	112	980	4.4	19.0	143	1266	3.1	24.6	102	1424	3.2	27.7	105
RKO TWO	7313	4557	4.3	62.3	98	1012	4.5	13.8	104	1721	4.3	23.5	98	1825	4.1	25.0	95
THE SOURCE	5981	4189	3.9	70.0	110	1046	4.7	17.5	131	1516	3.8	25.3	105	1627	3.7	27.2	104
NON-WIRED : BLAIR	19329	12646	11.9	65.4	103	2441	10.9	12.6	95	4650	11.5	24.1	100	5555	12.6	28.7	110
INTERNET	27139	18057	16.9	66.5	105	4310	19.3	15.9	119	6766	16.8	24.9	104	6981	15.9	25.7	98
KATZ RADIO GROUP	36319	22674	21.3	62.4	98	5073	22.7	14.0	105	7732	19.2	21.3	89	9869	22.4	27.2	104
SUPERNET	22361	14729	13.8	65.9	104	3467	15.5	15.5	117	5519	13.7	24.7	103	5743	13.1	25.7	98
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	9266	8.7	63.8	100	1903	8.5	13.1	98	3716	9.2	25.6	106	3648	8.3	25.1	96
WKDAY 9:00 AM - 1:00 PM	18688	12277	11.5	65.7	103	2464	11.0	13.2	99	5103	12.7	27.3	114	4710	10.7	25.2	96
WKDAY 1:00 PM - 4:30 PM	24061	16077	15.1	66.8	105	3242	14.5	13.5	101	6514	16.2	27.1	113	6321	14.4	26.3	100
WKDAY 4:30 PM - 7:30 PM	44079	27360	25.7	62.1	98	5741	25.7	13.0	98	10491	26.0	23.8	99	11129	25.3	25.2	96
WKDAY 7:30 PM - 8:00 PM	61979	38487	36.1	62.1	98	7838	35.1	12.6	95	14572	36.2	23.5	98	16077	36.5	25.9	99
WKDAY 11:00 PM - 11:30 PM	49084	31191	29.3	63.5	100	6333	28.4	12.9	97	11778	29.2	24.0	100	13080	29.7	26.6	102
WKDAY 11:30 PM - 1:00 AM	16560	10826	10.2	65.4	103	2188	9.8	13.2	99	4045	10.0	24.4	102	4593	10.4	27.7	106
M-SAT 8-11 PM+SUN 7-11 PM	66967	42443	39.8	63.4	100	8822	39.5	13.2	99	15887	39.4	23.7	99	17734	40.3	26.5	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	6578	6.2	71.0	112	1545	6.9	16.7	125	2588	6.4	27.9	116	2444	5.6	26.4	101
ANOTHER WORLD N	6138	4206	3.9	68.5	108	877	3.9	14.3	107	1811	4.5	29.5	123	1518	3.4	24.7	94
AS THE WORLD TURNS C	7707	4811	4.5	62.4	98	801	3.6	10.4	78	1906	4.7	24.7	103	2105	4.8	27.3	104
CAPITOL C	4688	2966	2.8	63.3	100	490	2.2	10.5	79	1285	3.2	27.4	114	1191	2.7	25.4	97
CBS MORN. NEWS 1 C	2792	1708	1.6	61.2	96	408	1.8	14.6	110	591	1.5	21.2	88	709	1.6	25.4	97
CBS MORN. NEWS 2 C	2071	1146	1.1	55.3	87	276	1.2	13.3	100	430	1.1	20.8	86	440	1.0	21.2	81
DAYS OF OUR LIVES N	8018	5394	5.1	67.3	106	1162	5.2	14.5	109	2248	5.6	28.0	117	1985	4.5	24.8	94
FACTS OF LIFE - DAYTIME N	3487	2385	2.2	68.4	108	535	2.4	15.3	115	998	2.5	28.6	119	852	1.9	24.4	93
FAMILY FEUD A	4817	3161	3.0	65.6	103	715	3.2	14.8	112	1321	3.3	27.4	114	1125	2.6	23.4	89
GENERAL HOSPITAL A	8333	5959	5.6	71.5	112	1214	5.4	14.6	109	2464	6.1	29.6	123	2281	5.2	27.4	104
GOOD MORNING, AMERICA-730 A	5472	3447	3.2	63.0	99	660	3.0	12.1	91	1284	3.2	23.5	98	1504	3.4	27.5	105
GOOD MORNING, AMERICA-830 A	3965	2608	2.4	65.8	103	493	2.2	12.4	93	986	2.4	24.9	104	1130	2.6	28.5	109
GUIDING LIGHT C	7542	4812	4.5	63.8	100	848	3.8	11.2	84	2039	5.1	27.0	113	1924	4.4	25.5	97
ONE LIFE TO LIVE A	6018	4451	4.2	74.0	116	884	4.0	14.7	110	1798	4.5	29.9	124	1768	4.0	29.4	112
PRESS YOUR LUCK C	3589	2299	2.2	64.1	101	460	2.1	12.8	96	879	2.2	24.5	102	960	2.2	26.7	102
PRICE IS RIGHT 1 C	7418	4712	4.4	63.5	100	789	3.5	10.6	80	2015	5.0	27.2	113	1908	4.3	25.7	98
PRICE IS RIGHT 2 C	8276	5323	5.0	64.3	101	895	4.0	10.8	81	2319	5.8	28.0	117	2109	4.8	25.5	97
RYAN'S HOPE A	4358	3190	3.0	73.2	115	771	3.5	17.7	133	1246	3.1	28.6	119	1173	2.7	26.9	103
SALE OF THE CENTURY N	3749	2466	2.3	65.8	103	444	2.0	11.8	89	1135	2.8	30.3	126	887	2.0	23.7	90
SEARCH FOR TOMORROW N	2884	1963	1.8	68.1	107	449	2.0	15.6	117	853	2.1	29.6	123	662	1.5	23.0	87
TODAY SHOW 1 N	4869	3064	2.9	62.9	99	666	3.0	13.7	103	1263	3.1	25.9	108	1135	2.6	23.3	89
TODAY SHOW 2 N	4135	2646	2.5	64.0	101	459	2.1	11.1	83	1147	2.8	27.7	115	1040	2.4	25.2	96
$25,000 PYRAMID C	4361	2712	2.5	62.2	98	542	2.4	12.4	93	1081	2.7	24.8	103	1089	2.5	25.0	95
WHEEL OF FORTUNE N	6187	4003	3.8	64.7	102	788	3.5	12.7	96	1771	4.4	28.6	119	1445	3.3	23.4	89
YOUNG AND THE RESTLESS C	8186	5459	5.1	66.7	105	1098	4.9	13.4	101	2251	5.6	27.5	114	2111	4.8	25.8	98
WEEKEND DAYTIME NTWK-PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	2768	2.6	58.6	92	557	2.5	11.8	89	924	2.3	19.5	81	1287	2.9	27.2	104
NBA PLAYOFF GAME -1 C	5127	3104	2.9	60.5	95	621	2.8	12.1	91	1235	3.1	24.1	100	1248	2.8	24.3	93
NBC MAJOR LEAGUE PRE-GAME N	3945	2556	2.4	64.8	102	399	1.8	10.1	76	1137	2.8	28.8	120	1021	2.3	25.9	99
SPORTSWORLD - SUN N	3370	1963	1.8	58.2	92	359	1.6	10.7	80	765	1.9	22.7	94	839	1.9	24.9	95
SUNDAY MORNING C	4200	2230	2.1	53.1	84	512	2.3	12.2	92	845	2.1	20.1	84	872	2.0	20.8	79

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - USAGE IN LAST 7 DAYS
(ADULTS)

0007
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS %	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS %	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS %	LIGHT USERS TWO OR LESS D INDX
TOTAL ADULTS	167727	106624	100.0	63.6	100	22322	100.0	13.3	100	40298	100.0	24.0	100	44003	100.0	26.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	31862	29.9	60.9	96	6315	28.3	12.1	91	12202	30.3	23.3	97	13345	30.3	25.5	97
NETWORK AFFILIATES - LATE	39164	24906	23.4	63.6	100	5029	22.5	12.8	96	9476	23.5	24.2	101	10401	23.6	26.6	101
INDEPENDENTS - LATE	5133	2991	2.8	58.3	92	562	2.5	10.9	82	1093	2.7	21.3	89	1335	3.0	26.0	99
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	22825	14861	13.9	65.1	102	3014	13.5	13.2	99	5858	14.5	25.7	107	5989	13.6	26.2	100
ABC MONDAY NIGHT MOVIE A	11258	7294	6.8	64.8	102	1618	7.2	14.4	108	2575	6.4	22.9	95	3101	7.0	27.5	105
ABC SUNDAY NIGHT MOVIE A	23600	14836	13.9	62.9	99	2982	13.4	12.6	95	5690	14.1	24.1	100	6164	14.0	26.1	100
ABC WORLD NEWS TONIGHT A	12801	7917	7.4	61.8	97	1721	7.7	13.4	101	2993	7.4	23.4	97	3203	7.3	25.0	95
AFTERMASH C	10966	6710	6.3	61.2	96	1203	5.4	11.0	82	2644	6.6	24.1	100	2863	6.5	26.1	100
ALICE C	17050	10772	10.1	63.2	99	2212	9.9	13.0	97	4032	10.0	23.6	98	4528	10.3	26.6	101
AMERICAN PARADE C	11998	7139	6.7	59.5	94	1493	6.7	12.4	94	2767	6.9	23.1	96	2879	6.5	24.0	91
BENSON A	19258	12141	11.4	63.0	99	2753	12.3	14.3	107	4572	11.3	23.7	99	4816	10.9	25.0	95
BLUE THUNDER A	11478	7361	6.9	64.1	101	1531	6.9	13.3	100	2723	6.8	23.7	99	3107	7.1	27.1	103
CAGNEY & LACEY C	18263	11894	11.2	65.1	102	2575	11.5	14.1	106	4450	11.0	24.4	101	4869	11.1	26.7	102
CBS EVENING NEWS-DEAN C	7733	4157	3.9	53.8	85	753	3.4	9.7	73	1622	4.0	21.0	87	1782	4.0	23.0	88
CBS EVENING NEWS-RATHER C	15653	8961	8.4	57.2	90	1740	7.8	11.1	84	3315	8.2	21.2	88	3906	8.9	25.0	95
CBS SAT. NEWS-SCHIEFFER C	8744	4928	4.6	56.4	89	941	4.2	10.8	81	1777	4.4	20.3	85	2210	5.0	25.3	96
CBS SATURDAY NIGHT MOVIE C	12000	7505	7.0	62.5	98	1465	6.6	12.2	92	2694	6.7	22.4	93	3345	7.6	27.9	106
CBS WEDNESDAY NIGHT MOVIE C	11522	6966	6.5	60.5	95	1113	5.0	9.7	73	2686	6.7	23.3	97	3167	7.2	27.5	105
CHEERS N	16818	11153	10.5	66.3	104	2244	10.1	13.3	100	4432	11.0	26.4	110	4477	10.2	26.6	101
DALLAS C	37510	24114	22.6	64.3	101	5185	23.2	13.8	104	9264	23.0	24.7	103	9665	22.0	25.8	98
DIFF'RENT STROKES N	11258	7435	7.0	66.0	104	1439	6.4	12.8	96	2954	7.3	26.2	109	3042	6.9	27.0	103
DOUBLE TROUBLE N	12248	8135	7.6	66.4	104	1811	8.1	14.8	111	3201	7.9	26.1	109	3122	7.1	25.5	97
DUCK FACTORY N	11100	7263	6.8	65.4	103	1530	6.9	13.8	104	2826	7.0	25.5	106	2907	6.6	26.2	100
DUKES OF HAZZARD C	12353	7879	7.4	63.8	100	1541	6.9	12.5	94	3007	7.5	24.3	101	3331	7.6	27.0	103
DYNASTY A	33279	22224	20.8	66.8	105	5020	22.5	15.1	113	8736	21.7	26.3	109	8468	19.2	25.4	97
FACTS OF LIFE N	13410	8930	8.4	66.6	105	1674	7.5	12.5	94	3446	8.6	25.7	107	3811	8.7	28.4	108
FALCON CREST C	31093	20484	19.2	65.9	104	4429	19.8	14.2	107	8061	20.0	25.9	108	7994	18.2	25.7	98
FALL GUY A	18649	12150	11.4	65.2	102	2854	12.8	15.3	115	4241	10.5	22.7	95	5056	11.5	27.1	103
FAMILY TIES N	13101	8739	8.2	66.7	105	1753	7.9	13.4	101	3633	9.0	27.7	115	3354	7.6	25.6	98
FANTASY ISLAND A	13069	8123	7.6	62.2	98	1817	8.1	13.9	104	3226	8.0	24.7	103	3080	7.0	23.6	90
FOULUPS,BLEEPS & BLUNDERS A	16588	10609	9.9	64.0	101	2338	10.5	14.1	106	3902	9.7	23.5	98	4370	9.9	26.3	100
FOUR SEASONS C	9302	5601	5.3	60.2	95	1140	5.1	12.3	92	2057	5.1	22.1	92	2404	5.5	25.8	99
GIMME A BREAK N	13955	9221	8.6	66.1	104	1962	8.8	14.1	106	3934	9.8	28.2	117	3324	7.6	23.8	91
HART TO HART A	15735	10572	9.9	67.2	106	2271	10.2	14.4	108	3793	9.4	24.1	100	4507	10.2	28.6	109
HILL STREET BLUES N	18257	11827	11.1	64.8	102	2501	11.2	13.7	103	4545	11.3	24.9	104	4781	10.9	26.2	100
HOTEL A	24236	15800	14.8	65.2	103	3483	15.6	14.4	108	6061	15.0	25.0	104	6256	14.2	25.8	98
JEFFERSONS C	17010	10618	10.0	62.4	98	2194	9.8	12.9	97	4023	10.0	23.7	98	4401	10.0	25.9	99
JENNIFER SLEPT HERE N	9397	6164	5.8	65.6	103	1320	5.9	14.0	106	2358	5.9	25.1	104	2486	5.6	26.5	101
KATE & ALLIE C	16762	10634	10.0	63.4	100	2161	9.7	12.9	97	4023	10.0	24.0	100	4450	10.1	26.5	101
KNIGHT RIDER N	13164	8500	8.0	64.6	102	1903	8.5	14.5	109	3023	7.5	23.0	96	3574	8.1	27.1	103
LOVE BOAT A	20400	12751	12.0	62.5	98	2669	12.0	13.1	98	4868	12.1	23.9	99	5215	11.9	25.6	97
MAGNUM PI C	22543	14588	13.7	64.7	102	2957	13.2	13.1	99	5327	13.2	23.6	98	6304	14.3	28.0	107
MAMA'S FAMILY N	9852	6413	6.0	65.1	102	1328	5.9	13.5	101	2499	6.2	25.4	106	2586	5.9	26.2	100
MASTER, THE N	8082	5127	4.8	63.4	100	990	4.4	12.2	92	1943	4.8	24.0	100	2194	5.0	27.1	103
MATT HOUSTON A	12881	8260	7.7	64.1	101	1810	8.1	14.1	106	3052	7.6	23.7	99	3399	7.7	26.4	101
NBC MONDAY NIGHT MOVIE N	23889	15905	14.9	66.6	105	3356	15.0	14.0	106	6078	15.1	25.4	106	6471	14.7	27.1	103
NBC NIGHTLY NEWS N	11156	6824	6.4	61.2	96	1404	6.3	12.6	95	2602	6.5	23.3	97	2819	6.4	25.3	96
NBC NIGHTLY NEWS-SAT N	7363	4196	3.9	57.0	90	790	3.5	10.7	81	1725	4.3	23.4	98	1681	3.8	22.8	87
NBC NIGHTLY NEWS-SUN N	6214	3486	3.3	56.1	88	703	3.1	11.3	85	1404	3.5	22.6	94	1379	3.1	22.2	85
NBC SUNDAY NIGHT MOVIE N	17590	11581	10.9	65.8	104	2763	12.4	15.7	118	4081	10.1	23.2	97	4736	10.8	26.9	103
HEMHART C	16740	10860	10.2	64.9	102	2277	10.2	13.6	102	4036	10.0	24.1	100	4547	10.3	27.2	104
ONE DAY AT A TIME C	11820	7776	7.3	65.8	103	1620	7.3	13.7	103	2946	7.3	24.9	104	3210	7.3	27.2	104
PEOPLE ARE FUNNY N	9138	5850	5.5	64.0	101	1123	5.0	12.3	92	2302	5.7	25.2	105	2425	5.5	26.5	101
REAL PEOPLE N	15979	10296	9.7	64.4	101	1719	7.7	10.8	81	4017	10.0	25.1	105	4560	10.4	28.5	109
REMINGTON STEELE N	14395	9505	8.9	66.0	104	2073	9.3	14.4	108	3694	9.2	25.7	107	3737	8.5	26.0	99
RIPLEY'S BELIEVE IT - NOT A	11362	7119	6.7	62.7	99	1597	7.2	14.1	106	2576	6.4	22.7	94	2946	6.7	25.9	99
RIPTIDE N	13920	9383	8.8	67.4	106	1917	8.6	13.8	103	3360	8.3	24.1	100	4106	9.3	29.5	112
SCARECROW & MRS. KING C	17571	11227	10.5	63.9	101	2506	11.2	14.3	107	3982	9.9	22.7	94	4739	10.8	27.0	103
SIMON & SIMON C	20208	13322	12.5	65.9	104	2599	11.6	12.9	97	4670	11.6	23.1	96	6054	13.8	30.0	114
60 MINUTES C	27668	15832	14.8	57.2	90	2963	13.3	10.7	80	6043	15.0	21.8	91	6825	15.5	24.7	94
ST. ELSEWHERE N	13699	8790	8.2	64.2	101	1730	7.8	12.6	95	3611	9.0	26.4	110	3450	7.8	25.2	96
THREE'S COMPANY A	20632	13524	12.7	65.5	103	2876	12.9	13.9	105	5109	12.7	24.8	103	5539	12.6	26.8	102
T.J. HOOKER A	17136	10710	10.0	62.5	98	2312	10.4	13.5	101	3878	9.6	22.6	94	4520	10.3	26.4	101
TONIGHT SHOW N	4963	3143	2.9	63.3	100	611	2.7	12.3	93	1189	3.0	24.0	100	1343	3.1	27.1	103
TRAPPER JOHN, M.D. C	16332	10619	10.0	65.0	102	2388	10.7	14.6	110	3915	9.7	24.0	100	4316	9.8	26.4	101
TV BLOOPERS & PRAC. JOKES N	18881	12275	11.5	65.0	102	2280	10.2	12.1	91	4803	11.9	25.4	106	5192	11.8	27.5	105
20/20 A	18315	11341	10.6	61.9	97	2260	10.1	12.3	93	4034	10.0	22.0	92	5047	11.5	27.6	105
WEBSTER A	18722	11876	11.1	63.4	100	2709	12.1	14.5	109	4605	11.4	24.6	102	4562	10.4	24.4	93
WORLD NEWS - SUN A	5327	3154	3.0	59.2	93	630	2.8	11.8	89	1156	2.9	21.7	90	1369	3.1	25.7	98
YELLOW ROSE N	8370	5478	5.1	65.4	103	1124	5.0	13.4	101	2051	5.1	24.5	102	2304	5.2	27.5	105
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	16795	15.8	64.9	102	3168	14.2	12.3	92	6435	16.0	24.9	104	7193	16.3	27.8	106
BASKETBALL - COLLEGE GAMES	14468	9731	9.1	67.3	106	2279	10.2	15.8	118	3632	9.0	25.1	104	3820	8.7	26.4	101
BASKETBALL - PRO GAMES	12124	8048	7.5	66.4	104	1871	8.4	15.4	116	3007	7.5	24.8	103	3170	7.2	26.1	100
BOWLING	9412	6069	5.7	64.5	101	1485	6.7	15.8	119	2318	5.8	24.6	103	2266	5.1	24.1	92
BOXING	15409	10073	9.4	65.4	103	2248	10.1	14.6	110	3864	9.6	25.1	104	3961	9.0	25.7	98
FOOTBALL - COLLEGE GAMES	21400	13813	13.0	64.5	102	2761	12.4	12.9	97	5078	12.6	23.7	99	5975	13.6	27.9	106
FOOTBALL - PRO GAMES	35944	23702	22.2	65.9	104	4472	20.0	12.4	93	8902	22.1	24.8	103	10328	23.5	28.7	110
GOLF	9759	5996	5.6	61.4	97	1093	4.9	11.2	84	2125	5.3	21.8	91	2778	6.3	28.5	109
POST-SEASON COLL. FOOTBALL	18123	12007	11.3	66.3	104	2369	10.6	13.1	98	4497	11.2	24.8	103	5141	11.7	28.4	108
POST-SEASON PRO FOOTBALL	22091	14119	13.2	63.9	101	2656	11.9	12.0	90	5413	13.4	24.5	102	6050	13.7	27.4	104
TENNIS	6764	4501	4.2	66.5	105	1033	4.6	15.3	115	1473	3.7	21.8	91	1995	4.5	29.5	112
WRESTLING - PROFESSIONAL	9695	7081	6.6	73.0	115	1653	7.4	17.1	128	2797	6.9	28.8	120	2632	6.0	27.1	103

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - USAGE IN LAST 7 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES	79263	45917	100.0	57.9	100	10009	100.0	12.6	100	16125	100.0	20.3	100	19783	100.0	25.0	100
HOUSEHOLD HEADS	66405	37026	80.6	55.8	96	7675	76.7	11.6	92	13209	81.9	19.9	98	16142	81.6	24.3	97
18 - 24	13945	9908	21.6	71.1	123	2410	24.1	17.3	137	3299	20.5	23.7	116	4200	21.2	30.1	121
25 - 34	19334	13019	28.4	67.3	116	2642	26.4	13.7	108	4645	28.8	24.0	118	5732	29.0	29.6	119
35 - 44	14196	8667	18.9	61.1	105	2071	20.7	14.6	116	3123	19.4	22.0	108	3473	17.6	24.5	98
45 - 54	10896	5599	12.2	51.4	89	1094	10.9	10.0	80	2123	13.2	19.5	96	2382	12.0	21.9	88
55 - 64	10378	4661	10.2	44.9	78	1084	10.8	10.4	83	1493	9.3	14.4	71	2084	10.5	20.1	80
65 OR OLDER	10514	4063	8.8	38.6	67	709	7.1	6.7	53	1443	8.9	13.7	67	1911	9.7	18.2	73
18 - 34	33279	22927	49.9	68.9	119	5052	50.5	15.2	120	7944	49.3	23.9	117	9932	50.2	29.8	120
18 - 49	52904	34629	75.4	65.5	113	7748	77.4	14.6	116	12249	76.0	23.2	114	14633	74.0	27.7	111
25 - 54	44426	27285	59.4	61.4	106	5806	58.0	13.1	103	9891	61.3	22.3	109	11588	58.6	26.1	105
35 - 49	19625	11702	25.5	59.6	103	2696	26.9	13.7	109	4305	26.7	21.9	108	4701	23.8	24.0	96
50 OR OLDER	26359	11288	24.6	42.8	74	2261	22.6	8.6	68	3876	24.0	14.7	72	5150	26.0	19.5	78
GRADUATED COLLEGE	15982	7991	17.4	50.0	86	1740	17.4	10.9	86	2455	15.2	15.4	76	3796	19.2	23.8	95
ATTENDED COLLEGE	13629	8219	17.9	60.3	104	1728	17.3	12.7	100	2903	18.0	21.3	105	3588	18.1	26.3	105
GRADUATED HIGH SCHOOL	28591	17429	38.0	61.0	105	3797	37.9	13.3	105	6182	38.3	21.6	106	7450	37.7	26.1	104
DID NOT GRADUATE HIGH SCHOOL	21061	12278	26.7	58.3	101	2745	27.4	13.0	103	4585	28.4	21.8	107	4948	25.0	23.5	94
EMPLOYED FULL-TIME	52316	31574	68.8	60.4	104	6966	69.6	13.3	105	11113	68.9	21.2	104	13495	68.2	25.8	103
EMPLOYED PART-TIME	4113	2660	5.8	64.7	112	*571	5.7	13.9	110	827	5.1	20.1	99	1261	6.4	30.7	123
NOT EMPLOYED	22834	11683	25.4	51.2	88	2472	24.7	10.8	86	4185	26.0	18.3	90	5026	25.4	22.0	88
PROFESSIONAL/MANAGER	15034	7765	16.9	51.6	89	1674	16.7	11.1	88	2303	14.3	15.3	75	3788	19.1	25.2	101
TECH/CLERICAL/SALES	11255	6880	15.0	61.1	106	1587	15.9	14.1	112	2358	14.6	21.0	103	2935	14.8	26.1	104
PRECISION/CRAFT	11607	7189	15.7	61.9	107	1371	13.7	11.8	94	2720	16.9	23.4	115	3099	15.7	26.7	107
OTHER EMPLOYED	18534	12400	27.0	66.9	115	2905	29.0	15.7	124	4560	28.3	24.6	121	4934	24.9	26.6	107
SINGLE	19562	12754	27.8	65.2	113	2967	29.6	15.2	120	4301	26.7	22.0	108	5486	27.7	28.0	112
MARRIED	51896	29294	63.8	56.4	97	6161	61.6	11.9	94	10576	65.6	20.4	100	12556	63.5	24.2	97
DIVORCED/SEPARATED/WIDOWED	7804	3869	8.4	49.6	86	881	8.8	11.3	89	1248	7.7	16.0	79	1740	8.8	22.3	89
PARENTS	25372	16210	35.3	63.9	110	3427	34.2	13.5	107	6116	37.9	24.1	118	6667	33.7	26.3	105
WHITE	69658	39611	86.3	56.9	98	8197	81.9	11.8	93	13724	85.1	19.7	97	17691	89.4	25.4	102
BLACK	7909	5306	11.6	67.1	116	1614	16.1	20.4	162	1982	12.3	25.1	123	1710	8.6	21.6	87
OTHER	1696	1000	2.2	59.0	102	**198	2.0	11.7	92	*420	2.6	24.8	122	*382	1.9	22.5	90
NORTHEAST-CENSUS	17202	8386	18.3	48.8	84	1644	16.4	9.6	76	3082	19.1	17.9	88	3659	18.5	21.3	85
NORTH CENTRAL	20461	12267	26.7	60.0	103	2569	25.7	12.6	99	3972	24.6	19.4	95	5726	28.9	28.0	112
SOUTH	26695	16439	35.8	61.6	106	4074	40.7	15.3	121	5868	36.4	22.0	108	6498	32.8	24.3	98
WEST	14906	8825	19.2	59.2	102	1722	17.2	11.6	91	3204	19.9	21.5	106	3900	19.7	26.2	105
NORTHEAST-MKTG.	17962	8412	18.3	46.8	81	1652	16.5	9.2	73	3012	18.7	16.8	82	3748	18.9	20.9	84
EAST CENTRAL	11741	7370	16.1	62.8	108	1659	16.6	14.1	112	2529	15.7	21.5	106	3182	16.1	27.1	109
WEST CENTRAL	13518	7790	17.0	57.6	99	1431	14.3	10.6	84	2570	15.9	19.0	93	3790	19.2	28.0	112
SOUTH	23168	14688	32.0	63.4	109	3797	37.9	16.4	130	5238	32.5	22.6	111	5653	28.6	24.4	98
PACIFIC	12874	7656	16.7	59.5	103	1471	14.7	11.4	90	2776	17.2	21.6	106	3409	17.2	26.5	106
COUNTY SIZE A	32596	17655	38.4	54.2	93	3785	37.8	11.6	92	6133	38.0	18.8	92	7737	39.1	23.7	95
COUNTY SIZE B	23814	14250	31.0	59.8	103	3166	31.6	13.3	105	4852	30.1	20.4	100	6233	31.5	26.2	105
COUNTY SIZE C	12663	7592	16.5	60.0	103	1565	15.6	12.4	98	2826	17.5	22.3	110	3202	16.2	25.3	101
COUNTY SIZE D	10190	6419	14.0	63.0	109	1494	14.9	14.7	116	2314	14.4	22.7	112	2612	13.2	25.6	103
METRO CENTRAL CITY	23190	13282	28.9	57.3	99	3109	31.1	13.4	106	4910	30.4	21.2	104	5263	26.6	22.7	91
METRO SUBURBAN	36920	21185	46.1	57.4	99	4285	42.8	11.6	92	7078	43.9	19.2	94	9823	49.7	26.6	107
NON METRO	19152	11450	24.9	59.8	103	2615	26.1	13.7	108	4137	25.7	21.6	106	4697	23.7	24.5	98
TOP 5 ADI'S	18703	10076	21.9	53.9	93	2013	20.1	10.8	85	3736	23.2	20.0	98	4327	21.9	23.1	93
TOP 10 ADI'S	26158	13866	30.2	53.0	92	2937	29.3	11.2	89	5127	31.8	19.6	96	5803	29.3	22.2	89
TOP 20 ADI'S	36612	19869	43.3	54.3	94	4135	41.3	11.3	89	6983	43.3	19.1	94	8751	44.2	23.9	96
HSHLD INC. $50,000 OR MORE	9326	4710	10.3	50.5	87	1087	10.9	11.7	92	1445	9.0	15.5	76	2178	11.0	23.4	94
$40,000 OR MORE	18002	9893	21.5	55.0	95	2209	22.1	12.3	97	3301	20.5	18.3	90	4383	22.2	24.3	98
$30,000 OR MORE	31361	17502	38.1	55.8	96	3743	37.4	11.9	95	5915	36.7	18.9	93	7844	39.7	25.0	100
$25,000 OR MORE	39858	22351	48.7	56.1	97	4629	46.2	11.6	92	7693	47.7	19.3	95	10029	50.7	25.2	101
$20,000 - $24,999	8664	5345	11.6	61.7	106	1318	13.2	15.2	120	1983	12.3	22.9	113	2045	10.3	23.6	95
$15,000 - $19,999	7964	4802	10.5	60.3	104	950	9.5	11.9	94	1687	10.5	21.2	104	2165	10.9	27.2	109
$10,000 - $14,999	11093	6632	14.4	59.8	103	1610	16.1	14.5	115	2377	14.7	21.4	105	2645	13.4	23.8	96
UNDER $10,000	11683	6787	14.8	58.1	100	1502	15.0	12.9	102	2386	14.8	20.4	100	2899	14.7	24.8	99
HOUSEHOLD OF 1 PERSON	7453	3461	7.5	46.4	80	781	7.8	10.5	83	1026	6.4	13.8	68	1654	8.4	22.2	89
2 PEOPLE	24757	12708	27.7	51.3	89	2736	27.3	11.1	88	4288	26.6	17.3	85	5684	28.7	23.0	92
3 OR 4 PEOPLE	32682	20418	44.5	62.5	108	4413	44.1	13.5	107	7418	46.0	22.7	112	8586	43.4	26.3	105
5 OR MORE PEOPLE	14370	9330	20.3	64.9	112	2079	20.8	14.5	115	3394	21.0	23.6	116	3858	19.5	26.8	108
NO CHILD IN HSHLD	46768	24805	54.0	53.0	92	5338	53.3	11.4	90	8420	52.2	18.0	88	11046	55.8	23.6	95
CHILD(REN) UNDER 2 YRS	4799	3181	6.9	66.3	114	*498	5.0	10.4	82	1128	7.0	23.5	116	1555	7.9	32.4	130
2 - 5 YEARS	11125	7806	17.0	70.2	121	1771	17.7	15.9	126	2716	16.8	24.4	120	3319	16.8	29.8	120
6 - 11 YEARS	14193	9388	20.4	66.1	114	1993	19.9	14.0	111	3598	22.3	25.4	125	3798	19.2	26.8	107
12 - 17 YEARS	17402	10993	23.9	63.2	109	2614	26.1	15.0	119	3947	24.5	22.7	111	4433	22.4	25.5	102
RESIDENCE OWNED	56398	31616	68.9	56.1	97	6649	66.4	11.8	93	11056	68.6	19.6	96	13911	70.3	24.7	99
VALUE: $50,000 OR MORE	34811	18643	40.6	53.6	92	3857	38.5	11.1	88	6520	40.4	18.7	92	8267	41.8	23.7	95
VALUE: UNDER $50,000	21587	12973	28.3	60.1	104	2792	27.9	12.9	102	4536	28.1	21.0	103	5644	28.5	26.1	105

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CHEWING GUM - USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES		79263	45917	100.0	57.9	100	10009	100.0	12.6	100	16125	100.0	20.3	100	19783	100.0	25.0	100
MAGAZINES	QUINTILE 1	16033	9661	21.0	60.3	104	2081	20.8	13.0	103	3082	19.1	19.2	94	4498	22.7	28.1	112
	QUINTILE 2	15354	9095	19.8	59.2	102	1858	18.6	12.1	96	3311	20.5	21.6	106	3927	19.9	25.6	102
	QUINTILE 3	15888	8854	19.3	55.7	96	1982	19.8	12.5	99	3083	19.1	19.4	95	3789	19.2	23.8	96
	QUINTILE 4	17310	10136	22.1	58.6	101	2157	21.6	12.5	99	3465	21.5	20.0	98	4514	22.8	26.1	104
	QUINTILE 5	14677	8171	17.8	55.7	96	1931	19.3	13.2	104	3185	19.8	21.7	107	3055	15.4	20.8	83
NEWSPAPERS	QUINTILE 1	15277	8213	17.9	53.8	93	1741	17.4	11.4	90	2917	18.1	19.1	94	3555	18.0	23.3	93
	QUINTILE 2	22745	12573	27.4	55.3	95	2452	24.5	10.8	85	4264	26.4	18.7	92	5858	29.6	25.8	103
	QUINTILE 3	10692	6695	14.6	62.6	108	1378	13.8	12.9	102	2230	13.8	20.9	103	3086	15.6	28.9	116
	QUINTILE 4	11646	6857	14.9	58.9	102	1569	15.7	13.5	107	2486	15.4	21.3	105	2803	14.2	24.1	96
	QUINTILE 5	18903	11579	25.2	61.3	106	2870	28.7	15.2	120	4229	26.2	22.4	110	4481	22.7	23.7	95
OUTDOOR	QUINTILE 1	16620	9839	21.4	59.2	102	1947	19.5	11.7	93	3318	20.6	20.0	98	4574	23.1	27.5	110
	QUINTILE 2	16377	9807	21.4	59.9	103	2121	21.2	13.0	103	3664	22.7	22.4	110	4023	20.3	24.6	98
	QUINTILE 3	15995	9031	19.7	56.5	97	1895	18.9	11.8	94	3413	21.2	21.3	105	3723	18.8	23.3	93
	QUINTILE 4	15592	9118	19.9	58.5	101	2019	20.2	12.9	103	3362	20.8	21.6	106	3738	18.9	24.0	96
	QUINTILE 5	14679	8122	17.7	55.3	96	2028	20.3	13.8	109	2368	14.7	16.1	79	3726	18.8	25.4	102
RADIO-DRIVE TIME	QUINTILE 1	15746	9855	21.5	62.6	108	2447	24.4	15.5	123	3219	20.0	20.4	100	4190	21.2	26.6	107
	QUINTILE 2	15067	9053	19.7	60.1	104	1941	19.4	12.9	102	3337	20.7	22.1	109	3775	19.1	25.1	100
	QUINTILE 3	15631	9184	20.0	58.8	101	2010	20.1	12.9	102	3257	20.2	20.8	102	3916	19.8	25.1	100
	QUINTILE 4	16245	9296	20.2	57.2	99	1816	18.1	11.2	89	3156	19.6	19.4	95	4325	21.9	26.6	107
	QUINTILE 5	16573	8529	18.6	51.5	89	1795	17.9	10.8	86	3156	19.6	19.0	94	3578	18.1	21.6	87
RADIO-MID-DAY	TERCILE 1	21788	13169	28.7	60.4	104	2908	29.1	13.3	106	4788	29.7	22.0	108	5473	27.7	25.1	101
	TERCILE 2	21151	12260	26.7	58.0	100	2704	27.0	12.8	101	4077	25.3	19.3	95	5479	27.7	25.9	104
	TERCILE 3	36323	20488	44.6	56.4	97	4397	43.9	12.1	96	7261	45.0	20.0	98	8831	44.6	24.3	97
RADIO-TOTAL	QUINTILE 1	15977	10086	22.0	63.1	109	2368	23.7	14.8	117	3481	21.6	21.8	107	4237	21.4	26.5	106
	QUINTILE 2	15923	9336	20.3	58.6	101	2016	20.1	12.7	100	3325	20.6	20.9	103	3995	20.2	25.1	101
	QUINTILE 3	14980	8773	19.1	58.6	101	1903	19.0	12.7	101	3111	19.3	20.8	102	3760	19.0	25.1	101
	QUINTILE 4	17123	9793	21.3	57.2	99	2052	20.5	12.0	95	3391	21.0	19.8	97	4350	22.0	25.4	102
	QUINTILE 5	15260	7929	17.3	52.0	90	1670	16.7	10.9	87	2818	17.5	18.5	91	3441	17.4	22.5	90
TV-PRIME TIME	QUINTILE 1	15674	8898	19.4	56.8	98	1998	20.0	12.7	101	2860	17.7	18.2	90	4040	20.4	25.8	103
	QUINTILE 2	15944	9416	20.5	59.1	102	1806	18.0	11.3	90	3404	21.1	21.3	105	4206	21.3	26.4	106
	QUINTILE 3	16037	9412	20.5	58.7	101	2153	21.5	13.4	106	3369	20.9	21.0	103	3890	19.7	24.3	97
	QUINTILE 4	15412	8513	18.5	55.2	95	1987	19.9	12.9	102	3141	19.5	20.4	100	3385	17.1	22.0	88
	QUINTILE 5	16194	9679	21.1	59.8	103	2065	20.6	12.8	101	3351	20.8	20.7	102	4263	21.5	26.3	105
TV-DAYTIME	TERCILE 1	19156	10714	23.3	55.9	97	2653	26.5	13.8	110	3688	22.9	19.3	95	4374	22.1	22.8	91
	TERCILE 2	19343	11855	25.8	61.3	106	2783	27.8	14.4	114	4004	24.8	20.7	102	5069	25.6	26.2	105
	TERCILE 3	40764	23348	50.8	57.3	99	4574	45.7	11.2	89	8434	52.3	20.7	102	10340	52.3	25.4	102
TV-TOTAL	QUINTILE 1	15844	8779	19.1	55.4	96	2052	20.5	13.0	103	2726	16.9	17.2	85	4001	20.2	25.3	101
	QUINTILE 2	15767	8800	19.2	55.8	96	2094	20.9	13.3	105	3021	18.7	19.2	94	3685	18.6	23.4	94
	QUINTILE 3	15775	9274	20.2	58.8	101	1843	18.4	11.7	93	3425	21.2	21.7	107	4007	20.3	25.4	102
	QUINTILE 4	15903	9685	21.1	60.9	105	1979	19.8	12.4	99	3569	22.1	22.4	110	4137	20.9	26.0	104
	QUINTILE 5	15974	9379	20.4	58.7	101	2041	20.4	12.8	101	3385	21.0	21.2	104	3953	20.0	24.7	99
MAGAZINES-NEWSPAPERS: DUAL		21225	12284	26.8	57.9	100	2532	25.3	11.9	94	4334	26.9	20.4	100	5419	27.4	25.5	102
MAGAZINE IMPERATIVE		17728	11033	24.0	62.2	107	2446	24.4	13.8	109	3794	23.5	21.4	105	4794	24.2	27.0	108
NEWSPAPER IMPERATIVE		22987	12379	27.0	53.9	93	2564	25.6	11.2	88	4216	26.1	18.3	90	5600	28.3	24.4	98
MAGAZINES-OUTDOOR: DUAL		16244	9461	20.6	58.2	101	2012	20.1	12.4	98	3256	20.2	20.0	99	4193	21.2	25.8	103
MAGAZINE IMPERATIVE		24016	14070	30.6	58.6	101	3134	31.3	13.0	103	4703	29.2	19.6	96	6233	31.5	26.0	104
OUTDOOR IMPERATIVE		26020	15259	33.2	58.6	101	3247	32.4	12.5	99	5607	34.8	21.5	106	6406	32.4	24.6	99
MAGAZINES-RADIO: DUAL		16918	10444	22.7	61.7	107	2414	24.1	14.3	113	3508	21.8	20.7	102	4522	22.9	26.7	107
MAGAZINE IMPERATIVE		23456	13134	28.6	56.0	97	2631	26.3	11.2	89	4576	28.4	19.5	96	5927	30.0	25.3	101
RADIO IMPERATIVE		23900	14253	31.0	59.6	103	3105	31.0	13.0	103	5128	31.8	21.5	105	6020	30.4	25.2	101
MAGAZINES-TELEVISION: DUAL		15791	9065	19.7	57.4	99	1964	19.6	12.4	98	2658	16.5	16.8	83	4443	22.5	28.1	113
MAGAZINE IMPERATIVE		25476	15293	33.3	60.0	104	3199	32.0	12.6	99	5648	35.0	22.2	109	6446	32.6	25.3	101
TELEVISION IMPERATIVE		25744	14142	30.8	54.9	95	3358	33.5	13.0	103	5116	31.7	19.9	98	5668	28.7	22.0	88
NEWSPAPERS-OUTDOOR: DUAL		17628	10089	22.0	57.2	99	2000	20.0	11.3	90	3684	22.8	20.9	103	4406	22.3	25.0	100
NEWSPAPER IMPERATIVE		26414	14378	31.3	54.4	94	3046	30.4	11.5	91	4734	29.4	17.9	88	6598	33.4	25.0	100
OUTDOOR IMPERATIVE		23059	14115	30.7	61.2	106	3123	31.2	13.5	107	5171	32.1	22.4	110	5821	29.4	25.2	101
NEWSPAPERS-RADIO: DUAL		17996	10301	22.4	57.2	99	2272	22.7	12.6	100	3519	21.8	19.6	96	4510	22.8	25.1	100
NEWSPAPER IMPERATIVE		26269	14192	30.9	54.0	93	2725	27.2	10.4	82	5001	31.0	19.0	94	6467	32.7	24.6	99
RADIO IMPERATIVE		21342	13707	29.9	64.2	111	3236	32.3	15.2	120	4900	30.4	23.0	113	5571	28.2	26.1	105
NEWSPAPERS-TELEVISION: DUAL		17359	9200	20.0	53.0	91	1887	18.9	10.9	86	3153	19.6	18.2	89	4160	21.0	24.0	96
NEWSPAPER IMPERATIVE		26889	15501	33.8	57.6	100	3098	31.0	11.5	91	5424	33.6	20.2	99	6980	35.3	26.0	104
TELEVISION IMPERATIVE		21698	13131	28.6	60.5	104	3278	32.8	15.1	120	4451	27.6	20.5	101	5402	27.3	24.9	100
OUTDOOR-RADIO: DUAL		16456	10190	22.2	61.9	107	2326	23.2	14.1	112	3494	21.7	21.2	104	4371	22.1	26.6	106
OUTDOOR IMPERATIVE		25870	14623	31.8	56.5	98	2834	28.3	11.0	87	5359	33.2	20.7	102	6430	32.5	24.9	100
RADIO IMPERATIVE		23943	14250	31.0	59.5	103	3197	31.9	13.4	106	4966	30.8	20.7	102	6087	30.8	25.4	102
OUTDOOR-TELEVISION: DUAL		15918	9211	20.1	57.9	100	1888	18.9	11.9	94	3130	19.4	19.7	97	4193	21.2	26.3	106
OUTDOOR IMPERATIVE		26398	15891	34.6	60.2	104	3248	32.5	12.3	97	5931	36.8	22.5	110	6712	33.9	25.4	102
TELEVISION IMPERATIVE		24851	13734	29.9	55.3	95	3387	33.8	13.6	108	4679	29.0	18.8	93	5668	28.7	22.8	91
RADIO-TELEVISION: DUAL		15584	8995	19.6	57.7	100	2160	21.6	13.9	110	3196	19.8	20.5	101	3639	18.4	23.4	94
RADIO IMPERATIVE		25472	15890	34.6	62.4	108	3469	34.7	13.6	108	5632	34.9	22.1	109	6789	34.3	26.7	107
TELEVISION IMPERATIVE		25578	14000	30.5	54.7	94	3030	30.3	11.8	94	4602	28.5	18.0	88	6367	32.2	24.9	100

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - USAGE IN LAST 7 DAYS
- (MALES)

0010
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS %	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS %	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS %	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES	79263	45917	100.0	57.9	100	10009	100.0	12.6	100	16125	100.0	20.3	100	19783	100.0	25.0	100
ATLANTIC MONTHLY	452	*231	0.5	51.1	88	**33	0.3	7.3	58	**113	0.7	25.0	123	**86	0.4	19.0	76
BARRON'S	1058	631	1.4	59.6	103	**178	1.8	16.8	133	*158	1.0	14.9	73	*296	1.5	28.0	112
BETTER HOMES & GARDENS	4773	2987	6.5	62.6	108	610	6.1	12.8	101	909	5.6	19.0	94	1467	7.4	30.7	123
BON APPETIT	1037	486	1.1	46.9	81	**96	1.0	9.3	73	*172	1.1	16.6	82	*218	1.1	21.0	84
BUSINESS WEEK	3193	1929	4.2	60.4	104	440	4.4	13.8	109	680	4.2	21.3	105	809	4.1	25.3	102
CAR AND DRIVER	2705	1809	3.9	66.9	115	392	3.9	14.5	115	659	4.1	24.4	120	758	3.8	28.0	112
CBS MAGAZINE NETWORK (GROSS)	5678	3818	8.3	67.2	116	947	9.5	16.7	132	1350	8.4	23.8	117	1521	7.7	26.8	107
CHANGING TIMES	1847	1046	2.3	56.6	98	*250	2.5	13.5	107	394	2.4	21.3	105	402	2.0	21.8	87
COLONIAL HOMES	492	300	0.7	61.0	105	**100	1.0	20.3	161	**129	0.8	26.2	129	**71	0.4	14.4	58
CONDE NAST MAG. PKG. (GROSS)	2066	1438	3.1	69.6	120	*365	3.6	17.7	140	742	4.6	35.9	177	332	1.7	16.1	64
CONSUMERS DIGEST	1719	951	2.1	55.3	95	*282	2.8	16.4	130	*301	1.9	17.5	86	368	1.9	21.4	86
COSMOPOLITAN	1762	1123	2.4	63.7	110	*229	2.3	13.0	103	382	2.4	21.7	107	512	2.6	29.1	116
COUNTRY LIVING	1110	765	1.7	68.9	119	*198	2.0	17.8	141	*262	1.6	23.6	116	305	1.5	27.5	110
CUISINE	660	399	0.9	60.5	104	**101	1.0	15.3	121	*142	0.9	21.5	106	*156	0.8	23.6	95
CYCLE WORLD	1924	1393	3.0	72.4	125	*301	3.0	15.6	124	581	3.6	30.2	148	512	2.6	26.6	107
DCI:CREATIVE IDEAS FOR LIV	437	266	0.6	60.9	105	**57	0.6	13.0	103	**118	0.7	27.0	133	**91	0.5	20.8	83
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1511	3.3	60.7	105	*276	2.8	11.1	88	600	3.7	24.1	118	635	3.2	25.5	102
DISCOVER	1279	787	1.7	61.5	106	*202	2.0	15.8	125	*287	1.8	22.4	110	298	1.5	23.3	93
EBONY	2898	1964	4.3	67.8	117	620	6.2	21.4	169	729	4.5	25.2	124	615	3.1	21.2	85
ESQUIRE	1384	901	2.0	65.1	112	*275	2.7	19.9	157	301	1.9	21.7	107	326	1.6	23.6	94
ESSENCE	850	661	1.4	77.8	134	*228	2.3	26.8	212	*282	1.7	33.2	163	*151	0.8	17.8	71
FAMILY CIRCLE	2430	1513	3.3	62.3	107	*243	2.4	10.0	79	523	3.2	21.5	106	747	3.8	30.7	123
THE FAMILY HANDYMAN	2356	1399	3.0	59.4	103	*249	2.5	10.6	84	467	2.9	19.8	97	682	3.4	28.9	116
FAMILY WEEKLY	11533	7074	15.4	61.3	106	1568	15.7	13.6	108	2424	15.0	21.0	103	3083	15.6	26.7	107
FIELD & STREAM	7444	4644	10.1	62.4	108	816	8.2	11.0	87	1676	10.4	22.5	111	2152	10.9	28.9	116
FOOD & WINE	416	*217	0.5	52.2	90	**30	0.3	7.2	57	**109	0.7	26.2	129	**79	0.4	19.0	76
FORBES	1865	970	2.1	52.0	90	*280	2.8	15.0	119	265	1.6	14.2	70	426	2.2	22.8	92
FORTUNE	1849	1027	2.2	55.5	96	277	2.8	15.0	119	281	1.7	15.2	75	469	2.4	25.4	102
GENTLEMEN'S QUARTERLY	2284	1631	3.6	71.4	123	379	3.8	16.6	131	593	3.7	26.0	128	659	3.3	28.9	116
GLAMOUR	538	389	0.8	72.3	125	**80	0.8	14.9	118	*201	1.2	37.4	184	**108	0.5	20.1	80
GOLF DIGEST	1649	947	2.1	57.4	99	*130	1.3	7.9	62	399	2.5	24.2	119	418	2.1	25.3	102
GOLF DIGEST/TENNIS (GROSS)	2294	1293	2.8	56.4	97	*178	1.8	7.8	61	569	3.5	24.8	122	546	2.8	23.8	95
GOLF MAGAZINE	1577	963	2.1	61.1	105	*168	1.7	10.7	84	388	2.4	24.6	121	407	2.1	25.8	103
GOLF MAGAZINE/SKI (GROSS)	2487	1518	3.3	61.0	105	*262	2.6	10.5	83	625	3.9	25.1	124	631	3.2	25.4	102
GOOD HOUSEKEEPING	2569	1507	3.3	58.7	101	*288	2.9	11.2	89	545	3.4	21.2	104	673	3.4	26.2	105
HARPER'S BAZAAR	431	*266	0.6	61.7	107	**68	0.7	15.8	125	**140	0.9	32.5	160	**57	0.3	13.2	53
HEALTH	788	533	1.2	67.6	117	**75	0.7	9.5	75	*173	1.1	22.0	108	*286	1.4	36.3	145
HEARST MAG CORP. BUY (GROSS)	18781	11655	25.4	62.1	107	2605	26.0	13.9	110	4149	25.7	22.1	109	4901	24.8	26.1	105
HEARST MAN POWER (GROSS)	9169	5779	12.6	63.0	109	1263	12.6	13.8	109	1958	12.1	21.4	105	2558	12.9	27.9	112
HEARST WOMAN POWER (GROSS)	5452	3343	7.3	61.3	106	691	6.9	12.7	100	1169	7.2	21.4	105	1484	7.5	27.2	109
HOUSE BEAUTIFUL	1020	612	1.3	60.0	104	**139	1.4	13.6	108	*225	1.4	22.1	108	*248	1.3	24.3	97
INC.	993	647	1.4	65.2	112	**205	2.0	20.6	163	*156	1.0	15.7	77	*286	1.4	28.8	115
JET	2808	1866	4.1	66.5	115	576	5.8	20.5	162	666	4.1	23.7	117	625	3.2	22.3	89
LADIES' HOME JOURNAL	1868	1250	2.7	66.9	116	*347	3.5	18.6	147	399	2.5	21.4	105	504	2.5	27.0	108
LHJ FAMILY GRP COMBO(GROSS)	3582	2442	5.3	68.2	118	519	5.2	14.5	115	824	5.1	23.0	113	1099	5.6	30.7	123
LIFE	4817	2920	6.4	60.6	105	735	7.3	15.3	121	1039	6.4	21.6	106	1146	5.8	23.8	95
L.A. TIMES HOME MAGAZINE	1465	773	1.7	52.8	91	*100	1.0	6.8	54	244	1.5	16.7	82	428	2.2	29.2	117
MADEMOISELLE	460	*333	0.7	72.4	125	**89	0.9	19.3	153	**188	1.2	40.9	201	**55	0.3	12.0	48
MC CALL'S	1764	1084	2.4	61.5	106	*249	2.5	14.1	112	431	2.7	24.4	120	404	2.0	22.9	92
MC CALL'S/WRK MOTHER (GROSS)	2062	1339	2.9	64.9	112	*305	3.0	14.8	117	524	3.2	25.4	125	510	2.6	24.7	99
MECHANIX ILLUSTRATED	3625	2061	4.5	56.9	98	405	4.0	11.2	88	816	5.1	22.5	111	840	4.2	23.2	93
METROPOLITAN HOME	495	378	0.8	76.4	132	**90	0.9	18.2	144	**151	0.9	30.5	150	*137	0.7	27.7	111
MONEY	3017	1789	3.9	59.3	102	398	4.0	13.2	104	470	2.9	15.6	77	921	4.7	30.5	122
MOTHER EARTH NEWS	1203	805	1.8	66.9	116	**133	1.3	11.1	88	*336	2.1	27.9	137	336	1.7	27.9	112
MS.	*257	**205	0.4	79.8	138	**42	0.4	16.3	129	**129	0.8	50.2	247	**34	0.2	13.2	53
NATIONAL ENQUIRER	6921	4453	9.7	64.3	111	1089	10.9	15.7	125	1450	9.0	21.0	103	1914	9.7	27.7	111
NATIONAL GEOGRAPHIC	11626	6270	13.7	53.9	93	1255	12.5	10.8	85	1959	12.1	16.9	83	3057	15.5	26.3	105
NATIONAL SUNDAY MAGAZINE PKG	49424	28197	61.4	57.1	98	5858	58.5	11.9	94	9619	59.7	19.5	96	12720	64.3	25.7	103
NATURAL HISTORY	753	413	0.9	54.8	95	**117	1.2	15.5	123	*195	1.2	25.9	127	*102	0.5	13.5	54
NEW WOMAN	*296	*267	0.6	90.2	156	**35	0.3	11.8	94	**192	1.2	64.9	319	**40	0.2	13.5	54
NEW YORK INCLUDING CUE	541	*252	0.5	46.6	80	**48	0.5	8.9	70	**138	0.9	25.5	125	**66	0.3	12.2	49
THE NEW YORKER	1078	545	1.2	50.6	87	**125	1.2	11.6	92	218	1.4	20.2	99	*202	1.0	18.7	75
NEWSWEEK	9602	5600	12.2	58.3	101	1250	12.5	13.0	103	1908	11.8	19.9	98	2442	12.3	25.4	102
THE N.Y. TIMES DAILY EDITION	1376	543	1.2	39.5	68	*87	0.9	6.3	50	174	1.1	12.6	62	283	1.4	20.6	82
THE N.Y. TIMES MAGAZINE	2110	906	2.0	42.9	74	*128	1.3	6.1	48	370	2.3	17.5	86	408	2.1	19.3	77
OMNI	1927	1240	2.7	64.3	111	*264	2.6	13.7	108	485	3.0	25.2	124	492	2.5	25.5	102
ON CABLE	911	622	1.4	68.3	118	**126	1.3	13.8	110	*222	1.4	24.4	120	*274	1.4	30.1	121
1001 HOME IDEAS	927	659	1.4	71.1	123	**98	1.0	10.6	84	*251	1.6	27.1	133	310	1.6	33.4	134
ORGANIC GARDENING	1430	742	1.6	51.9	90	**77	0.8	5.4	43	*330	2.0	23.1	113	335	1.7	23.4	94
OUTDOOR LIFE	4064	2581	5.6	63.5	110	565	5.6	13.9	110	852	5.3	21.0	103	1164	5.9	28.6	115
PARADE MAGAZINE	24538	13943	30.4	56.8	98	2949	29.5	12.0	95	4725	29.3	19.3	95	6270	31.7	25.6	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - USAGE IN LAST 7 DAYS
(MALES)

0011
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES	79263	45917	100.0	57.9	100	10009	100.0	12.6	100	16125	100.0	20.3	100	19783	100.0	25.0	100
PARENTS	1126	791	1.7	70.2	121	*170	1.7	15.1	120	289	1.8	25.7	126	333	1.7	29.6	118
PENTHOUSE	4157	2879	6.3	69.3	120	646	6.5	15.5	123	866	5.4	20.8	102	1367	6.9	32.9	132
PEOPLE	7591	4919	10.7	64.8	112	1238	12.4	16.3	129	1628	10.1	21.4	105	2054	10.4	27.1	108
PLAYBOY	8379	5303	11.5	63.3	109	1039	10.4	12.4	98	1713	10.6	20.4	100	2552	12.9	30.5	122
POPULAR HOT RODDING	2110	1705	3.7	80.8	139	538	5.4	25.5	202	539	3.3	25.5	126	629	3.2	29.8	119
POPULAR MECHANICS	4850	2971	6.5	61.3	106	643	6.4	13.3	105	934	5.8	19.3	95	1394	7.0	28.7	115
POPULAR SCIENCE	3397	1937	4.2	57.0	98	327	3.3	9.6	76	629	3.9	18.5	91	980	5.0	28.8	116
PREVENTION	1720	860	1.9	50.0	86	*256	2.6	14.9	118	*288	1.8	16.7	82	316	1.6	18.4	74
PSYCHOLOGY TODAY	1344	851	1.9	63.3	109	*229	2.3	17.0	135	337	2.1	25.1	123	*286	1.4	21.3	85
READER'S DIGEST	16016	8805	19.2	55.0	95	1854	18.5	11.6	92	3111	19.3	19.4	95	3840	19.4	24.0	96
REDBOOK	1121	713	1.6	63.6	110	**174	1.7	15.5	123	*241	1.5	21.5	106	*298	1.5	26.6	107
ROAD & TRACK	2161	1448	3.2	67.0	116	*389	3.9	18.0	143	351	2.2	16.2	80	708	3.6	32.8	131
ROLLING STONE	1948	1312	2.9	67.4	116	326	3.3	16.7	133	391	2.4	20.1	99	595	3.0	30.5	122
RUNNER'S WORLD	899	543	1.2	60.4	104	**131	1.3	14.6	115	**152	0.9	16.9	83	*260	1.3	28.9	116
SATURDAY EVENING POST	841	444	1.0	52.8	91	**122	1.2	14.5	115	*164	1.0	19.5	96	*158	0.8	18.8	75
SCIENCE 84	841	448	1.0	53.3	92	**55	0.5	6.5	52	*220	1.4	26.2	129	*173	0.9	20.6	82
SCIENCE DIGEST	1194	822	1.8	68.8	119	*183	1.8	15.3	121	*327	2.0	27.4	135	312	1.6	26.1	105
SCIENTIFIC AMERICAN	1379	739	1.6	53.6	93	**77	0.8	5.6	44	*311	1.9	22.6	111	352	1.8	25.5	102
SELF	436	*328	0.7	75.2	130	**88	0.9	20.2	160	**183	1.1	42.0	206	**57	0.3	13.1	52
SEVENTEEN	614	*371	0.8	60.4	104	**72	0.7	11.7	93	**194	1.2	31.6	155	**105	0.5	17.1	69
SKI	910	555	1.2	61.0	105	**94	0.9	10.3	82	*237	1.5	26.0	128	*224	1.1	24.6	99
SMITHSONIAN	2937	1488	3.2	50.7	87	453	4.5	15.4	122	372	2.3	12.7	62	663	3.4	22.6	90
SOAP OPERA DIGEST	545	410	0.9	75.2	130	**57	0.6	10.5	83	**178	1.1	32.7	161	*175	0.9	32.1	129
SOUTHERN LIVING	2054	1244	2.7	60.6	105	*218	2.2	10.6	84	481	3.0	23.4	115	545	2.8	26.5	106
SPORT	2799	1933	4.2	69.1	119	551	5.5	19.7	156	719	4.5	25.7	126	663	3.4	23.7	95
THE SPORTING NEWS	1938	1349	2.9	69.6	120	340	3.4	17.5	139	458	2.8	23.6	116	551	2.8	28.4	114
SPORTS AFIELD	3125	1986	4.3	63.6	110	437	4.4	14.0	111	697	4.3	22.3	110	851	4.3	27.2	109
SPORTS ILLUSTRATED	11159	6924	15.1	62.0	107	1577	15.8	14.1	112	2304	14.3	20.6	101	3042	15.4	27.3	109
STAR	4095	2625	5.7	64.1	111	596	6.0	14.6	115	968	6.0	23.6	116	1060	5.4	25.9	104
SUNDAY	25169	13848	30.2	55.0	95	2916	29.1	11.6	92	4821	29.9	19.2	94	6112	30.9	24.3	97
SUNSET	1294	617	1.3	47.7	82	**150	1.5	11.6	92	*168	1.0	13.0	64	*299	1.5	23.1	93
TV GUIDE	18508	11375	24.8	61.5	106	2616	26.1	14.1	112	4286	26.6	23.2	114	4474	22.6	24.2	97
TENNIS	645	346	0.8	53.6	93	**48	0.5	7.4	59	*171	1.1	26.5	130	*127	0.6	19.7	79
TIME	12124	6778	14.8	55.9	97	1543	15.4	12.7	101	2332	14.5	19.2	95	2903	14.7	23.9	96
TOWN & COUNTRY	493	*232	0.5	47.1	81	**40	0.4	8.1	64	**88	0.5	17.8	88	**104	0.5	21.1	85
TRAVEL & LEISURE	1122	517	1.1	46.1	80	**107	1.1	9.5	76	*171	1.1	15.2	75	*239	1.2	21.3	85
TRUE STORY	690	550	1.2	79.7	138	**144	1.4	20.9	165	**178	1.1	25.8	127	*229	1.2	33.2	133
U.S.NEWS & WORLD REPORT	6571	3678	8.0	56.0	97	834	8.3	12.7	101	1268	7.9	19.3	95	1576	8.0	24.0	96
USA TODAY	3120	1847	4.0	59.2	102	382	3.8	12.2	97	581	3.6	18.6	92	885	4.5	28.4	114
US	1315	979	2.1	74.4	129	*267	2.7	20.3	161	*288	1.8	21.9	108	424	2.1	32.2	129
VOGUE	632	388	0.8	61.4	106	**107	1.1	16.9	134	**169	1.0	26.7	131	**111	0.6	17.6	70
WALL STREET JOURNAL	4247	2061	4.5	48.5	84	501	5.0	11.8	93	508	3.2	12.0	59	1052	5.3	24.8	99
WEIGHT WATCHERS	398	*281	0.6	70.6	122	**98	1.0	24.6	195	**99	0.6	24.9	122	**83	0.4	20.9	84
WOMAN'S DAY	1139	737	1.6	64.7	112	**169	1.7	14.8	118	*249	1.5	21.9	107	320	1.6	28.1	113
WORKING MOTHER	*298	*255	0.6	85.6	148	**56	0.6	18.8	149	**93	0.6	31.2	153	**106	0.5	35.6	143
WORKING WOMAN	327	*229	0.5	70.0	121	**78	0.8	23.9	189	**83	0.5	25.4	125	**68	0.3	20.8	83
WORLD TENNIS	397	*241	0.5	60.7	105	**71	0.7	17.9	142	**135	0.8	34.0	167	**35	0.2	8.8	35
ZIFF-DAVIS MAG NETWK (GROSS)	9635	6357	13.8	66.0	114	1366	13.6	14.2	112	2361	14.6	24.5	120	2631	13.3	27.3	109
BLAIR INSERTS	43762	24389	53.1	55.7	96	4983	49.8	11.4	90	8237	51.1	18.8	93	11168	56.5	25.5	102
DAILY NEWSPAPERS																	
READ ANY	52459	29699	64.7	56.6	98	6167	61.6	11.8	93	10383	64.4	19.8	97	13148	66.5	25.1	100
READ ONE	41891	24130	52.6	57.6	99	4969	49.6	11.9	94	8513	52.8	20.3	100	10648	53.8	25.4	102
READ TWO OR MORE	10568	5569	12.1	52.7	91	1198	12.0	11.3	90	1871	11.6	17.7	87	2501	12.6	23.7	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	29463	64.2	56.7	98	6142	61.4	11.8	94	10136	62.9	19.5	96	13185	66.6	25.4	102
READ ONE	44561	25577	55.7	57.4	99	5308	53.0	11.9	94	8876	55.0	19.9	98	11392	57.6	25.6	102
READ TWO OR MORE	7368	3886	8.5	52.7	91	834	8.3	11.3	90	1259	7.8	17.1	84	1793	9.1	24.3	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.77				28.21				28.64				31.51			
30 DAY REACH	71522	41798	91.0	58.4	101	8979	89.7	12.6	99	14976	92.9	20.9	103	17843	90.2	24.9	100
50 SHWG - 30 DAY AV FREQ	15.55	15.60				14.86				14.91				16.56			
30 DAY REACH	68168	39860	86.8	58.5	101	8507	85.0	12.5	99	14373	89.1	21.1	104	16981	85.8	24.9	100
25 SHWG - 30 DAY AV FREQ	8.43	8.46				8.15				7.99				9.02			
30 DAY REACH	62898	36749	80.0	58.4	101	7779	77.7	12.4	98	13377	83.0	21.3	105	15594	78.8	24.8	99
CABLE TV: HOME WIRED	31664	18930	41.2	59.8	103	4566	45.6	14.4	114	6377	39.5	20.1	99	7988	40.4	25.2	101
HOME NOT WIRED	47599	26986	58.8	56.7	98	5443	54.4	11.4	91	9749	60.5	20.5	101	11795	59.6	24.8	99
HAVE PAY CABLE	17139	10764	23.4	62.8	108	2651	26.5	15.5	122	3607	22.4	21.0	103	4506	22.8	26.3	105

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CHEWING GUM - USAGE IN LAST 7 DAYS
(MALES)

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS EIGHT OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS THREE - SEVEN A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	45917	100.0	57.9	100	10009	100.0	12.6	100	16125	100.0	20.3	100	19783	100.0	25.0	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		47626	28575	62.2	60.0	104	6100	60.9	12.8	101	10116	62.7	21.2	104	12359	62.5	26.0	104
10:00 AM - 3:00 PM		29926	17651	38.4	59.0	102	3922	39.2	13.1	104	6269	38.9	20.9	103	7459	37.7	24.9	100
3:00 PM - 7:00 PM		37666	22663	49.4	60.2	104	5174	51.7	13.7	109	7615	47.2	20.2	99	9874	49.9	26.2	105
7:00 PM - MIDNIGHT		18909	11535	25.1	61.0	105	2745	27.4	14.5	115	3993	24.8	21.1	104	4797	24.2	25.4	102
MIDNIGHT - 6:00 AM		11822	7572	16.5	64.1	111	1691	16.9	14.3	113	2624	16.3	22.2	109	3257	16.5	27.6	110
6:00 AM - MIDNIGHT		63254	37469	81.6	59.2	102	8258	82.5	13.1	103	13032	80.8	20.6	101	16179	81.8	25.6	102
ENTIRE DAY		64057	37981	82.7	59.3	102	8337	83.3	13.0	103	13249	82.2	20.7	102	16395	82.9	25.6	103
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16598	9729	21.2	58.6	101	2044	20.4	12.3	98	3146	19.5	19.0	93	4539	22.9	27.3	110
ALL NEWS		3542	1745	3.8	49.3	85	404	4.0	11.4	90	580	3.6	16.4	80	762	3.9	21.5	86
AOR/PROGRESSIVE		7465	4688	10.2	62.8	108	1094	10.9	14.7	116	1509	9.4	20.2	99	2085	10.5	27.9	112
BEAUTIFUL MUSIC		5061	2602	5.7	51.4	89	523	5.2	10.3	82	857	5.3	16.9	83	1222	6.2	24.1	97
BLACK		1914	1459	3.2	76.2	132	455	4.5	23.8	188	493	3.1	25.8	127	511	2.6	26.7	107
CLASSICAL		2304	1145	2.5	49.7	86	*282	2.8	12.2	97	388	2.4	16.8	83	475	2.4	20.6	83
CHR/ROCK		10663	7034	15.3	66.0	114	1565	15.6	14.7	116	2560	15.9	24.0	118	2910	14.7	27.3	109
COUNTRY		13919	8580	18.7	61.6	106	1842	18.4	13.2	105	2941	18.2	21.1	104	3796	19.2	27.3	109
GOLDEN OLDIES		2040	1144	2.5	56.1	97	312	3.1	15.3	121	424	2.6	20.8	102	408	2.1	20.0	80
MOR/NOSTALGIA		5105	2969	6.5	58.2	100	668	6.7	13.1	104	1013	6.3	19.8	98	1289	6.5	25.2	101
NEWS/TALK		4764	2524	5.5	53.0	91	448	4.5	9.4	74	880	5.5	18.5	91	1196	6.0	25.1	101
RELIGIOUS		2164	1409	3.1	65.1	112	275	2.7	12.7	101	557	3.5	25.7	127	576	2.9	26.6	107
SOFT ROCK		623	365	0.8	58.6	101	**32	0.3	5.1	41	**198	1.2	31.8	156	*135	0.7	21.7	87
URBAN CONTEMPORARY		1331	841	1.8	63.2	109	*217	2.2	16.3	129	432	2.7	32.5	160	193	1.0	14.5	58
WIRED NETWORKS:																		
ABC CONTEMPORARY		3186	2141	4.7	67.2	116	473	4.7	14.8	118	740	4.6	23.2	114	929	4.7	29.2	117
ABC DIRECTION		2724	1494	3.3	54.8	95	405	4.0	14.9	118	510	3.2	18.7	92	579	2.9	21.3	85
ABC ENTERTAINMENT		5256	3020	6.6	57.5	99	609	6.1	11.6	92	1039	6.4	19.8	97	1372	6.9	26.1	105
ABC FM		2263	1545	3.4	68.3	118	488	4.9	21.6	171	579	3.6	25.6	126	478	2.4	21.1	85
ABC INFORMATION		5618	3296	7.2	58.7	101	617	6.2	11.0	87	1349	8.4	24.0	118	1329	6.7	23.7	95
ABC ROCK		2857	1743	3.8	61.0	105	379	3.8	13.3	105	555	3.4	19.4	95	809	4.1	28.3	113
CBS		5953	3236	7.0	54.4	94	736	7.4	12.4	98	914	5.7	15.4	75	1586	8.0	26.6	107
MUTUAL		4979	2879	6.3	57.8	100	582	5.8	11.7	93	990	6.1	19.9	98	1307	6.6	26.3	105
NBC		7279	3916	8.5	53.8	93	755	7.5	10.4	82	1404	8.7	19.3	95	1757	8.9	24.1	97
RADIORADIO		2389	1487	3.2	62.2	107	315	3.1	13.2	104	574	3.6	24.0	118	597	3.0	25.0	100
RKO ONE		2583	1733	3.8	67.1	116	515	5.1	19.9	158	575	3.6	22.3	109	643	3.3	24.9	100
RKO TWO		3674	2132	4.6	58.0	100	441	4.4	12.0	95	812	5.0	22.1	109	879	4.4	23.9	96
THE SOURCE		3514	2338	5.1	66.5	115	650	6.5	18.5	146	722	4.5	20.5	101	967	4.9	27.5	110
NON-WIRED : BLAIR		9864	5947	13.0	60.3	104	1288	12.9	13.1	103	1945	12.1	19.7	97	2714	13.7	27.5	110
INTERNET		13522	8173	17.8	60.4	104	1971	19.7	14.6	115	2866	17.8	21.2	104	3336	16.9	24.7	99
KATZ RADIO GROUP		19321	11232	24.5	58.1	100	2603	26.0	13.5	107	3584	22.2	18.5	91	5045	25.5	26.1	105
SUPERNET		10739	6420	14.0	59.8	103	1450	14.5	13.5	107	2469	15.3	23.0	113	2501	12.6	23.3	93
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM		5106	2878	6.3	56.4	97	605	6.0	11.8	94	990	6.1	19.4	95	1284	6.5	25.1	101
MKDAY 9:00 AM - 1:00 PM		5383	3016	6.6	56.0	97	794	7.9	14.8	117	1036	6.4	19.2	95	1186	6.0	22.0	88
MKDAY 1:00 PM - 4:30 PM		6469	3738	8.1	57.8	100	1031	10.3	15.9	126	1268	7.9	19.6	96	1439	7.3	22.2	89
MKDAY 4:30 PM - 7:30 PM		19661	11044	24.1	56.2	97	2489	24.9	12.7	100	3739	23.2	19.0	93	4816	24.3	24.5	98
MKDAY 7:30 PM - 8:00 PM		27579	15585	33.9	56.5	98	3343	33.4	12.1	96	5312	32.9	19.3	95	6930	35.0	25.1	101
MKDAY 11:00 PM - 11:30 PM		22964	13213	28.8	57.5	99	2801	28.0	12.2	97	4647	28.8	20.2	99	5765	29.1	25.1	101
MKDAY 11:30 PM - 1:00 AM		8158	4734	10.3	58.0	100	986	9.9	12.1	96	1698	10.5	20.8	102	2050	10.4	25.1	101
M-SAT 8-11 PM+SUN 7-11 PM		30140	17355	37.8	57.6	99	3776	37.7	12.5	99	5980	37.1	19.8	98	7598	38.4	25.2	101
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	2048	1304	2.8	63.7	110	456	4.6	22.3	176	421	2.6	20.6	101	428	2.2	20.9	84
ANOTHER WORLD	N	1214	726	1.6	59.8	103	184	1.8	15.2	120	256	1.6	21.1	104	286	1.4	23.6	94
AS THE WORLD TURNS	C	1740	817	1.8	47.0	81	239	2.4	13.7	109	265	1.6	15.2	75	313	1.6	18.0	72
CAPITOL	C	1016	486	1.1	47.8	83	*164	1.6	16.1	128	203	1.3	20.0	98	118	0.6	11.6	47
CBS MORN. NEWS 1	C	1203	615	1.3	51.1	88	*140	1.4	11.6	92	195	1.2	16.2	80	280	1.4	23.3	93
CBS MORN. NEWS 2	C	773	309	0.7	40.0	69	*93	0.9	12.0	95	78	0.5	10.1	50	137	0.7	17.7	71
DAYS OF OUR LIVES	N	1629	953	2.1	58.5	101	222	2.2	13.6	108	340	2.1	20.9	103	391	2.0	24.0	96
FACTS OF LIFE - DAYTIME	N	961	501	1.1	52.1	90	*149	1.5	15.5	123	198	1.2	20.6	101	154	0.8	16.0	64
FAMILY FEUD	A	1390	825	1.8	59.4	102	332	3.3	23.9	189	270	1.7	19.4	95	223	1.1	16.0	64
GENERAL HOSPITAL	A	1463	906	2.0	61.9	107	306	3.1	20.9	166	292	1.8	20.0	98	308	1.6	21.1	84
GOOD MORNING, AMERICA-730	A	1705	959	2.1	56.2	97	164	1.6	9.6	76	284	1.8	16.7	82	511	2.6	30.0	120
GOOD MORNING, AMERICA-830	A	889	496	1.1	55.8	96	89	0.9	10.0	79	137	0.8	15.4	76	270	1.4	30.4	122
GUIDING LIGHT	C	1754	876	1.9	49.9	86	286	2.9	16.3	129	315	2.0	18.0	88	276	1.4	15.7	63
ONE LIFE TO LIVE	A	1100	784	1.7	71.3	123	243	2.4	22.1	175	251	1.6	22.8	112	290	1.5	26.4	106
PRESS YOUR LUCK	C	1222	678	1.5	55.5	96	207	2.1	16.9	134	218	1.4	17.8	88	254	1.3	20.8	83
PRICE IS RIGHT 1	C	2692	1494	3.3	55.5	96	384	3.8	14.3	113	536	3.3	19.9	98	574	2.9	21.3	85
PRICE IS RIGHT 2	C	2764	1508	3.3	54.6	94	370	3.7	13.4	106	509	3.2	18.4	91	630	3.2	22.8	91
RYAN'S HOPE	A	880	627	1.4	71.3	123	*206	2.1	23.4	185	213	1.3	24.2	119	208	1.1	23.6	95
SALE OF THE CENTURY	N	926	524	1.1	56.6	98	*77	0.8	8.3	66	217	1.3	23.4	115	230	1.2	24.8	100
SEARCH FOR TOMORROW	N	359	223	0.5	62.1	107	*89	0.9	24.8	196	*58	0.4	16.2	79	*76	0.4	21.2	85
TODAY SHOW 1	N	1890	1024	2.2	54.2	94	206	2.1	10.9	86	329	2.0	17.4	86	489	2.5	25.9	104
TODAY SHOW 2	N	1344	777	1.7	57.8	100	155	1.5	11.5	91	260	1.6	19.3	95	362	1.8	26.9	108
$25,000 PYRAMID	C	1462	790	1.7	54.0	93	240	2.4	16.4	130	236	1.5	16.1	79	314	1.6	21.5	86
WHEEL OF FORTUNE	N	1497	802	1.7	53.6	92	204	2.0	13.6	108	246	1.5	16.4	81	352	1.8	23.5	94
YOUNG AND THE RESTLESS	C	1954	1085	2.4	55.5	96	363	3.6	18.6	147	386	2.4	19.8	97	335	1.7	17.1	69
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	2755	1419	3.1	51.5	89	315	3.1	11.4	91	376	2.3	13.6	67	728	3.7	26.4	106
NBA PLAYOFF GAME -1	C	3881	2252	4.9	58.0	100	465	4.6	12.0	95	819	5.1	21.1	104	968	4.9	24.9	100
NBC MAJOR LEAGUE PRE-GAME	N	2805	1753	3.8	62.5	108	322	3.2	11.5	91	706	4.4	25.2	124	725	3.7	25.8	104
SPORTSWORLD - SUN	N	2041	1094	2.4	53.6	93	198	2.0	9.7	77	449	2.8	22.0	108	446	2.3	21.9	88
SUNDAY MORNING	C	2555	1259	2.7	49.3	85	299	3.0	11.7	93	429	2.7	16.8	83	530	2.7	20.7	83

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - USAGE IN LAST 7 DAYS
(MALES)

0013
P-22

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL MALES		79263	45917	100.0	57.9	100	10009	100.0	12.6	100	16125	100.0	20.3	100	19783	100.0	25.0	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	13595	29.6	55.9	96	2907	29.0	12.0	95	4741	29.4	19.5	96	5947	30.1	24.5	98
NETWORK AFFILIATES - LATE		17197	9887	21.5	57.5	99	2023	20.2	11.8	93	3581	22.2	20.8	102	4283	21.6	24.9	100
INDEPENDENTS - LATE		2887	1593	3.5	55.2	95	299	3.0	10.4	82	574	3.6	19.9	98	720	3.6	24.9	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	6699	14.6	59.3	102	1247	12.5	11.0	87	2546	15.8	22.5	111	2906	14.7	25.7	103
ABC MONDAY NIGHT MOVIE	A	4379	2556	5.6	58.4	101	646	6.5	14.8	117	806	5.0	18.4	90	1104	5.6	25.2	101
ABC SUNDAY NIGHT MOVIE	A	9910	5701	12.4	57.5	99	1127	11.3	11.4	90	2005	12.4	20.2	99	2569	13.0	25.9	104
ABC WORLD NEWS TONIGHT	A	6212	3687	8.0	59.4	102	969	9.7	15.6	124	1244	7.7	20.0	98	1474	7.5	23.7	95
AFTERMASH	C	4575	2446	5.3	53.5	92	508	5.1	11.1	88	910	5.6	19.9	98	1028	5.2	22.5	90
ALICE	C	6777	3827	8.3	56.5	97	836	8.4	12.3	98	1357	8.4	20.0	98	1634	8.3	24.1	97
AMERICAN PARADE	C	4868	2477	5.4	50.9	88	613	6.1	12.6	100	808	5.0	16.6	82	1056	5.3	21.7	87
BENSON	A	7593	4259	9.3	56.1	97	1106	11.1	14.6	115	1452	9.0	19.1	94	1701	8.6	22.4	90
BLUE THUNDER	A	6036	3361	7.3	55.7	96	731	7.3	12.1	96	1138	7.1	18.9	93	1492	7.5	24.7	99
CAGNEY & LACEY	C	7698	4563	9.9	59.3	102	1065	10.6	13.8	110	1663	10.3	21.6	106	1836	9.3	23.9	96
CBS EVENING NEWS-DEAN	C	4066	2103	4.6	51.7	89	365	3.6	9.0	71	727	4.5	17.9	88	1010	5.1	24.8	100
CBS EVENING NEWS-RATHER	C	8092	4279	9.3	52.9	91	839	8.4	10.4	82	1463	9.1	18.1	89	1977	10.0	24.4	98
CBS SAT. NEWS-SCHIEFFER	C	4795	2420	5.3	50.5	87	539	5.4	11.2	89	768	4.8	16.0	79	1113	5.6	23.2	93
CBS SATURDAY NIGHT MOVIE	C	6034	3310	7.2	54.9	95	578	5.8	9.6	76	1145	7.1	19.0	93	1587	8.0	26.3	105
CBS WEDNESDAY NIGHT MOVIE	C	4993	2766	6.0	55.4	96	477	4.8	9.6	76	990	6.1	19.8	97	1300	6.6	26.0	104
CHEERS	N	6976	4219	9.2	60.5	104	934	9.3	13.4	106	1503	9.3	21.5	106	1782	9.0	25.5	102
DALLAS	C	13575	8173	17.8	60.2	104	1986	19.8	14.6	116	2894	17.9	21.3	105	3293	16.6	24.3	97
DIFF'RENT STROKES	N	3684	2098	4.6	56.9	98	452	4.5	12.3	97	698	4.3	18.9	93	947	4.8	25.7	103
DOUBLE TROUBLE	N	4462	2668	5.8	59.8	103	747	7.5	16.7	133	852	5.3	19.1	94	1069	5.4	24.0	96
DUCK FACTORY	N	4810	2797	6.1	58.1	100	639	6.4	13.3	105	906	5.6	18.8	93	1252	6.3	26.0	104
DUKES OF HAZZARD	C	5951	3369	7.3	56.6	98	733	7.3	12.3	98	1114	6.9	18.7	92	1522	7.7	25.6	102
DYNASTY	A	11325	6624	14.4	58.5	101	1626	16.2	14.4	114	2297	14.2	20.3	100	2702	13.7	23.9	96
FACTS OF LIFE	N	4512	2690	5.9	59.6	103	545	5.4	12.1	96	876	5.4	19.4	95	1270	6.4	28.1	113
FALCON CREST	C	9215	5605	12.2	60.8	105	1468	14.7	15.9	126	1788	11.1	19.4	95	2349	11.9	25.5	102
FALL GUY	A	8604	5150	11.2	59.9	103	1253	12.5	14.6	115	1685	10.4	19.6	96	2212	11.2	25.7	103
FAMILY TIES	N	4179	2443	5.3	58.5	101	561	5.6	13.4	106	884	5.5	21.2	104	997	5.0	23.9	96
FANTASY ISLAND	A	4781	2745	6.0	57.4	99	709	7.1	14.8	117	899	5.6	18.8	92	1137	5.7	23.8	95
FOULUPS,BLEEPS & BLUNDERS	A	6697	3892	8.5	58.1	100	1021	10.2	15.2	121	1164	7.2	17.4	85	1707	8.6	25.5	102
FOUR SEASONS	C	3873	2076	4.5	53.6	93	434	4.3	11.2	89	735	4.6	19.0	93	906	4.6	23.4	94
GIMME A BREAK	N	4310	2580	5.6	59.9	103	589	5.9	13.7	108	990	6.1	23.0	113	1001	5.1	23.2	93
HART TO HART	A	5751	3269	7.1	56.8	98	797	8.0	13.9	110	1020	6.3	17.7	87	1452	7.3	25.2	101
HILL STREET BLUES	N	8568	4858	10.6	56.7	98	950	9.5	11.1	88	1927	12.0	22.5	111	1981	10.0	23.1	93
HOTEL	A	8801	4810	10.5	54.7	94	1028	10.3	11.7	92	1756	10.9	20.0	98	2027	10.2	23.0	92
JEFFERSONS	C	6978	3906	8.5	56.0	97	904	9.0	13.0	103	1308	8.1	18.7	92	1694	8.6	24.3	97
JENNIFER SLEPT HERE	N	3021	1683	3.7	55.7	96	437	4.4	14.5	115	514	3.2	17.0	84	732	3.7	24.2	97
KATE & ALLIE	C	6811	3898	8.5	57.2	99	923	9.2	13.6	107	1338	8.3	19.6	97	1637	8.3	24.0	96
KNIGHT RIDER	N	5256	3028	6.6	57.6	99	691	6.9	13.1	104	1067	6.6	20.3	100	1270	6.4	24.2	97
LOVE BOAT	A	7174	4132	9.0	57.6	99	1051	10.5	14.7	116	1233	7.6	17.2	84	1848	9.3	25.8	103
MAGNUM PI	C	10438	6171	13.4	59.1	102	1289	12.9	12.3	98	1902	11.8	18.2	90	2980	15.1	28.5	114
MAMA'S FAMILY	N	3488	2083	4.5	59.7	103	393	3.9	11.3	89	813	5.0	23.3	115	877	4.4	25.1	101
MASTER, THE	N	4127	2362	5.1	57.2	99	424	4.2	10.3	81	850	5.3	20.6	101	1088	5.5	26.4	106
MATT HOUSTON	A	5978	3342	7.3	55.9	97	766	7.7	12.8	101	1204	7.5	20.1	99	1372	6.9	23.0	92
NBC MONDAY NIGHT MOVIE	N	10446	6187	13.5	59.2	102	1380	13.8	13.2	105	2204	13.7	21.1	104	2603	13.2	24.9	100
NBC NIGHTLY NEWS	N	5571	3195	7.0	57.4	99	648	6.5	11.6	92	1038	6.4	18.6	92	1509	7.6	27.1	109
NBC NIGHTLY NEWS-SAT	N	3675	1886	4.1	51.3	89	357	3.6	9.7	77	722	4.5	19.6	97	806	4.1	21.9	88
NBC NIGHTLY NEWS-SUN	N	2905	1445	3.1	49.7	86	301	3.0	10.4	82	561	3.5	19.3	95	584	3.0	20.1	81
NBC SUNDAY NIGHT MOVIE	N	8352	4949	10.8	59.3	102	1096	11.0	13.1	104	1654	10.3	19.8	97	2199	11.1	26.3	105
NEWHART	C	6864	3975	8.7	57.9	100	924	9.2	13.5	107	1442	8.9	21.0	103	1609	8.1	23.4	94
ONE DAY AT A TIME	C	3866	2238	4.9	57.9	100	657	6.6	17.0	135	749	4.6	19.4	95	833	4.2	21.5	86
PEOPLE ARE FUNNY	N	3956	2377	5.2	60.1	104	473	4.7	12.0	95	896	5.6	22.6	111	1008	5.1	25.5	102
REAL PEOPLE	N	6305	3716	8.1	58.9	102	669	6.7	10.6	84	1284	8.0	20.4	100	1763	8.9	28.0	112
REMINGTON STEELE	N	5884	3388	7.4	57.6	99	688	6.9	11.7	93	1317	8.2	22.4	110	1383	7.0	23.5	94
RIPLEY'S BELIEVE IT - NOT	A	5706	3222	7.0	56.5	97	720	7.2	12.6	100	1085	6.7	19.0	93	1416	7.2	24.8	99
RIPTIDE	N	6202	3685	8.0	59.4	103	699	7.0	11.3	89	1199	7.4	19.3	95	1788	9.0	28.8	116
SCARECROW & MRS. KING	C	6513	3599	7.8	55.3	95	841	8.4	12.9	102	1090	6.8	16.7	82	1668	8.4	25.6	103
SIMON & SIMON	C	8593	5171	11.3	60.2	104	1063	10.6	12.4	98	1681	10.4	19.6	96	2426	12.3	28.2	113
60 MINUTES	C	13342	6828	14.9	51.2	88	1343	13.4	10.1	80	2354	14.6	17.6	87	3131	15.8	23.5	94
ST. ELSEWHERE	N	6029	3433	7.5	56.9	98	685	6.8	11.4	90	1300	8.1	21.6	106	1447	7.3	24.0	96
THREE'S COMPANY	A	8565	5060	11.0	59.1	102	1163	11.6	13.6	108	1669	10.4	19.5	96	2227	11.3	26.0	104
T.J. HOOKER	A	7400	4238	9.2	57.3	99	898	9.0	12.1	96	1392	8.6	18.8	92	1949	9.9	26.3	106
TONIGHT SHOW	N	2433	1435	3.1	59.0	102	272	2.7	11.2	89	515	3.2	21.2	104	648	3.3	26.6	107
TRAPPER JOHN, M.D.	C	5958	3413	7.4	57.3	99	742	7.4	12.5	99	1144	7.1	19.2	94	1527	7.7	25.6	103
TV BLOOPERS & PRAC. JOKES	N	9086	5552	12.1	61.1	105	1112	11.1	12.2	97	1936	12.0	21.3	105	2504	12.7	27.6	110
20/20	A	8306	4631	10.1	55.8	96	1029	10.3	12.4	98	1572	9.7	18.9	93	2030	10.3	24.4	98
WEBSTER	A	6788	3805	8.3	56.1	97	1003	10.0	14.8	117	1363	8.5	20.1	99	1438	7.3	21.2	85
WORLD NEWS - SUN	A	2036	1042	2.3	51.2	88	*203	2.0	10.0	79	361	2.2	17.7	87	477	2.4	23.4	94
YELLOW ROSE	N	3174	1780	3.9	56.1	97	324	3.2	10.2	81	677	4.2	21.3	105	779	3.9	24.5	98
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	9772	21.3	59.9	103	1823	18.2	11.2	89	3729	23.1	22.9	112	4221	21.3	25.9	104
BASKETBALL - COLLEGE GAMES		10054	6512	14.2	64.8	112	1690	16.9	16.8	133	2109	13.1	21.0	103	2713	13.7	27.0	108
BASKETBALL - PRO GAMES		8248	5077	11.1	61.6	106	1221	12.2	14.8	117	1843	11.4	22.3	110	2013	10.2	24.4	98
BOWLING		5356	3132	6.8	58.5	101	801	8.0	15.0	118	1116	6.9	20.8	102	1215	6.1	22.7	91
BOXING		11255	6850	14.9	60.9	105	1578	15.8	14.0	111	2663	16.5	23.7	116	2609	13.2	23.2	93
FOOTBALL - COLLEGE GAMES		14647	8876	19.3	60.6	105	1677	16.8	11.4	91	3064	19.0	20.9	103	4135	20.9	28.2	113
FOOTBALL - PRO GAMES		23581	14430	31.4	61.2	106	2775	27.7	11.8	93	4988	30.9	21.2	104	6667	33.7	28.3	113
GOLF		6145	3650	7.9	59.4	103	781	7.8	12.7	101	1176	7.3	19.1	94	1693	8.6	27.6	110
POST-SEASON COLL. FOOTBALL		12828	7887	17.2	61.5	106	1668	16.7	13.0	103	2725	16.9	21.2	104	3494	17.7	27.2	109
POST-SEASON PRO FOOTBALL		15397	9080	19.8	59.0	102	1662	16.6	10.8	85	3377	20.9	21.9	108	4041	20.4	26.2	105
TENNIS		3483	2124	4.6	61.0	105	*603	6.0	17.3	137	662	4.1	19.0	93	859	4.3	24.7	99
WRESTLING - PROFESSIONAL		6023	4178	9.1	69.4	120	1029	10.3	17.1	135	1493	9.3	24.8	122	1656	8.4	27.5	110

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - USAGE IN LAST 7 DAYS
(FEMALES)

0014
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES	88464	60707	100.0	68.6	100	12314	100.0	13.9	100	24173	100.0	27.3	100	24221	100.0	27.4	100
FEMALE HOMEMAKERS	80986	54734	90.2	67.6	98	11075	89.9	13.7	98	21463	88.8	26.5	97	22197	91.6	27.4	100
EMPLOYED MOTHERS	18702	14512	23.9	77.6	113	3467	28.2	18.5	133	5494	22.7	29.4	108	5552	22.9	29.7	108
18 - 24	14726	12215	20.1	82.9	121	2888	23.5	19.6	141	5320	22.0	36.1	132	4007	16.5	27.2	99
25 - 34	20202	15880	26.2	78.6	115	3342	27.1	16.5	119	5748	23.8	28.5	104	6790	28.0	33.6	123
35 - 44	14781	10598	17.5	71.7	104	2303	18.7	15.6	112	4059	16.8	27.5	100	4236	17.5	28.7	105
45 - 54	11449	7550	12.4	65.9	96	1471	11.9	12.8	92	3132	13.0	27.4	100	2947	12.2	25.7	94
55 - 64	11846	6901	11.4	58.3	85	1277	10.4	10.8	77	3061	12.7	25.8	95	2563	10.6	21.6	79
65 OR OLDER	15459	7564	12.5	48.9	71	1034	8.4	6.7	48	2853	11.8	18.5	68	3677	15.2	23.8	87
18 - 34	34928	28094	46.3	80.4	117	6229	50.6	17.8	128	11068	45.8	31.7	116	10797	44.6	30.9	113
18 - 49	55154	42473	70.0	77.0	112	9385	76.2	17.0	122	16711	69.1	30.3	111	16377	67.6	29.7	108
25 - 54	46433	34027	56.1	73.3	107	7115	57.8	15.3	110	12939	53.5	27.9	102	13973	57.7	30.1	110
35 - 49	20226	14379	23.7	71.1	104	3156	25.6	15.6	112	5643	23.3	27.9	102	5580	23.0	27.6	101
50 OR OLDER	33310	18234	30.0	54.7	80	2929	23.8	8.8	63	7462	30.9	22.4	82	7843	32.4	23.5	86
GRADUATED COLLEGE	12110	7547	12.4	62.3	91	1516	12.3	12.5	90	2512	10.4	20.7	76	3519	14.5	29.1	106
ATTENDED COLLEGE	15309	11015	18.1	72.0	105	1997	16.2	13.0	94	4260	17.6	27.8	102	4757	19.6	31.1	113
GRADUATED HIGH SCHOOL	36912	26189	43.1	70.9	103	5438	44.2	14.7	106	10562	43.7	28.6	105	10189	42.1	27.6	101
DID NOT GRADUATE HIGH SCHOOL	24134	15956	26.3	66.1	96	3362	27.3	13.9	100	6839	28.3	28.3	104	5756	23.8	23.9	87
EMPLOYED FULL-TIME	35457	25831	42.6	72.9	106	6290	51.1	17.7	127	10291	42.6	29.0	106	9251	38.2	26.1	95
EMPLOYED PART-TIME	8514	6331	10.4	74.4	108	1319	10.7	15.5	111	2377	9.8	27.9	102	2635	10.9	30.9	113
NOT EMPLOYED	44494	28545	47.0	64.2	93	4704	38.2	10.6	76	11506	47.6	25.9	95	12335	50.9	27.7	101
PROFESSIONAL/MANAGER	10811	6819	11.2	63.1	92	1350	11.0	12.5	90	2515	10.4	23.3	85	2954	12.2	27.3	100
TECH/CLERICAL/SALES	19640	14664	24.2	74.7	109	3400	27.6	17.3	124	5901	24.4	30.0	110	5363	22.1	27.3	100
PRECISION/CRAFT	1023	825	1.4	80.6	118	**186	1.5	18.2	131	*355	1.5	34.7	127	*284	1.2	27.8	101
OTHER EMPLOYED	12498	9854	16.2	78.8	115	2674	21.7	21.4	154	3297	16.1	31.2	114	3284	13.6	26.3	96
SINGLE	15995	12395	20.4	77.5	113	2896	23.5	18.1	130	5099	21.1	31.9	117	4401	18.2	27.5	100
MARRIED	51689	35737	58.9	69.1	101	6873	55.8	13.3	96	13843	57.3	26.8	98	15022	62.0	29.1	106
DIVORCED/SEPARATED/WIDOWED	20780	12575	20.7	60.5	88	2545	20.7	12.2	88	5231	21.6	25.2	92	4799	19.8	23.1	84
PARENTS	33922	26261	43.3	77.4	113	5509	44.7	16.2	117	9889	40.9	29.2	107	10863	44.8	32.0	117
WHITE	76422	51415	84.7	67.3	98	10387	84.4	13.6	98	19958	82.6	26.1	96	21070	87.0	27.6	101
BLACK	10066	7915	13.0	78.6	115	1695	13.8	16.8	121	3627	15.0	36.0	132	2592	10.7	25.8	94
OTHER	1976	1378	2.3	69.7	102	**232	1.9	11.7	84	*587	2.4	29.7	109	*559	2.3	28.3	103
NORTHEAST-CENSUS	19803	11957	19.7	60.4	88	2946	23.9	14.9	107	4143	17.1	20.9	77	4868	20.1	24.6	90
NORTH CENTRAL	22181	15895	26.2	71.7	104	3163	25.7	14.3	102	5810	24.0	26.2	96	6922	28.6	31.2	114
SOUTH	30082	21668	35.7	72.0	105	4100	33.3	13.6	98	9475	39.2	31.5	115	8093	33.4	26.9	98
WEST	16398	11187	18.4	68.2	99	2104	17.1	12.8	92	4745	19.6	28.9	106	4338	17.9	26.5	97
NORTHEAST-MKTG.	20163	12197	20.1	60.5	88	2896	23.5	14.4	103	4098	17.0	20.3	74	5204	21.5	25.8	94
EAST CENTRAL	13054	9256	15.2	70.9	103	2058	16.7	15.8	113	3688	15.3	28.3	103	3510	14.5	26.9	98
WEST CENTRAL	14993	10566	17.4	70.5	103	1888	15.3	12.6	90	3726	15.4	24.9	91	4952	20.4	33.0	121
SOUTH	25785	18863	31.1	73.2	107	3632	29.5	14.1	101	8456	35.0	32.8	120	6775	28.0	26.3	96
PACIFIC	14470	9825	16.2	67.9	99	1840	14.9	12.7	91	4205	17.4	29.1	106	3779	15.6	26.1	95
COUNTY SIZE A	36705	23878	39.3	65.1	95	4745	38.5	12.9	93	9446	39.1	25.7	94	9688	40.0	26.4	96
COUNTY SIZE B	26819	18953	31.2	70.7	103	4207	34.2	15.7	113	7586	31.4	28.3	104	7160	29.6	26.7	98
COUNTY SIZE C	13597	9697	16.0	71.3	104	1982	16.1	14.6	105	3715	15.4	27.3	100	4000	16.5	29.4	107
COUNTY SIZE D	11344	8179	13.5	72.1	105	1381	11.2	12.2	87	3426	14.2	30.2	111	3372	13.9	29.7	109
METRO CENTRAL CITY	26825	18086	29.8	67.4	98	4023	32.7	15.0	108	7600	31.4	28.3	104	6463	26.7	24.1	88
METRO SUBURBAN	39912	27040	44.5	67.7	99	5396	43.8	13.5	97	10448	43.2	26.2	96	11196	46.2	28.1	102
NON METRO	21728	15582	25.7	71.7	105	2895	23.5	13.3	96	6125	25.3	28.2	103	6562	27.1	30.2	110
TOP 5 ADI'S	20847	13354	22.0	64.1	93	2747	22.3	13.2	95	5091	21.1	24.4	89	5516	22.8	26.5	97
TOP 10 ADI'S	28719	18465	30.4	64.3	94	3694	30.0	12.9	92	7110	29.4	24.8	91	7661	31.6	26.7	97
TOP 20 ADI'S	40904	26497	43.6	64.8	94	5265	42.8	12.9	92	10208	42.2	25.0	91	11024	45.5	27.0	98
HSHLD INC. $50,000 OR MORE	7931	5255	8.7	66.3	97	1051	8.5	13.3	95	2001	8.3	25.2	92	2203	9.1	27.8	101
$40,000 OR MORE	15233	10183	16.8	66.8	97	1976	16.0	13.0	93	3807	15.7	25.0	91	4400	18.2	28.9	105
$30,000 OR MORE	28333	19300	31.8	68.1	99	4273	34.7	15.1	108	7145	29.6	25.2	92	7882	32.5	27.8	102
$25,000 OR MORE	36417	24930	41.1	68.5	100	5202	42.2	14.3	103	9342	38.6	25.7	94	10387	42.9	28.5	104
$20,000 - $24,999	9943	7265	12.0	73.1	106	1299	10.5	13.1	94	2926	12.1	29.4	108	3040	12.6	30.6	112
$15,000 - $19,999	9211	6600	10.9	71.7	104	1519	12.3	16.5	118	2623	10.9	28.5	104	2458	10.1	26.7	97
$10,000 - $14,999	13477	9341	15.4	69.3	101	1916	15.6	14.2	102	3727	15.4	27.7	101	3698	15.3	27.4	100
UNDER $10,000	19418	12571	20.7	64.7	94	2377	19.3	12.2	88	5556	23.0	28.6	105	4638	19.1	23.9	87
HOUSEHOLD OF 1 PERSON	11987	6501	10.7	54.2	79	1283	10.4	10.7	77	2478	10.3	20.7	76	2741	11.3	22.9	84
2 PEOPLE	27046	17245	28.4	63.8	93	3463	28.1	12.8	92	7175	29.7	26.5	97	6607	27.3	24.4	89
3 OR 4 PEOPLE	34251	25219	41.5	73.6	107	5203	42.3	15.2	109	9472	39.2	27.7	101	10545	43.5	30.8	112
5 OR MORE PEOPLE	15180	11742	19.3	77.4	113	2365	19.2	15.6	112	5049	20.9	33.3	122	4328	17.9	28.5	104
NO CHILD IN HSHLD	49819	30811	50.8	61.8	90	5984	48.6	12.0	86	12770	52.8	25.6	94	12058	49.8	24.2	88
CHILD(REN) UNDER 2 YRS	6045	4744	7.8	78.5	114	724	5.9	12.0	86	1783	7.4	29.5	108	2237	9.2	37.0	135
2 - 5 YEARS	15233	12258	20.2	80.5	117	2511	20.4	16.5	118	4719	19.5	31.0	113	5028	20.8	33.0	121
6 - 11 YEARS	16260	12803	21.1	78.7	115	2690	21.8	16.5	119	4903	20.3	30.2	110	5210	21.5	32.0	117
12 - 17 YEARS	19173	14498	23.9	75.6	110	3234	26.3	16.9	121	5628	23.3	29.4	107	5637	23.3	29.4	107
RESIDENCE OWNED	61371	41418	68.2	67.5	98	7961	64.6	13.0	93	15924	65.9	25.9	95	17533	72.4	28.6	104
VALUE: $50,000 OR MORE	35355	23007	37.9	65.1	95	4336	35.2	12.3	88	8636	35.7	24.4	89	10035	41.4	28.4	104
VALUE: UNDER $50,000	26016	18412	30.3	70.8	103	3625	29.4	13.9	100	7288	30.1	28.0	103	7499	31.0	28.8	105

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(FEMALES)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES		88464	60707	100.0	68.6	100	12314	100.0	13.9	100	24173	100.0	27.3	100	24221	100.0	27.4	100
MAGAZINES	QUINTILE 1	17988	13415	22.1	74.6	109	2751	22.3	15.3	110	5472	22.6	30.4	111	5192	21.4	28.9	105
	QUINTILE 2	19446	13778	22.7	70.9	103	3068	24.9	15.8	113	5249	21.7	27.0	99	5462	22.6	28.1	103
	QUINTILE 3	14626	9685	16.0	66.2	96	1753	14.2	12.0	86	3705	15.3	25.3	93	4226	17.4	28.9	106
	QUINTILE 4	16014	11047	18.2	69.0	101	2284	18.5	14.3	102	4233	17.5	26.4	97	4530	18.7	28.3	103
	QUINTILE 5	20389	12783	21.1	62.7	91	2458	20.0	12.1	87	5515	22.8	27.0	99	4811	19.9	23.6	86
NEWSPAPERS	QUINTILE 1	13830	8826	14.5	63.8	93	1853	15.0	13.4	96	3125	12.9	22.6	83	3848	15.9	27.8	102
	QUINTILE 2	26350	17996	29.6	68.3	100	3623	29.4	13.7	99	7000	29.0	26.6	97	7373	30.4	28.0	102
	QUINTILE 3	12415	8764	14.4	70.6	103	1800	14.6	14.5	104	3634	15.0	29.3	107	3330	13.7	26.8	98
	QUINTILE 4	21911	15380	25.3	70.2	102	2994	24.3	13.7	98	6180	25.6	28.2	103	6206	25.6	28.3	103
	QUINTILE 5	13960	9742	16.0	69.8	102	2044	16.6	14.6	105	4234	17.5	30.3	111	3463	14.3	24.8	91
OUTDOOR	QUINTILE 1	16810	12319	20.3	73.3	107	2723	22.1	16.2	116	4779	19.8	28.4	104	4817	19.9	28.7	105
	QUINTILE 2	17101	11846	19.5	69.3	101	2662	21.6	15.6	112	4380	18.1	25.6	94	4804	19.8	28.1	103
	QUINTILE 3	17579	12237	20.2	69.6	101	2621	21.3	14.9	107	4933	20.4	28.1	103	4683	19.3	26.6	97
	QUINTILE 4	18343	12344	20.3	67.3	98	1943	15.8	10.6	76	5368	22.2	29.3	107	5033	20.8	27.4	100
	QUINTILE 5	18631	11962	19.7	64.2	94	2366	19.2	12.7	91	4712	19.5	25.3	93	4883	20.2	26.2	96
RADIO-DRIVE TIME	QUINTILE 1	17390	12311	20.3	70.8	103	2961	24.0	17.0	122	4864	20.1	28.0	102	4487	18.5	25.8	94
	QUINTILE 2	16591	11477	18.9	69.2	101	2188	17.8	13.2	95	4298	17.8	25.9	95	4990	20.6	30.1	110
	QUINTILE 3	16910	11946	19.7	70.6	103	2367	19.2	14.0	101	4789	19.8	28.3	104	4790	19.8	28.3	103
	QUINTILE 4	18002	12465	20.5	69.2	101	2515	20.4	14.0	100	5261	21.8	29.2	107	4690	19.4	26.1	95
	QUINTILE 5	19572	12508	20.6	63.9	93	2283	18.5	11.7	84	4962	20.5	25.4	93	5264	21.7	26.9	98
RADIO-MID-DAY	TERCILE 1	23248	16467	27.1	70.8	103	3893	31.6	16.7	120	6372	26.4	27.4	100	6202	25.6	26.7	97
	TERCILE 2	23667	16669	27.5	70.4	103	3078	25.0	13.0	93	6630	27.4	28.0	103	6962	28.7	29.4	107
	TERCILE 3	41549	27571	45.4	66.4	97	5342	43.4	12.9	92	11172	46.2	26.9	98	11057	45.7	26.6	97
RADIO-TOTAL	QUINTILE 1	17786	12797	21.1	71.9	105	3020	24.5	17.0	122	5016	20.8	28.2	103	4761	19.7	26.8	98
	QUINTILE 2	17316	11952	19.7	69.0	101	2395	19.4	13.8	99	4727	19.6	27.3	100	4830	19.9	27.9	102
	QUINTILE 3	18428	13023	21.5	70.7	103	2641	21.4	14.3	103	5202	21.5	28.2	103	5180	21.4	28.1	103
	QUINTILE 4	17669	12217	20.1	69.1	101	2135	17.3	12.1	87	5156	21.3	29.2	107	4926	20.3	27.9	102
	QUINTILE 5	17265	10718	17.7	62.1	90	2123	17.2	12.3	88	4071	16.8	23.6	86	4523	18.7	26.2	96
TV-PRIME TIME	QUINTILE 1	17416	11366	18.7	65.3	95	2278	18.5	13.1	94	4554	18.8	26.1	96	4534	18.7	26.0	95
	QUINTILE 2	17413	12154	20.0	69.8	102	2465	20.0	14.2	102	4783	19.8	27.5	101	4906	20.3	28.2	103
	QUINTILE 3	17943	12701	20.9	70.8	103	2571	20.9	14.3	103	4937	20.4	27.5	101	5194	21.4	28.9	106
	QUINTILE 4	18442	12808	21.1	69.5	101	2529	20.5	13.7	99	4932	20.4	26.7	98	5347	22.1	29.0	106
	QUINTILE 5	17250	11679	19.2	67.7	99	2472	20.1	14.3	103	4968	20.6	28.8	105	4239	17.5	24.6	90
TV-DAYTIME	TERCILE 1	29966	20884	34.4	69.7	102	3667	29.8	12.2	88	8870	36.7	29.6	108	8347	34.5	27.9	102
	TERCILE 2	29480	20571	33.9	69.8	102	4435	36.0	15.0	108	7998	33.1	27.1	99	8138	33.6	27.6	101
	TERCILE 3	29018	19253	31.7	66.3	97	4212	34.2	14.5	104	7305	30.2	25.2	92	7736	31.9	26.7	97
TV-TOTAL	QUINTILE 1	17740	11888	19.6	67.0	98	2178	17.7	12.3	88	5106	21.1	28.8	105	4604	19.0	26.0	95
	QUINTILE 2	17674	12304	20.3	69.6	101	2408	19.6	13.6	98	4730	19.6	26.8	98	5167	21.3	29.2	107
	QUINTILE 3	17730	12161	20.0	68.6	100	2740	22.3	15.5	111	4938	20.4	27.9	102	4483	18.5	25.3	92
	QUINTILE 4	17563	12333	20.3	70.2	102	2351	19.1	13.4	96	4708	19.5	26.8	98	5274	21.8	30.0	110
	QUINTILE 5	17757	12022	19.8	67.7	99	2638	21.4	14.9	107	4691	19.4	26.4	97	4693	19.4	26.4	97
MAGAZINES-NEWSPAPERS: DUAL		23278	16348	26.9	70.2	102	3604	29.3	15.5	111	6249	25.9	26.8	98	6495	26.8	27.9	102
MAGAZINE IMPERATIVE		21634	15971	26.3	73.8	108	3265	26.5	15.1	108	6429	26.6	29.7	109	6277	25.9	29.0	106
NEWSPAPER IMPERATIVE		23455	14862	24.5	63.4	92	2770	22.5	11.8	85	5764	23.8	24.6	90	6328	26.1	27.0	99
MAGAZINES-OUTDOOR: DUAL		17482	12946	21.3	74.1	108	2995	24.3	17.1	123	4865	20.1	27.8	102	5086	21.0	29.1	106
MAGAZINE IMPERATIVE		28830	20019	33.0	69.4	101	3815	31.0	13.2	95	8102	33.5	28.1	103	8101	33.4	28.1	103
OUTDOOR IMPERATIVE		26119	17643	29.1	67.5	98	3661	29.7	14.0	101	7031	29.1	26.9	99	6951	28.7	26.6	97
MAGAZINES-RADIO: DUAL		20162	14678	24.2	72.8	106	3133	25.4	15.5	112	5838	24.2	29.0	106	5708	23.6	28.3	103
MAGAZINE IMPERATIVE		26292	18320	30.2	69.7	102	3608	29.3	13.7	99	7244	30.0	27.6	101	7467	30.8	28.4	104
RADIO IMPERATIVE		25308	17183	28.3	67.9	99	3718	30.2	14.7	106	6867	28.4	27.1	99	6598	27.2	26.1	95
MAGAZINES-TELEVISION: DUAL		17312	12252	20.2	70.8	103	2336	19.0	13.5	97	4874	20.2	28.2	103	5042	20.8	29.1	106
MAGAZINE IMPERATIVE		29094	20954	34.5	72.0	105	4491	36.5	15.4	111	8237	34.1	28.3	104	8227	34.0	28.3	103
TELEVISION IMPERATIVE		27505	17986	29.6	65.4	95	3460	28.1	12.6	90	7472	30.9	27.2	99	7054	29.1	25.6	94
NEWSPAPERS-OUTDOOR: DUAL		18628	13175	21.7	70.7	103	3136	25.5	16.8	121	4679	19.4	25.1	92	5360	22.1	28.8	105
NEWSPAPER IMPERATIVE		29178	19033	31.4	65.2	95	3459	28.1	11.9	85	7780	32.2	26.7	98	7793	32.2	26.7	98
OUTDOOR IMPERATIVE		25260	18253	30.1	72.3	105	3918	31.8	15.5	111	7394	30.6	29.3	107	6941	28.7	27.5	100
NEWSPAPERS-RADIO: DUAL		19246	13296	21.9	69.1	101	2986	24.2	15.5	111	4957	20.5	25.8	94	5352	22.1	27.8	102
NEWSPAPER IMPERATIVE		28155	18593	30.6	66.0	96	3459	28.1	12.3	88	7365	30.5	26.2	96	7769	32.1	27.6	101
RADIO IMPERATIVE		25308	18437	30.4	72.9	106	3754	30.5	14.8	107	7788	32.2	30.8	113	6894	28.5	27.2	99
NEWSPAPERS-TELEVISION: DUAL		18615	12498	20.6	67.1	98	2195	17.8	11.8	85	5067	21.0	27.2	100	5237	21.6	28.1	103
NEWSPAPER IMPERATIVE		29207	19781	32.6	67.7	99	4240	34.4	14.5	104	7348	30.4	25.2	92	8194	33.8	28.1	102
TELEVISION IMPERATIVE		25472	17829	29.4	70.0	102	3796	30.8	14.9	107	7233	29.9	28.4	104	6800	28.1	26.7	98
OUTDOOR-RADIO: DUAL		17292	12583	20.7	72.8	106	3068	24.9	17.7	127	4652	19.2	26.9	98	4862	20.1	28.1	103
OUTDOOR IMPERATIVE		26915	18656	30.7	69.3	101	3775	30.7	14.0	101	7366	30.5	27.4	100	7515	31.0	27.9	102
RADIO IMPERATIVE		20938	19751	32.5	68.3	99	3784	30.7	13.1	94	8123	33.6	28.1	103	7844	32.4	27.1	99
OUTDOOR-TELEVISION: DUAL		16112	11650	19.2	72.3	105	2470	20.1	15.3	110	4323	17.9	26.8	98	4858	20.1	30.2	110
OUTDOOR IMPERATIVE		28228	19931	32.8	70.6	103	4522	36.7	16.0	115	7798	32.3	27.6	101	7610	31.4	27.0	98
TELEVISION IMPERATIVE		30024	19856	32.7	66.1	96	3624	29.4	12.1	87	8449	35.0	28.1	103	7783	32.1	25.9	95
RADIO-TELEVISION: DUAL		17803	12322	20.3	69.2	101	2589	21.0	14.5	104	4972	20.6	27.9	102	4760	19.7	26.7	98
RADIO IMPERATIVE		28338	20093	33.1	70.9	103	4524	36.7	16.0	115	7805	32.3	27.5	101	7764	32.1	27.4	100
TELEVISION IMPERATIVE		28445	18948	31.2	66.6	97	3482	28.3	12.2	88	7837	32.4	27.6	101	7629	31.5	26.8	98

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CHEWING GUM - USAGE IN LAST 7 DAYS
(FEMALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES	88464	60707	100.0	68.6	100	12314	100.0	13.9	100	24173	100.0	27.3	100	24221	100.0	27.4	100
ATLANTIC MONTHLY	415	298	0.5	71.8	105	**61	0.5	14.7	106	**122	0.5	29.4	108	**115	0.5	27.7	101
BARRON'S	522	*247	0.4	47.3	69	**48	0.4	9.2	66	**115	0.5	22.0	81	**85	0.4	16.3	59
BETTER HOMES & GARDENS	17429	12133	20.0	69.6	101	2430	19.7	13.9	100	4604	19.0	26.4	97	5100	21.1	29.3	107
BON APPETIT	2772	1528	2.5	55.1	80	280	2.3	10.1	73	500	2.1	18.0	66	748	3.1	27.0	99
BUSINESS WEEK	1469	1053	1.7	71.7	104	251	2.0	17.1	123	397	1.6	27.0	99	406	1.7	27.6	101
CAR AND DRIVER	397	*279	0.5	70.3	102	**82	0.7	20.7	148	**89	0.4	22.4	82	**108	0.4	27.2	99
CBS MAGAZINE NETWORK (GROSS)	1633	1299	2.1	79.5	116	263	2.1	16.1	116	493	2.0	30.2	110	543	2.2	33.3	121
CHANGING TIMES	1554	997	1.6	64.2	93	*215	1.7	13.8	99	422	1.7	27.2	99	360	1.5	23.2	85
COLONIAL HOMES	1304	910	1.5	69.8	102	*130	1.1	10.0	72	310	1.3	23.8	87	470	1.9	36.0	132
CONDE NAST MAG. PKG. (GROSS)	17858	13689	22.5	76.7	112	3337	27.1	18.7	134	5078	21.0	28.4	104	5274	21.8	29.5	108
CONSUMERS DIGEST	1406	981	1.6	69.8	102	*108	0.9	7.7	55	442	1.8	31.4	115	431	1.8	30.7	112
COSMOPOLITAN	8815	6890	11.3	78.2	114	1810	14.7	20.5	148	2695	11.1	30.6	112	2385	9.8	27.1	99
COUNTRY LIVING	2636	1975	3.3	74.9	109	459	3.7	17.4	125	693	2.9	26.3	96	823	3.4	31.2	114
CUISINE	1554	976	1.6	62.8	92	*151	1.2	9.7	70	336	1.4	21.6	79	489	2.0	31.5	115
CYCLE WORLD	469	393	0.6	83.8	122	**62	0.5	13.2	95	**132	0.5	28.1	103	*199	0.8	42.4	155
DCI:CREATIVE IDEAS FOR LIV	2631	1947	3.2	74.0	108	355	2.9	13.5	97	771	3.2	29.3	107	821	3.4	31.2	114
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	5039	8.3	71.3	104	871	7.1	12.3	89	2164	9.0	30.6	112	2004	8.3	28.4	104
DISCOVER	998	811	1.3	81.3	118	*222	1.8	22.2	160	*282	1.2	28.3	103	308	1.3	30.9	113
EBONY	4289	3513	5.8	81.9	119	817	6.6	19.0	137	1687	7.0	39.3	144	1009	4.2	23.5	86
ESQUIRE	1176	862	1.4	73.3	107	*193	1.6	16.4	118	358	1.5	30.4	111	311	1.3	26.4	97
ESSENCE	2392	1992	3.3	83.3	121	393	3.2	16.4	118	966	4.0	40.4	148	633	2.6	26.5	97
FAMILY CIRCLE	17209	12339	20.3	71.7	104	2373	19.3	13.8	99	4889	20.2	28.4	104	5077	21.0	29.5	108
THE FAMILY HANDYMAN	1184	858	1.4	72.5	106	*189	1.5	16.0	115	377	1.6	31.8	117	291	1.2	24.6	90
FAMILY WEEKLY	12391	8838	14.6	71.3	104	1737	14.1	14.0	101	3685	15.2	29.7	109	3416	14.1	27.6	101
FIELD & STREAM	2438	1871	3.1	76.7	112	333	2.7	13.7	98	790	3.3	32.4	119	748	3.1	30.7	112
FOOD & WINE	614	435	0.7	70.8	103	**72	0.6	11.7	84	*215	0.9	35.0	128	*148	0.6	24.1	88
FORBES	813	515	0.8	63.3	92	**82	0.7	10.1	72	*229	0.9	28.2	103	*203	0.8	25.0	91
FORTUNE	1083	680	1.1	62.8	91	*121	1.0	11.2	80	*254	1.1	23.5	86	*305	1.3	28.2	103
GENTLEMEN'S QUARTERLY	1197	928	1.5	77.5	113	*212	1.7	17.7	127	*415	1.7	34.7	127	300	1.2	25.1	92
GLAMOUR	6625	5228	8.6	78.9	115	1237	10.0	18.7	134	1922	8.0	29.0	106	2068	8.5	31.2	114
GOLF DIGEST	707	485	0.8	68.6	100	**112	0.9	15.8	114	*134	0.6	19.0	69	*240	1.0	33.9	124
GOLF DIGEST/TENNIS (GROSS)	1316	840	1.4	63.8	93	*197	1.6	15.0	108	243	1.0	18.5	68	400	1.7	30.4	111
GOLF MAGAZINE	469	351	0.6	74.8	109	**84	0.7	17.9	129	**85	0.4	18.1	66	**183	0.8	39.0	143
GOLF MAGAZINE/SKI (GROSS)	1060	814	1.3	76.8	112	*194	1.6	18.3	131	*286	1.2	27.0	99	334	1.4	31.5	115
GOOD HOUSEKEEPING	17784	12481	20.6	70.2	102	2315	18.8	13.0	94	4757	19.7	26.7	98	5409	22.3	30.4	111
HARPER'S BAZAAR	2931	1984	3.3	67.7	99	399	3.2	13.6	98	681	2.8	23.2	85	904	3.7	30.8	113
HEALTH	2199	1587	2.6	72.2	105	286	2.3	13.0	93	853	3.5	38.8	142	448	1.8	20.4	74
HEARST MAG CORP. BUY (GROSS)	49148	35602	58.6	72.4	106	7611	61.8	15.5	111	13459	55.7	27.4	100	14532	60.0	29.6	108
HEARST MAN POWER (GROSS)	2113	1505	2.5	71.2	104	337	2.7	15.9	115	554	2.3	26.2	96	615	2.5	29.1	106
HEARST WOMAN POWER (GROSS)	35062	25625	42.2	73.1	107	5541	45.0	15.8	114	9877	40.9	28.2	103	10207	42.1	29.1	106
HOUSE BEAUTIFUL	3865	2754	4.5	71.3	104	587	4.8	15.2	109	985	4.1	25.5	93	1181	4.9	30.6	112
INC.	315	*275	0.5	87.3	127	**27	0.2	8.6	62	**149	0.6	47.3	173	**98	0.4	31.1	114
JET	3690	3032	5.0	82.2	120	686	5.6	18.6	134	1435	5.9	38.9	142	911	3.8	24.7	90
LADIES' HOME JOURNAL	12930	9456	15.6	73.1	107	1816	14.7	14.0	101	3786	15.7	29.3	107	3855	15.9	29.8	109
LHJ FAMILY GRP COMBO(GROSS)	18161	13373	22.0	73.6	107	2653	21.5	14.6	105	5580	23.1	30.7	112	5140	21.2	28.3	103
LIFE	5065	3757	6.2	74.2	108	756	6.1	14.9	107	1469	6.1	29.0	106	1531	6.3	30.2	110
L.A. TIMES HOME MAGAZINE	1310	840	1.4	64.1	93	*121	1.0	9.2	66	*352	1.5	26.9	98	367	1.5	28.0	102
MADEMOISELLE	3759	2992	4.9	79.6	116	732	5.9	19.5	140	1193	4.9	31.7	116	1067	4.4	28.4	104
MC CALL'S	14658	10941	18.0	74.6	109	2092	17.0	14.3	103	4369	18.1	29.8	109	4480	18.5	30.6	112
MC CALL'S/WRK MOTHER (GROSS)	15857	11866	19.5	74.8	109	2277	18.5	14.4	103	4729	19.6	29.8	109	4860	20.1	30.6	112
MECHANIX ILLUSTRATED	809	569	0.9	70.3	102	**103	0.8	12.7	91	*196	0.8	24.2	89	*270	1.1	33.4	122
METROPOLITAN HOME	1009	625	1.0	61.9	90	*149	1.2	14.8	106	277	1.1	27.5	100	199	0.8	19.7	72
MONEY	1707	1129	1.9	66.1	96	*171	1.4	10.0	72	445	1.8	26.1	95	514	2.1	30.1	110
MOTHER EARTH NEWS	1123	847	1.4	75.4	110	*198	1.6	17.6	127	305	1.3	27.2	99	344	1.4	30.6	112
MS.	932	694	1.1	74.5	109	*124	1.0	13.3	96	329	1.4	35.3	129	241	1.0	25.9	94
NATIONAL ENQUIRER	11971	8950	14.7	74.8	109	1757	14.3	14.7	105	3654	15.1	30.5	112	3540	14.6	29.6	108
NATIONAL GEOGRAPHIC	10503	6908	11.4	65.8	96	1360	11.0	12.9	93	2478	10.3	23.6	86	3070	12.7	29.2	107
NATIONAL SUNDAY MAGAZINE PKG	54325	37230	61.3	68.5	100	7577	61.5	13.9	100	14537	60.1	26.8	98	15117	62.4	27.8	102
NATURAL HISTORY	626	341	0.6	54.5	79	**69	0.6	11.0	79	**126	0.5	20.1	74	*146	0.6	23.3	85
NEW WOMAN	1992	1461	2.4	73.3	107	305	2.5	15.3	110	457	1.9	22.9	84	698	2.9	35.0	128
NEW YORK INCLUDING CUE	547	348	0.6	63.6	93	**74	0.6	13.5	97	*108	0.4	19.7	72	*166	0.7	30.3	111
THE NEW YORKER	1380	735	1.2	53.3	78	*169	1.4	12.2	88	258	1.1	18.7	68	308	1.3	22.3	82
NEWSWEEK	6925	5016	8.3	72.4	106	1046	8.5	15.1	109	1871	7.7	27.0	99	2098	8.7	30.3	111
THE N.Y. TIMES DAILY EDITION	1363	664	1.1	48.7	71	*165	1.3	12.1	87	253	1.0	18.6	68	246	1.0	18.0	66
THE N.Y. TIMES MAGAZINE	2333	1124	1.9	48.2	70	267	2.2	11.4	82	365	1.5	15.6	57	492	2.0	21.1	77
OMNI	872	692	1.1	79.4	116	*147	1.2	16.9	121	345	1.4	39.6	145	*200	0.8	22.9	84
ON CABLE	1298	864	1.4	66.6	97	*162	1.3	12.5	90	409	1.7	31.5	115	294	1.2	22.7	83
1001 HOME IDEAS	3032	2329	3.8	76.8	112	551	4.5	18.2	131	941	3.9	31.0	114	837	3.5	27.6	101
ORGANIC GARDENING	1680	1003	1.7	59.7	87	*195	1.6	11.6	83	365	1.5	21.7	80	442	1.8	26.3	96
OUTDOOR LIFE	960	752	1.2	78.3	114	*143	1.2	14.9	107	336	1.4	35.0	128	273	1.1	28.4	104
PARADE MAGAZINE	26755	18306	30.2	68.4	100	3761	30.5	14.1	101	6978	28.9	26.1	95	7567	31.2	28.3	103

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CHEWING GUM - USAGE IN LAST 7 DAYS
(FEMALES)

D017
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS EIGHT OR MORE B % DOWN	HEAVY USERS EIGHT OR MORE C % ACROSS	HEAVY USERS EIGHT OR MORE D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS THREE - SEVEN B % DOWN	MEDIUM USERS THREE - SEVEN C % ACROSS	MEDIUM USERS THREE - SEVEN D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS TWO OR LESS B % DOWN	LIGHT USERS TWO OR LESS C % ACROSS	LIGHT USERS TWO OR LESS D INDX
TOTAL FEMALES	88464	60707	100.0	68.6	100	12314	100.0	13.9	100	24173	100.0	27.3	100	24221	100.0	27.4	100
PARENTS	4173	3423	5.6	82.0	120	641	5.2	15.4	110	1237	5.1	29.6	108	1546	6.4	37.0	135
PENTHOUSE	973	816	1.3	83.9	122	*180	1.5	18.5	133	*330	1.4	33.9	124	*306	1.3	31.4	115
PEOPLE	13479	9974	16.4	74.0	108	2179	17.7	16.2	116	3950	16.3	29.3	107	3846	15.9	28.5	104
PLAYBOY	2183	1672	2.8	76.6	112	292	2.4	13.4	96	752	3.1	34.4	126	628	2.6	28.8	105
POPULAR HOT RODDING	388	346	0.6	89.2	130	**110	0.9	28.4	204	**106	0.4	27.3	100	**130	0.5	33.5	122
POPULAR MECHANICS	1037	637	1.0	61.4	90	**152	1.2	14.7	105	*228	0.9	22.0	80	*257	1.1	24.8	91
POPULAR SCIENCE	920	589	1.0	64.0	93	**123	1.0	13.4	96	*225	0.9	24.5	90	*241	1.0	26.2	96
PREVENTION	4071	2616	4.3	64.3	94	366	3.0	9.0	65	1087	4.5	26.7	98	1163	4.8	28.6	104
PSYCHOLOGY TODAY	1940	1295	2.1	66.8	97	217	1.8	11.2	80	553	2.3	28.5	104	525	2.2	27.1	99
READER'S DIGEST	24031	16398	27.0	68.2	99	3020	24.5	12.6	90	6513	26.9	27.1	99	6865	28.3	28.6	104
REDBOOK	8464	6254	10.3	73.9	108	1416	11.5	16.7	120	2425	10.0	28.7	105	2413	10.0	28.5	104
ROAD & TRACK	429	320	0.5	74.6	109	**82	0.7	19.1	137	**101	0.4	23.5	86	**137	0.6	31.9	117
ROLLING STONE	1355	1122	1.8	82.8	121	*278	2.3	20.5	147	412	1.7	30.4	111	433	1.8	32.0	117
RUNNER'S WORLD	329	259	0.4	78.7	115	**54	0.4	16.4	118	**127	0.5	38.6	141	**78	0.3	23.7	87
SATURDAY EVENING POST	1268	825	1.4	65.1	95	*238	1.9	18.8	135	284	1.2	22.4	82	303	1.3	23.9	87
SCIENCE 84	702	544	0.9	77.5	113	**99	0.8	14.1	101	*228	0.9	32.5	119	*217	0.9	30.9	113
SCIENCE DIGEST	553	424	0.7	76.7	112	**70	0.6	12.7	91	*139	0.6	25.1	92	*215	0.9	38.9	142
SCIENTIFIC AMERICAN	615	393	0.6	63.9	93	**104	0.8	16.9	121	**97	0.4	15.8	58	*192	0.8	31.2	114
SELF	2683	2002	3.3	74.6	109	529	4.3	19.7	142	660	2.7	24.6	90	813	3.4	30.3	111
SEVENTEEN	3309	2590	4.3	78.3	114	692	5.6	20.9	150	978	4.0	29.6	108	919	3.8	27.8	101
SKI	591	463	0.8	78.3	114	**110	0.9	18.6	134	*201	0.8	34.0	124	*152	0.6	25.7	94
SMITHSONIAN	3039	1786	2.9	58.8	86	312	2.5	10.3	74	630	2.6	20.7	76	844	3.5	27.8	101
SOAP OPERA DIGEST	3683	2977	4.9	80.8	118	536	4.4	14.6	105	1497	6.2	40.6	149	944	3.9	25.6	94
SOUTHERN LIVING	4434	3092	5.1	69.7	102	516	4.2	11.6	84	1394	5.8	31.4	115	1183	4.9	26.7	97
SPORT	701	564	0.9	80.5	117	**124	1.0	17.7	127	*234	1.0	33.4	122	*206	0.9	29.4	107
THE SPORTING NEWS	518	452	0.7	87.3	127	**169	1.4	32.6	234	**172	0.7	33.2	122	**112	0.5	21.6	79
SPORTS AFIELD	523	445	0.7	85.1	124	**115	0.9	22.0	158	*187	0.8	35.8	131	*143	0.6	27.3	100
SPORTS ILLUSTRATED	3325	2445	4.0	73.5	107	555	4.5	16.7	120	923	3.8	27.8	102	967	4.0	29.1	106
STAR	8567	6471	10.7	75.5	110	1467	11.9	17.1	123	2620	10.8	30.6	112	2385	9.8	27.8	102
SUNDAY	27630	18494	30.5	66.9	98	3976	32.3	14.4	103	6928	28.7	25.1	92	7590	31.3	27.5	100
SUNSET	2219	1473	2.4	66.4	97	*244	2.0	11.0	79	514	2.1	23.2	85	715	3.0	32.2	118
TV GUIDE	24258	17768	29.3	73.2	107	3484	28.3	14.4	103	7553	31.2	31.1	114	6731	27.8	27.7	101
TENNIS	609	354	0.6	58.1	85	**85	0.7	14.0	100	**109	0.5	17.9	66	*159	0.7	26.1	95
TIME	9929	6725	11.1	67.7	99	1510	12.3	15.2	109	2518	10.4	25.4	93	2697	11.1	27.2	99
TOWN & COUNTRY	1062	722	1.2	68.0	99	*129	1.0	12.1	87	330	1.4	31.1	114	263	1.1	24.8	90
TRAVEL & LEISURE	1051	663	1.1	63.1	92	**94	0.8	8.9	64	311	1.3	29.6	108	258	1.1	24.5	90
TRUE STORY	3946	2967	4.9	75.2	110	549	4.5	13.9	100	1330	5.5	33.7	123	1088	4.5	27.6	101
U.S.NEWS & WORLD REPORT	3782	2486	4.1	65.7	96	537	4.4	14.2	102	981	4.1	25.9	95	968	4.0	25.6	93
USA TODAY	1874	1273	2.1	67.9	99	233	1.9	12.4	89	567	2.3	30.3	111	473	2.0	25.2	92
US	2213	1882	3.1	85.0	124	370	3.0	16.7	120	798	3.3	36.1	132	714	2.9	32.3	118
VOGUE	4792	3467	5.7	72.3	105	839	6.8	17.5	126	1302	5.4	27.2	99	1326	5.5	27.7	101
WALL STREET JOURNAL	2045	1368	2.3	66.9	97	318	2.6	15.6	112	454	1.9	22.2	81	596	2.5	29.1	106
WEIGHT WATCHERS	3364	1772	2.9	75.0	109	436	3.5	18.4	132	750	3.1	31.7	116	586	2.4	24.8	91
WOMAN'S DAY	15182	10723	17.7	70.6	103	2169	17.6	14.3	103	4201	17.4	27.7	101	4354	18.0	28.7	105
WORKING MOTHER	1198	926	1.5	77.3	113	*185	1.5	15.4	111	361	1.5	30.1	110	380	1.6	31.7	116
WORKING WOMAN	1523	1206	2.0	79.2	115	293	2.4	19.2	138	450	1.9	29.5	108	463	1.9	30.4	111
WORLD TENNIS	*183	*136	0.2	74.3	108	**47	0.4	25.7	185	**10	0.0	5.5	20	**79	0.3	43.2	158
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1903	3.1	68.6	100	503	4.1	18.1	130	663	2.7	23.9	87	738	3.0	26.6	97
BLAIR INSERTS	47909	32397	53.4	67.6	99	6835	55.5	14.3	102	12477	51.6	26.0	95	13085	54.0	27.3	100
DAILY NEWSPAPERS																	
READ ANY	56731	38298	63.1	67.5	98	7514	61.0	13.2	95	14910	61.7	26.3	96	15874	65.5	28.0	102
READ ONE	47696	32668	53.8	68.5	100	6364	51.7	13.3	96	12739	52.7	26.7	98	13565	56.0	28.4	104
READ TWO OR MORE	9034	5630	9.3	62.3	91	1151	9.3	12.7	92	2171	9.0	24.0	88	2309	9.5	25.6	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	39320	64.8	68.1	99	8067	65.5	14.0	100	15332	63.4	26.6	97	15920	65.7	27.6	101
READ ONE	50513	34627	57.0	68.6	100	7094	57.6	14.0	101	13827	57.2	27.4	100	13706	56.6	27.1	99
READ TWO OR MORE	7219	4692	7.7	65.0	95	973	7.9	13.5	97	1505	6.2	20.8	76	2214	9.1	30.7	112
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.04	29.25				30.85				28.40				29.27			
30 DAY REACH	78184	54028	89.0	69.1	101	11084	90.0	14.2	102	21438	88.7	27.4	100	21506	88.8	27.5	100
50 SHMG - 30 DAY AV FREQ	14.80	15.38				16.33				14.86				15.42			
30 DAY REACH	74239	51509	84.8	69.4	101	10499	85.3	14.1	102	20511	84.9	27.6	101	20499	84.6	27.6	101
25 SHMG - 30 DAY AV FREQ	8.05	8.32				8.74				8.04				8.38			
30 DAY REACH	68254	47592	78.4	69.7	102	9804	79.6	14.4	103	18962	78.4	27.8	102	18825	77.7	27.6	101
CABLE TV: HOME WIRED	35215	24960	41.1	70.9	103	4975	40.4	14.1	101	9859	40.8	28.0	102	10126	41.8	28.8	105
HOME NOT WIRED	53250	35747	58.9	67.1	98	7339	59.6	13.8	99	14314	59.2	26.9	98	14095	58.2	26.5	97
HAVE PAY CABLE	17885	12873	21.2	72.0	105	2689	21.8	15.0	108	5092	21.1	28.5	104	5092	21.0	28.5	104

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CHEWING GUM - USAGE IN LAST 7 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS EIGHT OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS THREE - SEVEN A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	60707	100.0	68.6	100	12314	100.0	13.9	100	24173	100.0	27.3	100	24221	100.0	27.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	33571	55.3	69.9	102	7023	57.0	14.6	105	13417	55.5	28.0	102	13131	54.2	27.4	100
10:00 AM - 3:00 PM	33674	23711	39.1	70.4	103	5042	40.9	15.0	108	9206	38.1	27.3	100	9464	39.1	28.1	103
3:00 PM - 7:00 PM	34431	24392	40.2	70.8	103	5442	44.2	15.8	114	9557	39.5	27.8	102	9393	38.8	27.3	100
7:00 PM - MIDNIGHT	17761	12755	21.0	71.8	105	2933	23.8	16.5	119	4925	20.4	27.7	101	4896	20.2	27.6	101
MIDNIGHT - 6:00 AM	10087	7150	11.8	70.9	103	1385	11.2	13.7	99	2932	12.1	29.1	106	2833	11.7	28.1	103
6:00 AM - MIDNIGHT	64318	45178	74.4	70.2	102	9424	76.5	14.7	105	17912	74.1	27.8	102	17843	73.7	27.7	101
ENTIRE DAY	65181	45821	75.5	70.3	102	9546	77.5	14.6	105	18165	75.1	27.9	102	18111	74.8	27.8	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	12509	20.6	71.8	105	2589	21.0	14.9	107	4712	19.5	27.1	99	5209	21.5	29.9	109
ALL NEWS	2520	1544	2.5	61.3	89	*293	2.4	11.6	84	578	2.4	22.9	84	674	2.8	26.7	98
AOR/PROGRESSIVE	4419	3219	5.3	72.8	106	700	5.7	15.8	114	1284	5.3	29.1	106	1235	5.1	27.9	102
BEAUTIFUL MUSIC	6119	4114	6.8	67.2	98	1060	8.6	17.3	124	1549	6.4	25.3	93	1505	6.2	24.6	90
BLACK	2623	2064	3.4	78.7	115	464	3.8	17.7	127	885	3.7	33.7	123	716	3.0	27.3	100
CLASSICAL	1553	953	1.6	61.4	89	*168	1.4	10.8	78	*328	1.4	21.1	77	458	1.9	29.5	108
CHR/ROCK	11282	8588	14.1	76.1	111	1751	14.2	15.5	111	3286	13.6	29.1	107	3551	14.7	31.5	115
COUNTRY	13343	9411	15.5	70.5	103	2151	17.5	16.1	116	3581	14.8	26.8	98	3679	15.2	27.6	101
GOLDEN OLDIES	1299	919	1.5	70.7	103	*136	1.1	10.5	75	433	1.8	33.3	122	350	1.4	26.9	98
MOR/NOSTALGIA	5241	3308	5.4	63.1	92	657	5.3	12.5	90	1291	5.3	24.6	90	1360	5.6	25.9	95
NEWS/TALK	4165	2420	4.0	58.1	85	386	3.1	9.3	67	922	3.8	22.1	81	1112	4.6	26.7	98
RELIGIOUS	3324	2260	3.7	68.0	99	347	2.8	10.4	75	1117	4.6	33.6	123	796	3.3	23.9	87
SOFT ROCK	609	489	0.8	80.3	117	**96	0.8	15.8	113	**226	0.9	37.1	136	*167	0.7	27.4	100
URBAN CONTEMPORARY	1853	1465	2.4	79.1	115	390	3.2	21.0	151	695	2.9	37.5	137	380	1.6	20.5	75
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2734	4.5	73.4	107	552	4.5	14.8	106	1196	4.9	32.1	118	985	4.1	26.5	97
ABC DIRECTION	2488	1552	2.6	62.4	91	246	2.0	9.9	71	614	2.5	24.7	90	692	2.9	27.8	102
ABC ENTERTAINMENT	5129	3361	5.5	65.5	95	726	5.9	14.2	102	1311	5.4	25.6	94	1324	5.5	25.8	94
ABC FM	2498	2028	3.3	81.2	118	471	3.8	18.9	135	823	3.4	32.9	121	733	3.0	29.3	107
ABC INFORMATION	5721	3796	6.3	66.4	97	719	5.8	12.6	90	1369	5.7	23.9	88	1708	7.1	29.9	109
ABC ROCK	2021	1497	2.5	74.1	108	307	2.5	15.2	109	641	2.7	31.7	116	549	2.3	27.2	99
CBS	4756	3026	5.0	63.6	93	516	4.2	10.8	78	1184	4.9	24.9	91	1327	5.5	27.9	102
MUTUAL	5272	3658	6.0	69.4	101	832	6.8	15.8	113	1381	5.7	26.2	96	1445	6.0	27.4	100
NBC	4964	3495	5.8	70.4	103	802	6.5	16.2	116	1323	5.5	26.7	98	1371	5.7	27.6	101
RADIORADIO	2218	1651	2.7	74.4	108	380	3.1	17.1	123	606	2.5	27.3	100	665	2.7	30.0	110
RKO ONE	2565	1938	3.2	75.6	110	466	3.8	18.2	131	690	2.9	26.9	98	782	3.2	30.5	111
RKO TWO	3640	2425	4.0	66.6	97	571	4.6	15.7	113	909	3.8	25.0	91	946	3.9	26.0	95
THE SOURCE	2467	1850	3.0	75.0	109	396	3.2	16.1	115	794	3.3	32.2	118	660	2.7	26.8	98
NON-WIRED : BLAIR	9466	6699	11.0	70.8	103	1153	9.4	12.2	88	2705	11.2	28.6	105	2841	11.7	30.0	110
INTERNET	13616	9884	16.3	72.6	106	2339	19.0	17.2	123	3900	16.1	28.6	105	3645	15.0	26.8	98
KATZ RADIO GROUP	16998	11442	18.8	67.3	98	2470	20.1	14.5	104	4148	17.2	24.4	89	4823	19.9	28.4	104
SUPERNET	11622	8308	13.7	71.5	104	2017	16.4	17.4	125	3049	12.6	26.2	96	3242	13.4	27.9	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	6388	10.5	67.8	99	1298	10.5	13.8	99	2726	11.3	28.9	106	2364	9.8	25.1	92
WKDAY 9:00 AM - 1:00 PM	13304	9261	15.3	69.6	101	1670	13.6	12.6	90	4067	16.8	30.6	112	3524	14.5	26.5	97
WKDAY 1:00 PM - 4:30 PM	17591	12338	20.3	70.1	102	2211	18.0	12.6	90	5246	21.7	29.8	109	4882	20.2	27.8	101
WKDAY 4:30 PM - 7:30 PM	24418	16317	26.9	66.8	97	3252	26.4	13.3	96	6752	27.9	27.7	101	6313	26.1	25.9	94
WKDAY 7:30 PM - 8:00 PM	34400	22903	37.7	66.6	97	4496	36.5	13.1	94	9261	38.3	26.9	99	9146	37.8	26.6	97
WKDAY 11:00 PM - 11:30 PM	26120	17979	29.6	68.8	100	3533	28.7	13.5	97	7131	29.5	27.3	100	7315	30.2	28.0	102
WKDAY 11:30 PM - 1:00 AM	8402	6092	10.0	72.5	106	1202	9.8	14.3	103	2347	9.7	27.9	102	2543	10.5	30.3	111
M-SAT 8-11 PM+SUN 7-11 PM	36828	25089	41.3	68.1	99	5045	41.0	13.7	98	9907	41.0	26.9	98	10136	41.8	27.5	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	5274	8.7	73.0	106	1090	8.9	15.1	108	2168	9.0	30.0	110	2016	8.3	27.9	102
ANOTHER WORLD N	4924	3480	5.7	70.7	103	693	5.6	14.1	101	1555	6.4	31.6	116	1232	5.1	25.0	91
AS THE WORLD TURNS C	5966	3994	6.6	66.9	98	562	4.6	9.4	68	1641	6.8	27.5	101	1791	7.4	30.0	110
CAPITOL C	3672	2480	4.1	67.5	98	325	2.6	8.9	64	1082	4.5	29.5	108	1073	4.4	29.2	107
CBS MORN. NEWS 1 C	1590	1093	1.8	68.7	100	268	2.2	16.9	121	396	1.6	24.9	91	430	1.8	27.0	99
CBS MORN. NEWS 2 C	1298	837	1.4	64.5	94	183	1.5	14.1	101	352	1.5	27.1	99	303	1.3	23.3	85
DAYS OF OUR LIVES N	6389	4441	7.3	69.5	101	940	7.6	14.7	106	1908	7.9	29.9	109	1594	6.6	24.9	91
FACTS OF LIFE - DAYTIME N	2526	1884	3.1	74.6	109	386	3.1	15.3	110	799	3.3	31.6	116	698	2.9	27.6	101
FAMILY FEUD A	3427	2336	3.8	68.2	99	383	3.1	11.2	80	1051	4.3	30.7	112	902	3.7	26.3	96
GENERAL HOSPITAL A	6870	5052	8.3	73.5	107	908	7.4	13.2	95	2171	9.0	31.6	116	1973	8.1	28.7	105
GOOD MORNING, AMERICA-730 A	3767	2488	4.1	66.0	96	495	4.0	13.1	94	1000	4.1	26.5	97	993	4.1	26.4	96
GOOD MORNING, AMERICA-830 A	3076	2112	3.5	68.7	100	404	3.3	13.1	94	849	3.5	27.6	101	860	3.6	28.0	102
GUIDING LIGHT C	5789	3936	6.5	68.0	99	562	4.6	9.7	70	1725	7.1	29.8	109	1649	6.8	28.5	104
ONE LIFE TO LIVE A	4918	3667	6.0	74.6	109	641	5.2	13.0	94	1547	6.4	31.5	115	1478	6.1	30.1	110
PRESS YOUR LUCK C	2367	1621	2.7	68.5	100	253	2.1	10.7	77	662	2.7	28.0	102	706	2.9	29.8	109
PRICE IS RIGHT 1 C	4727	3218	5.3	68.1	99	405	3.3	8.6	62	1479	6.1	31.3	115	1333	5.5	28.2	103
PRICE IS RIGHT 2 C	5511	3815	6.3	69.2	101	525	4.3	9.5	68	1811	7.5	32.9	120	1479	6.1	26.8	98
RYAN'S HOPE A	3479	2563	4.2	73.7	107	565	4.6	16.2	117	1033	4.3	29.7	109	965	4.0	27.7	101
SALE OF THE CENTURY N	2823	1942	3.2	68.8	100	367	3.0	13.0	93	918	3.8	32.5	119	657	2.7	23.3	85
SEARCH FOR TOMORROW N	2525	1740	2.9	68.9	100	361	2.9	14.3	103	795	3.3	31.5	115	585	2.4	23.2	85
TODAY SHOW 1 N	2979	2039	3.4	68.4	100	460	3.7	15.4	111	934	3.9	31.4	115	645	2.7	21.7	79
TODAY SHOW 2 N	2792	1869	3.1	66.9	98	304	2.5	10.9	78	887	3.7	31.8	116	678	2.8	24.3	89
$25,000 PYRAMID C	2899	1922	3.2	66.3	97	303	2.5	10.5	75	844	3.5	29.1	107	775	3.2	26.7	98
WHEEL OF FORTUNE N	4689	3202	5.3	68.3	100	584	4.7	12.5	89	1525	6.3	32.5	119	1093	4.5	23.3	85
YOUNG AND THE RESTLESS C	6231	4374	7.2	70.2	102	734	6.0	11.8	85	1864	7.7	29.9	109	1776	7.3	28.5	104
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	1348	2.2	68.4	100	242	2.0	12.3	88	548	2.3	27.8	102	559	2.3	28.3	104
NBA PLAYOFF GAME -1 C	1246	852	1.4	68.4	100	156	1.3	12.5	90	416	1.7	33.4	122	280	1.2	22.5	82
NBC MAJOR LEAGUE-PRE-GAME N	1140	803	1.3	70.4	103	**76	0.6	6.7	48	431	1.8	37.8	138	*296	1.2	26.0	95
SPORTSWORLD - SUN N	1328	869	1.4	65.4	95	*161	1.3	12.1	87	316	1.3	23.8	87	393	1.6	29.6	108
SUNDAY MORNING C	1645	972	1.6	59.1	86	213	1.7	12.9	93	416	1.7	25.3	93	342	1.4	20.8	76

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CHEWING GUM - USAGE IN LAST 7 DAYS
(FEMALES)

0019
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS EIGHT OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS THREE - SEVEN A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS TWO OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALES	88464	60707	100.0	68.6	100	12314	100.0	13.9	100	24173	100.0	27.3	100	24221	100.0	27.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	18267	30.1	65.3	95	3408	27.7	12.2	88	7462	30.9	26.7	98	7397	30.5	26.4	97
NETWORK AFFILIATES - LATE	21966	15019	24.7	68.4	100	3006	24.4	13.7	98	5895	24.4	26.8	98	6118	25.3	27.9	102
INDEPENDENTS - LATE	2247	1398	2.3	62.2	91	263	2.1	11.7	84	520	2.2	23.1	85	615	2.5	27.4	100
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	11524	8162	13.4	70.8	103	1767	14.3	15.3	110	3312	13.7	28.7	105	3083	12.7	26.8	98
ABC MONDAY NIGHT MOVIE A	6879	4738	7.8	68.9	100	972	7.9	14.1	102	1769	7.3	25.7	94	1997	8.2	29.0	106
ABC SUNDAY NIGHT MOVIE A	13690	9135	15.0	66.7	97	1854	15.1	13.5	97	3685	15.2	26.9	99	3596	14.8	26.3	96
ABC WORLD NEWS TONIGHT A	6589	4230	7.0	64.2	94	752	6.1	11.4	82	1749	7.2	26.5	97	1729	7.1	26.2	96
AFTERMASH C	6391	4264	7.0	66.7	97	695	5.6	10.9	78	1734	7.2	27.1	99	1835	7.6	28.7	105
ALICE C	10273	6945	11.4	67.6	99	1376	11.2	13.4	96	2675	11.1	26.0	95	2894	11.9	28.2	103
AMERICAN PARADE C	7130	4662	7.7	65.4	95	880	7.1	12.3	89	1960	8.1	27.5	101	1822	7.5	25.6	93
BENSON A	11665	7882	13.0	67.6	98	1647	13.4	14.1	101	3120	12.9	26.7	98	3115	12.9	26.7	98
BLUE THUNDER A	5442	4000	6.6	73.5	107	800	6.5	14.7	106	1585	6.6	29.1	107	1615	6.7	29.7	108
CAGNEY & LACEY C	10565	7331	12.1	69.4	101	1510	12.3	14.3	103	2788	11.5	26.4	97	3033	12.5	28.7	105
CBS EVENING NEWS-DEAN C	3668	2054	3.4	56.0	82	387	3.1	10.6	76	895	3.7	24.4	89	772	3.2	21.0	77
CBS EVENING NEWS-RATHER C	7561	4682	7.7	61.9	90	901	7.3	11.9	86	1852	7.7	24.5	90	1929	8.0	25.5	93
CBS SAT. NEWS-SCHIEFFER C	3948	2508	4.1	63.5	93	402	3.3	10.2	73	1009	4.2	25.6	94	1097	4.5	27.8	101
CBS SATURDAY NIGHT MOVIE C	5966	4194	6.9	70.3	102	887	7.2	14.9	107	1549	6.4	26.0	95	1759	7.3	29.5	108
CBS WEDNESDAY NIGHT MOVIE C	6529	4200	6.9	64.3	94	636	5.2	9.7	70	1696	7.0	26.0	95	1868	7.7	28.6	104
CHEERS N	9842	6934	11.4	70.5	103	1310	10.6	13.3	96	2929	12.1	29.8	109	2695	11.1	27.4	100
DALLAS C	23935	15941	26.3	66.6	97	3199	26.0	13.4	96	6370	26.4	26.6	97	6372	26.3	26.6	97
DIFF'RENT STROKES N	7574	5337	8.8	70.5	103	987	8.0	13.0	94	2256	9.3	29.8	109	2095	8.6	27.7	101
DOUBLE TROUBLE N	7786	5467	9.0	70.2	102	1065	8.6	13.7	98	2349	9.7	30.2	110	2053	8.5	26.4	96
DUCK FACTORY N	6290	4466	7.4	71.0	103	891	7.2	14.2	102	1920	7.9	30.5	112	1655	6.8	26.3	96
DUKES OF HAZZARD C	6402	4509	7.4	70.4	103	808	6.6	12.6	91	1893	7.8	29.6	108	1808	7.5	28.2	103
DYNASTY A	21955	15600	25.7	71.1	104	3394	27.6	15.5	111	6439	26.6	29.3	107	5767	23.8	26.3	96
FACTS OF LIFE N	8898	6240	10.3	70.1	102	1129	9.2	12.7	91	2570	10.6	28.9	106	2541	10.5	28.6	104
FALCON CREST C	21877	14880	24.5	68.0	99	2962	24.1	13.5	97	6273	26.0	28.7	105	5645	23.3	25.8	94
FALL GUY A	10045	7000	11.5	69.7	102	1601	13.0	15.9	115	2555	10.6	25.4	93	2844	11.7	28.3	103
FAMILY TIES N	8922	6297	10.4	70.6	103	1191	9.7	13.3	96	2749	11.4	30.8	113	2357	9.7	26.4	96
FANTASY ISLAND A	8288	5378	8.9	64.9	95	1108	9.0	13.4	96	2327	9.6	28.1	103	1943	8.0	23.4	86
FOULUPS,BLEEPS & BLUNDERS A	9891	6717	11.1	67.9	99	1317	10.7	13.3	96	2737	11.3	27.7	101	2662	11.0	26.9	98
FOUR SEASONS C	5429	3525	5.8	64.9	95	705	5.7	13.0	93	1322	5.5	24.4	89	1498	6.2	27.6	101
GIMME A BREAK N	9646	6641	10.9	68.8	100	1374	11.2	14.2	102	2944	12.2	30.5	112	2323	9.6	24.1	88
HART TO HART A	9983	7302	12.0	73.1	107	1475	12.0	14.8	106	2773	11.5	27.8	102	3055	12.6	30.6	112
HILL STREET BLUES N	9688	6969	11.5	71.9	105	1551	12.6	16.0	115	2618	10.8	27.0	99	2800	11.6	28.9	106
HOTEL A	15435	10990	18.1	71.2	104	2455	19.9	15.9	114	4306	17.8	27.9	102	4229	17.5	27.4	100
JEFFERSONS C	10031	6712	11.1	66.9	98	1290	10.5	12.9	92	2715	11.2	27.1	99	2707	11.2	27.0	99
JENNIFER SLEPT HERE N	6376	4482	7.4	70.3	102	883	7.2	13.8	99	1844	7.6	28.9	106	1754	7.2	27.5	100
KATE & ALLIE C	9951	6736	11.1	67.7	99	1238	10.1	12.4	89	2685	11.1	27.0	99	2813	11.6	28.3	103
KNIGHT RIDER N	7908	5472	9.0	69.2	101	1212	9.8	15.3	110	1956	8.1	24.7	91	2305	9.5	29.1	106
LOVE BOAT A	13226	8619	14.2	65.2	95	1618	13.1	12.2	88	3635	15.0	27.5	101	3366	13.9	25.4	93
MAGNUM PI C	12105	8417	13.9	69.5	101	1667	13.5	13.8	99	3425	14.2	28.3	104	3325	13.7	27.5	100
MAMA'S FAMILY N	6364	4330	7.1	68.0	99	935	7.6	14.7	106	1686	7.0	26.5	97	1709	7.1	26.9	98
MASTER, THE N	3955	2765	4.6	69.9	102	566	4.6	14.3	103	1093	4.5	27.6	101	1106	4.6	28.0	102
MATT HOUSTON A	6903	4918	8.1	71.2	104	1044	8.5	15.1	109	1848	7.6	26.8	98	2027	8.4	29.4	107
NBC MONDAY NIGHT MOVIE N	13443	9717	16.0	72.3	105	1975	16.0	14.7	106	3874	16.0	28.8	105	3868	16.0	28.8	105
NBC NIGHTLY NEWS N	5585	3629	6.0	65.0	95	755	6.1	13.5	97	1564	6.5	28.0	102	1310	5.4	23.5	86
NBC NIGHTLY NEWS-SAT N	3688	2311	3.8	62.7	91	433	3.5	11.7	84	1003	4.1	27.2	100	875	3.6	23.7	87
NBC NIGHTLY NEWS-SUN N	3310	2041	3.4	61.7	90	403	3.3	12.2	87	843	3.5	25.5	93	795	3.3	24.0	88
NBC SUNDAY NIGHT MOVIE N	9238	6632	10.9	71.8	105	1667	13.5	18.0	130	2427	10.0	26.3	96	2538	10.5	27.5	100
NEWHART C	9876	6884	11.3	69.7	102	1353	11.0	13.7	98	2594	10.7	26.3	96	2937	12.1	29.7	109
ONE DAY AT A TIME C	7954	5538	9.1	69.6	101	964	7.8	12.1	87	2197	9.1	27.6	101	2378	9.8	29.9	109
PEOPLE ARE FUNNY N	5182	3473	5.7	67.0	98	649	5.3	12.5	90	1406	5.8	27.1	99	1417	5.9	27.3	100
REAL PEOPLE N	9674	6580	10.8	68.0	99	1050	8.5	10.9	78	2733	11.3	28.3	103	2797	11.5	28.9	106
REMINGTON STEELE N	8511	6117	10.1	71.9	105	1386	11.3	16.3	117	2377	9.8	27.9	102	2354	9.7	27.7	101
RIPLEY'S BELIEVE IT - NOT A	5656	3897	6.4	68.9	100	876	7.1	15.5	111	1491	6.2	26.4	96	1530	6.3	27.1	99
RIPTIDE N	7718	5698	9.4	73.8	108	1218	9.9	15.8	113	2161	8.9	28.0	102	2319	9.6	30.0	110
SCARECROW & MRS. KING C	11058	7628	12.6	69.0	101	1664	13.5	15.0	108	2892	12.0	26.2	96	3072	12.7	27.8	101
SIMON & SIMON C	11615	8151	13.4	70.2	102	1536	12.5	13.2	95	2988	12.4	25.7	94	3627	15.0	31.2	114
60 MINUTES C	14326	9004	14.8	62.9	92	1621	13.2	11.3	81	3689	15.3	25.8	94	3695	15.3	25.8	94
ST. ELSEWHERE N	7670	5357	8.8	69.8	102	1044	8.5	13.6	98	2311	9.6	30.1	110	2002	8.3	26.1	95
THREE'S COMPANY A	12068	8464	13.9	70.1	102	1713	13.9	14.2	102	3439	14.2	28.5	104	3312	13.7	27.4	100
T.J. HOOKER A	9735	6472	10.7	66.5	97	1415	11.5	14.5	104	2486	10.3	25.5	93	2572	10.6	26.4	96
TONIGHT SHOW N	2531	1708	2.8	67.5	98	339	2.8	13.4	96	674	2.8	26.6	97	695	2.9	27.5	100
TRAPPER JOHN, M.D. C	10374	7206	11.9	69.5	101	1646	13.4	15.9	114	2771	11.5	26.7	98	2789	11.5	26.9	98
TV BLOOPERS & PRAC. JOKES N	9795	6723	11.1	68.6	100	1168	9.5	11.9	86	2867	11.9	29.3	107	2688	11.1	27.4	100
20/20 A	10009	6710	11.1	67.0	98	1232	10.0	12.3	88	2462	10.2	24.6	90	3017	12.5	30.1	110
WEBSTER A	11934	8070	13.3	67.6	99	1705	13.8	14.3	103	3242	13.4	27.2	99	3123	12.9	26.2	96
WORLD NEWS - SUN A	3291	2113	3.5	64.2	94	427	3.5	13.0	93	794	3.3	24.1	88	892	3.7	27.1	99
YELLOW ROSE N	5196	3698	6.1	71.2	104	800	6.5	15.4	111	1373	5.7	26.4	97	1525	6.3	29.3	107
TV VIEWING SPORTS EVENTS																	
BASEBALL	9552	7023	11.6	73.5	107	1345	10.9	14.1	101	2707	11.2	28.3	104	2972	12.3	31.1	114
BASKETBALL - COLLEGE GAMES	4414	3219	5.3	72.9	106	589	4.8	13.3	96	1522	6.3	34.5	126	1108	4.6	25.1	92
BASKETBALL - PRO GAMES	3876	2971	4.9	76.7	112	650	5.3	16.8	120	1164	4.8	30.0	110	1156	4.8	29.8	109
BOWLING	4056	2936	4.8	72.4	105	685	5.6	16.9	121	1201	5.0	29.6	108	1051	4.3	25.9	95
BOXING	4154	3223	5.3	77.6	113	670	5.4	16.1	116	1201	5.0	28.9	106	1352	5.6	32.5	119
FOOTBALL - COLLEGE GAMES	6754	4938	8.1	73.1	107	1084	8.8	16.0	115	2016	8.3	29.8	109	1839	7.6	27.2	99
FOOTBALL - PRO GAMES	12364	9272	15.3	75.0	109	1697	13.8	13.7	99	3914	16.2	31.7	116	3661	15.1	29.6	108
GOLF	3615	2346	3.9	64.9	95	*313	2.5	8.7	62	949	3.9	26.3	96	1084	4.5	30.0	110
POST-SEASON COLL. FOOTBALL	5296	4120	6.8	77.8	113	701	5.7	13.2	95	1772	7.3	33.5	122	1647	6.8	31.1	114
POST-SEASON PRO FOOTBALL	6693	5039	8.3	75.3	110	994	8.1	14.9	107	2036	8.4	30.4	111	2009	8.3	30.0	110
TENNIS	3281	2377	3.9	72.4	106	*430	3.5	13.1	94	812	3.4	24.7	91	1135	4.7	34.6	126
WRESTLING - PROFESSIONAL	3672	2904	4.8	79.1	115	625	5.1	17.0	122	1303	5.4	35.5	130	976	4.0	26.6	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
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CHEMING GUM - TYPES USED
(ADULTS)

	TOTAL U.S. '000	SUGARLESS/SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	REGULAR A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	49832	100.0	29.7	100	74198	100.0	44.2	100								
MALES	79263	19023	38.2	24.0	81	33576	45.3	42.4	96								
FEMALES	88464	30809	61.8	34.8	117	40622	54.7	45.9	104								
18 - 24	28671	10188	20.4	35.5	120	16719	22.5	58.3	132								
25 - 34	39536	16236	32.6	41.1	138	20240	27.3	51.2	116								
35 - 44	28978	9430	18.9	32.5	110	13543	18.3	46.7	106								
45 - 54	22345	6013	12.1	26.9	91	8932	12.0	40.0	90								
55 - 64	22224	4233	8.5	19.0	64	7552	10.2	34.0	77								
65 OR OLDER	25973	3733	7.5	14.4	48	7213	9.7	27.8	63								
18 - 34	68207	26424	53.0	38.7	130	36959	49.8	54.2	122								
18 - 49	108058	39022	78.3	36.1	122	55209	74.4	51.1	115								
25 - 54	90859	31678	63.6	34.9	117	42714	57.6	47.0	106								
35 - 49	39851	12598	25.3	31.6	106	18251	24.6	45.8	104								
50 OR OLDER	59669	10810	21.7	18.1	61	18989	25.6	31.8	72								
GRADUATED COLLEGE	28091	9197	18.5	32.7	110	10296	13.9	36.7	83								
ATTENDED COLLEGE	28938	10583	21.2	36.6	123	13618	18.4	47.1	106								
GRADUATED HIGH SCHOOL	65503	20565	41.3	31.4	106	31032	41.8	47.4	107								
DID NOT GRADUATE HIGH SCHOOL	45195	9487	19.0	21.0	71	19253	25.9	42.6	96								
EMPLOYED MALES	56429	15198	30.5	26.9	91	25243	34.0	44.7	101								
EMPLOYED FEMALES	43971	17884	35.9	40.7	137	21448	28.9	48.8	110								
EMPLOYED FULL-TIME	87773	28329	56.8	32.3	109	40223	54.2	45.8	104								
EMPLOYED PART-TIME	12627	4754	9.5	37.6	127	6468	8.7	51.2	116								
NOT EMPLOYED	67327	16750	33.6	24.9	84	27507	37.1	40.9	92								
PROFESSIONAL/MANAGER	25845	8441	16.9	32.7	110	9539	12.9	36.9	83								
TECH/CLERICAL/SALES	30895	11651	23.4	37.7	127	14941	20.1	48.4	109								
PRECISION/CRAFT	12629	3866	7.8	30.6	103	5925	8.0	46.9	106								
OTHER EMPLOYED	31031	9125	18.3	29.4	99	16286	21.9	52.5	119								
SINGLE	35557	11934	23.9	33.6	113	18138	24.4	51.0	115								
MARRIED	103585	30988	62.2	29.9	101	45261	61.0	43.7	99								
DIVORCED/SEPARATED/WIDOWED	28585	6910	13.9	24.2	81	10799	14.6	37.8	85								
PARENTS	59295	21738	43.6	36.7	123	30901	41.6	52.1	118								
WHITE	146081	44750	89.8	30.6	103	62982	84.9	43.1	97								
BLACK	17974	3910	7.8	21.8	73	9541	12.9	53.1	120								
OTHER	3672	1172	2.4	31.9	107	1675	2.3	45.6	103								
NORTHEAST-CENSUS	37005	11283	22.6	30.5	103	13098	17.7	35.4	80								
NORTH CENTRAL	42642	12984	26.1	30.4	102	21133	28.5	49.6	112								
SOUTH	56777	14149	28.4	24.9	84	27245	36.7	48.0	108								
WEST	31303	11416	22.9	36.5	123	12723	17.1	40.6	92								
NORTHEAST-MKTG.	38125	11170	22.4	29.3	99	13017	17.5	34.1	77								
EAST CENTRAL	24794	7575	15.2	30.6	103	12107	16.3	48.8	110								
WEST CENTRAL	28511	8566	17.2	30.0	101	14011	18.9	49.1	111								
SOUTH	48953	12465	25.0	25.5	86	24204	32.6	49.4	112								
PACIFIC	27344	10057	20.2	36.8	124	10859	14.6	39.7	90								
COUNTY SIZE A	69301	20592	41.3	29.7	100	27159	36.6	39.2	89								
COUNTY SIZE B	50633	15845	31.8	31.3	105	23718	32.0	46.8	106								
COUNTY SIZE C	26259	7740	15.5	29.5	99	12403	16.7	47.2	107								
COUNTY SIZE D	21534	5657	11.4	26.3	88	10918	14.7	50.7	115								
METRO CENTRAL CITY	50014	15130	30.4	30.3	102	21379	28.8	42.7	97								
METRO SUBURBAN	76832	24212	48.6	31.5	106	32976	44.4	42.9	97								
NON METRO	40881	10490	21.1	25.7	86	19843	26.7	48.5	110								
TOP 5 ADI'S	39550	12422	24.9	31.4	106	15034	20.3	38.0	86								
TOP 10 ADI'S	54877	16258	32.6	29.6	100	20409	27.5	37.2	84								
TOP 20 ADI'S	77516	23305	46.8	30.1	101	30266	40.8	39.0	88								
HSHLD INC. $50,000 OR MORE	17257	5498	11.0	31.9	107	6534	8.8	37.9	86								
$40,000 OR MORE	33235	11370	22.8	34.2	115	12965	17.5	39.0	88								
$30,000 OR MORE	59693	20218	40.6	33.9	114	24577	33.1	41.2	93								
$25,000 OR MORE	76275	25738	51.6	33.7	114	31959	43.1	41.9	95								
$20,000 - $24,999	18607	5953	11.9	32.0	108	9230	12.4	49.6	112								
$15,000 - $19,999	17175	5199	10.4	30.3	102	8227	11.1	47.9	108								
$10,000 - $14,999	24569	6741	13.5	27.4	92	11358	15.3	46.2	105								
UNDER $10,000	31101	6201	12.4	19.9	67	13424	18.1	43.2	98								
HOUSEHOLD OF 1 PERSON	19441	4169	8.4	21.4	72	6181	8.3	31.8	72								
2 PEOPLE	51803	12928	25.9	25.0	84	19636	26.5	37.9	86								
3 OR 4 PEOPLE	66933	22783	45.7	34.0	115	32725	44.1	48.9	111								
5 OR MORE PEOPLE	29550	9952	20.0	33.7	113	15657	21.1	53.0	120								
NO CHILD IN HSHLD	96587	24379	48.9	25.2	85	36873	49.7	38.2	86								
CHILD(REN) UNDER 2 YRS	10844	4185	8.4	38.6	130	5674	7.6	52.3	118								
2 - 5 YEARS	26358	10386	20.8	39.4	133	15080	20.3	57.2	129								
6 - 11 YEARS	30453	11220	22.5	36.8	124	16573	22.3	54.4	123								
12 - 17 YEARS	36575	11574	23.2	31.6	107	18873	25.4	51.6	117								
RESIDENCE OWNED	117770	34799	69.8	29.5	99	50596	68.2	43.0	97								
VALUE: $50,000 OR MORE	70166	21942	44.0	31.3	105	27831	37.5	39.7	90								
VALUE: UNDER $50,000	47604	12858	25.8	27.0	91	22765	30.7	47.8	108								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	SUGARLESS/SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	REGULAR A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	49832	100.0	29.7	100	74198	100.0	44.2	100								
MAGAZINES	QUINTILE 1	34022	12164	24.4	35.8	120	16204	21.8	47.6	108								
	QUINTILE 2	34800	11891	23.9	34.2	115	15564	21.0	44.7	101								
	QUINTILE 3	30514	8409	16.9	27.6	93	12851	17.3	42.1	95								
	QUINTILE 4	33324	9137	18.3	27.4	92	15225	20.5	45.7	103								
	QUINTILE 5	35066	8231	16.5	23.5	79	14355	19.3	40.9	93								
NEWSPAPERS	QUINTILE 1	29107	8796	17.7	30.2	102	11765	15.9	40.4	91								
	QUINTILE 2	49095	15119	30.3	30.8	104	20752	28.0	42.3	96								
	QUINTILE 3	23107	7479	15.0	32.4	109	11003	14.8	47.6	108								
	QUINTILE 4	33556	10532	21.1	31.4	106	15262	20.6	45.5	103								
	QUINTILE 5	32863	7906	15.9	24.1	81	15417	20.8	46.9	106								
OUTDOOR	QUINTILE 1	33431	11591	23.3	34.7	117	15573	21.0	46.6	105								
	QUINTILE 2	33478	10254	20.6	30.6	103	15575	21.0	46.5	105								
	QUINTILE 3	33574	9857	19.8	29.4	99	14725	19.8	43.9	99								
	QUINTILE 4	33935	9741	19.5	28.7	97	14667	19.8	43.2	98								
	QUINTILE 5	33310	8390	16.8	25.2	85	13658	18.4	41.0	93								
RADIO-DRIVE TIME	QUINTILE 1	33136	10284	20.6	31.0	104	15620	21.1	47.1	107								
	QUINTILE 2	31658	9401	18.9	29.7	100	14576	19.6	46.0	104								
	QUINTILE 3	32541	10297	20.7	31.6	107	14616	19.7	44.9	102								
	QUINTILE 4	34247	10455	21.0	30.5	103	15265	20.6	44.6	101								
	QUINTILE 5	36144	9395	18.9	26.0	87	14121	19.0	39.1	88								
RADIO-MID-DAY	TERCILE 1	45037	13945	28.0	31.0	104	20609	27.8	45.8	103								
	TERCILE 2	44819	13408	26.9	29.9	101	20455	27.6	45.6	103								
	TERCILE 3	77872	22479	45.1	28.9	97	33134	44.7	42.5	96								
RADIO-TOTAL	QUINTILE 1	33763	10651	21.4	31.5	106	16175	21.8	47.9	108								
	QUINTILE 2	33240	9613	19.3	28.9	97	15064	20.3	45.3	102								
	QUINTILE 3	33408	10778	21.6	32.3	109	15160	20.4	45.4	103								
	QUINTILE 4	34792	10721	21.5	30.8	104	15282	20.6	43.9	99								
	QUINTILE 5	32524	8069	16.2	24.8	84	12518	16.9	38.5	87								
TV-PRIME TIME	QUINTILE 1	33090	8928	17.9	27.0	91	14422	19.4	43.6	99								
	QUINTILE 2	33357	10050	20.2	30.1	101	14900	20.1	44.7	101								
	QUINTILE 3	33980	10999	22.1	32.4	109	15249	20.6	44.9	101								
	QUINTILE 4	33854	9817	19.7	29.0	98	14636	19.7	43.2	98								
	QUINTILE 5	33444	10038	20.1	30.0	101	14992	20.2	44.8	101								
TV-DAYTIME	TERCILE 1	49121	13695	27.5	27.9	94	22007	29.7	44.8	101								
	TERCILE 2	48823	15328	30.8	31.4	106	22889	30.8	46.9	106								
	TERCILE 3	69782	20810	41.8	29.8	100	29302	39.5	42.0	95								
TV-TOTAL	QUINTILE 1	33584	8678	17.4	25.8	87	14702	19.8	43.8	99								
	QUINTILE 2	33441	9433	18.9	28.2	95	14681	19.8	43.9	99								
	QUINTILE 3	33505	10476	21.0	31.3	105	14637	19.7	43.7	99								
	QUINTILE 4	33466	10579	21.2	31.6	106	15398	20.8	46.0	104								
	QUINTILE 5	33731	10666	21.4	31.6	106	14780	19.9	43.8	99								
MAGAZINES-NEWSPAPERS: DUAL		44503	15196	30.5	34.1	115	19515	26.3	43.9	99								
MAGAZINE IMPERATIVE		39363	12975	26.0	33.0	111	19060	25.7	48.4	109								
NEWSPAPER IMPERATIVE		46441	12345	24.8	26.6	89	18869	25.4	40.6	92								
MAGAZINES-OUTDOOR: DUAL		33726	11978	24.0	35.5	120	15749	21.2	46.7	106								
MAGAZINE IMPERATIVE		52846	16548	33.2	31.3	105	23316	31.4	44.1	100								
OUTDOOR IMPERATIVE		52140	14339	28.8	27.5	93	23510	31.7	45.1	102								
MAGAZINES-RADIO: DUAL		37081	12522	25.1	33.8	114	17713	23.9	47.8	108								
MAGAZINE IMPERATIVE		49747	16356	32.8	32.9	111	21552	29.0	43.3	98								
RADIO IMPERATIVE		49208	13515	27.1	27.5	92	22190	29.9	45.1	102								
MAGAZINES-TELEVISION: DUAL		33103	10068	20.2	30.4	102	15067	20.3	45.5	103								
MAGAZINE IMPERATIVE		54575	19280	38.7	35.3	119	24906	33.6	45.6	103								
TELEVISION IMPERATIVE		53249	13181	26.5	24.8	83	22291	30.0	41.9	95								
NEWSPAPERS-OUTDOOR: DUAL		36255	12137	24.4	33.5	113	16432	22.1	45.3	102								
NEWSPAPER IMPERATIVE		55591	15831	31.8	28.5	96	22539	30.4	40.5	92								
OUTDOOR IMPERATIVE		48319	14845	29.8	30.7	103	23133	31.2	47.9	108								
NEWSPAPERS-RADIO: DUAL		37242	11694	23.5	31.4	106	16376	22.1	44.0	99								
NEWSPAPER IMPERATIVE		54423	16492	33.1	30.3	102	22405	30.2	41.2	93								
RADIO IMPERATIVE		46650	14154	28.4	30.3	102	23011	31.0	49.3	112								
NEWSPAPERS-TELEVISION: DUAL		35974	10246	20.6	28.5	96	15021	20.2	41.8	94								
NEWSPAPER IMPERATIVE		56095	18366	36.9	32.7	110	24033	32.4	42.8	97								
TELEVISION IMPERATIVE		47170	12799	25.7	27.1	91	21877	29.5	46.4	105								
OUTDOOR-RADIO: DUAL		33748	10848	21.8	32.1	108	16436	22.2	48.7	110								
OUTDOOR IMPERATIVE		52785	16427	33.0	31.1	105	23209	31.3	44.0	99								
RADIO IMPERATIVE		52882	15246	30.6	28.8	97	23498	31.7	44.4	100								
OUTDOOR-TELEVISION: DUAL		32030	9585	19.2	29.9	101	14939	20.1	46.6	105								
OUTDOOR IMPERATIVE		54626	18558	37.2	34.0	114	24912	33.6	45.6	103								
TELEVISION IMPERATIVE		54874	14465	29.0	26.4	89	23050	31.1	42.0	95								
RADIO-TELEVISION: DUAL		33386	9335	18.7	28.0	94	15235	20.5	45.6	103								
RADIO IMPERATIVE		53810	17696	35.5	32.9	111	25124	33.9	46.7	106								
TELEVISION IMPERATIVE		54023	14962	30.0	27.7	93	22565	30.4	41.8	94								

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CHEWING GUM - TYPES USED
(ADULTS)

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	TOTAL U.S. '000	SUGARLESS/SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	REGULAR A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	49832	100.0	29.7	100	74198	100.0	44.2	100								
ATLANTIC MONTHLY	867	326	0.7	37.6	127	239	0.3	27.6	62								
BARRON'S	1580	463	0.9	29.3	99	615	0.8	38.9	88								
BETTER HOMES & GARDENS	22203	8016	16.1	36.1	122	10336	13.9	46.6	105								
BON APPETIT	3810	1184	2.4	31.1	105	1239	1.7	32.5	74								
BUSINESS WEEK	4663	1454	2.9	31.2	105	2087	2.8	44.8	101								
CAR AND DRIVER	3102	966	1.9	31.1	105	1444	1.9	46.6	105								
CBS MAGAZINE NETWORK (GROSS)	7311	2586	5.2	35.4	119	3699	5.0	50.6	114								
CHANGING TIMES	3400	1080	2.2	31.8	107	1299	1.8	38.2	86								
COLONIAL HOMES	1796	660	1.3	36.7	124	904	1.2	50.3	114								
CONDE NAST MAG. PKG. (GROSS)	19924	7955	16.0	39.9	134	10071	13.6	50.5	114								
CONSUMERS DIGEST	3125	886	1.8	28.4	95	1392	1.9	44.5	101								
COSMOPOLITAN	10577	4181	8.4	39.5	133	5543	7.5	52.4	118								
COUNTRY LIVING	3746	1499	3.0	40.0	135	1880	2.5	50.2	113								
CUISINE	2214	739	1.5	33.4	112	907	1.2	41.0	93								
CYCLE WORLD	2394	771	1.5	32.2	108	1308	1.8	54.6	124								
DCI:CREATIVE IDEAS FOR LIV	3068	1112	2.2	36.2	122	1679	2.3	54.7	124								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3235	6.5	33.9	114	4710	6.3	49.3	111								
DISCOVER	2277	859	1.7	37.7	127	1085	1.5	47.7	108								
EBONY	7187	1869	3.8	26.0	88	4080	5.5	56.8	128								
ESQUIRE	2560	737	1.5	28.8	97	1395	1.9	54.5	123								
ESSENCE	3242	819	1.6	25.3	85	2039	2.7	62.9	142								
FAMILY CIRCLE	19639	7344	14.7	37.4	126	9179	12.4	46.7	106								
THE FAMILY HANDYMAN	3540	1132	2.3	32.0	108	1661	2.2	46.9	106								
FAMILY WEEKLY	23924	7432	14.9	31.1	105	11486	15.5	48.0	109								
FIELD & STREAM	9883	2832	5.7	28.7	96	5051	6.8	51.1	116								
FOOD & WINE	1030	348	0.7	33.8	114	429	0.6	41.7	94								
FORBES	2679	862	1.7	32.2	108	923	1.2	34.5	78								
FORTUNE	2931	851	1.7	29.0	98	1268	1.7	43.3	98								
GENTLEMEN'S QUARTERLY	3481	1251	2.5	35.9	121	1881	2.5	54.0	122								
GLAMOUR	7163	3011	6.0	42.0	141	3726	5.0	52.0	118								
GOLF DIGEST	2355	744	1.5	31.6	106	990	1.3	42.0	95								
GOLF DIGEST/TENNIS (GROSS)	3610	1078	2.2	29.9	101	1394	1.9	38.6	87								
GOLF MAGAZINE	2046	705	1.4	34.5	116	874	1.2	42.7	97								
GOLF MAGAZINE/SKI (GROSS)	3547	1263	2.5	35.6	120	1596	2.2	45.0	102								
GOOD HOUSEKEEPING	20353	7355	14.8	36.1	122	9284	12.5	45.6	103								
HARPER'S BAZAAR	3362	1166	2.3	34.7	117	1516	2.0	45.1	102								
HEALTH	2987	1040	2.1	34.8	117	1426	1.9	47.7	108								
HEARST MAG CORP. BUY (GROSS)	67928	24570	49.3	36.2	122	32603	43.9	48.0	108								
HEARST MAN POWER (GROSS)	11282	3513	7.0	31.1	105	5463	7.4	48.4	109								
HEARST WOMAN POWER (GROSS)	40514	15329	30.8	37.8	127	19612	26.4	48.4	109								
HOUSE BEAUTIFUL	4885	1796	3.6	36.8	124	2285	3.1	46.8	106								
INC.	1308	514	1.0	39.3	132	597	0.8	45.6	103								
JET	6498	1658	3.3	25.5	86	3596	4.8	55.3	125								
LADIES' HOME JOURNAL	14797	5617	11.3	38.0	128	7234	9.7	48.9	111								
LHJ FAMILY GRP COMBO(GROSS)	21743	8179	16.4	37.6	127	10721	14.4	49.3	111								
LIFE	9881	3237	6.5	32.8	110	4593	6.2	46.5	105								
L.A. TIMES HOME MAGAZINE	2775	994	2.0	35.8	121	919	1.2	33.1	75								
MADEMOISELLE	4219	1598	3.2	37.9	127	2246	3.0	53.2	120								
MC CALL'S	16422	6379	12.8	38.8	131	8087	10.9	49.2	111								
MC CALL'S/WRK MOTHER (GROSS)	17919	7061	14.2	39.4	133	8917	12.0	49.8	112								
MECHANIX ILLUSTRATED	4433	1274	2.6	28.7	97	1786	2.4	40.3	91								
METROPOLITAN HOME	1504	479	1.0	31.8	107	695	0.9	46.2	104								
MONEY	4723	1648	3.3	34.9	117	1955	2.6	41.4	94								
MOTHER EARTH NEWS	2325	1031	2.1	44.3	149	1100	1.5	47.3	107								
MS.	1189	525	1.1	44.2	149	566	0.8	47.6	108								
NATIONAL ENQUIRER	18892	5805	11.6	30.7	103	9701	13.1	51.3	116								
NATIONAL GEOGRAPHIC	22129	6896	13.8	31.2	105	9172	12.4	41.4	94								
NATIONAL SUNDAY MAGAZINE PKG	103750	32551	65.3	31.4	106	45005	60.7	43.4	98								
NATURAL HISTORY	1379	356	0.7	25.8	87	501	0.7	36.3	82								
NEW WOMAN	2289	903	1.8	39.4	133	1037	1.4	45.3	102								
NEW YORK INCLUDING CUE	1088	309	0.6	28.4	96	357	0.5	32.8	74								
THE NEW YORKER	2459	736	1.5	29.9	101	813	1.1	33.1	75								
NEWSWEEK	16527	5727	11.5	34.7	117	7268	9.8	44.0	99								
THE N.Y. TIMES DAILY EDITION	2739	732	1.5	26.7	90	732	1.0	26.7	60								
THE N.Y. TIMES MAGAZINE	4443	1234	2.5	27.8	93	1278	1.7	28.8	65								
OMNI	2799	1013	2.0	36.2	122	1380	1.9	49.3	111								
ON CABLE	2209	566	1.1	25.6	86	1095	1.5	49.6	112								
1001 HOME IDEAS	3959	1522	3.1	38.4	129	2061	2.8	52.1	118								
ORGANIC GARDENING	3111	843	1.7	27.1	91	1147	1.5	36.9	83								
OUTDOOR LIFE	5024	1374	2.8	27.3	92	2758	3.7	54.9	124								
PARADE MAGAZINE	51292	16092	32.3	31.4	106	22122	29.8	43.1	97								

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CHEWING GUM - TYPES USED
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	TOTAL U.S. '000	SUGARLESS/SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	REGULAR A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	49832	100.0	29.7	100	74198	100.0	44.2	100								
PARENTS	5298	2554	5.1	48.2	162	2878	3.9	54.3	123								
PENTHOUSE	5129	1800	3.6	35.1	118	2720	3.7	53.0	120								
PEOPLE	21070	7929	15.9	37.6	127	10129	13.7	48.1	109								
PLAYBOY	10562	3476	7.0	32.9	111	5118	6.9	48.5	110								
POPULAR HOT RODDING	2498	943	1.9	37.8	127	1555	2.1	62.2	141								
POPULAR MECHANICS	5887	1866	3.7	31.7	107	2661	3.6	45.2	102								
POPULAR SCIENCE	4317	1403	2.8	32.5	109	1724	2.3	39.9	90								
PREVENTION	5792	1806	3.6	31.2	105	2041	2.8	35.2	80								
PSYCHOLOGY TODAY	3284	1168	2.3	35.6	120	1509	2.0	46.0	104								
READER'S DIGEST	40046	12290	24.7	30.7	103	17222	23.2	43.0	97								
REDBOOK	9584	3793	7.6	39.6	133	4785	6.4	49.9	113								
ROAD & TRACK	2590	954	1.9	36.8	124	1360	1.8	52.5	119								
ROLLING STONE	3302	1408	2.8	42.6	144	1697	2.3	51.4	116								
RUNNER'S WORLD	1229	521	1.0	42.4	143	472	0.6	38.4	87								
SATURDAY EVENING POST	2110	649	1.3	30.8	104	808	1.1	38.3	87								
SCIENCE 84	1543	579	1.2	37.5	126	579	0.8	37.5	85								
SCIENCE DIGEST	1747	634	1.3	36.3	122	894	1.2	51.2	116								
SCIENTIFIC AMERICAN	1994	596	1.2	29.9	101	775	1.0	38.9	88								
SELF	3119	1339	2.7	42.9	144	1643	2.2	52.7	119								
SEVENTEEN	3923	1530	3.1	39.0	131	2129	2.9	54.3	123								
SKI	1501	558	1.1	37.2	125	722	1.0	48.1	109								
SMITHSONIAN	5976	1838	3.7	30.8	104	2235	3.0	37.4	85								
SOAP OPERA DIGEST	4228	1519	3.0	35.9	121	2415	3.3	57.1	129								
SOUTHERN LIVING	6488	2123	4.3	32.7	110	3031	4.1	46.7	106								
SPORT	3500	1074	2.2	30.7	103	1936	2.6	55.3	125								
THE SPORTING NEWS	2456	813	1.6	33.1	111	1507	2.0	61.4	139								
SPORTS AFIELD	3648	1014	2.0	27.8	94	1909	2.6	52.3	118								
SPORTS ILLUSTRATED	14484	4436	8.9	30.6	103	6856	9.2	47.3	107								
STAR	12661	3713	7.5	29.3	99	6620	8.9	52.3	118								
SUNDAY	37799	16573	33.3	31.4	106	21700	29.2	41.1	93								
SUNSET	3513	1344	2.7	38.3	129	1107	1.5	31.5	71								
TV GUIDE	42766	14386	28.9	33.6	113	20234	27.3	47.3	107								
TENNIS	1254	334	0.7	26.6	90	404	0.5	32.2	73								
TIME	22054	7162	14.4	32.5	109	9043	12.2	41.0	93								
TOWN & COUNTRY	1555	412	0.8	26.5	89	581	0.8	37.4	84								
TRAVEL & LEISURE	2173	564	1.1	26.0	87	821	1.1	37.8	85								
TRUE STORY	4636	1389	2.8	30.0	101	2614	3.5	56.4	127								
U.S.NEWS & WORLD REPORT	10353	3270	6.6	31.6	106	4063	5.5	39.2	89								
USA TODAY	4994	1687	3.4	33.8	114	2071	2.8	41.5	94								
US	3528	1405	2.8	39.8	134	2052	2.8	58.2	131								
VOGUE	5424	2007	4.0	37.0	125	2455	3.3	45.3	102								
WALL STREET JOURNAL	6292	2018	4.0	32.1	108	2312	3.1	36.7	83								
WEIGHT WATCHERS	2762	1232	2.5	44.6	150	1350	1.8	48.9	110								
WOMAN'S DAY	16320	6171	12.4	37.8	127	7473	10.1	45.8	104								
WORKING MOTHER	1496	683	1.4	45.7	154	830	1.1	55.5	125								
WORKING WOMAN	1851	768	1.5	41.5	140	976	1.3	52.7	119								
WORLD TENNIS	580	*228	0.5	39.3	132	*195	0.3	33.6	76								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4384	8.8	35.3	119	5634	7.6	45.4	103								
BLAIR INSERTS	91671	28667	57.5	31.3	105	38467	51.8	42.0	95								
DAILY NEWSPAPERS																	
READ ANY	109190	33161	66.5	30.4	102	47097	63.5	43.1	98								
READ ONE	89587	27639	55.5	30.9	104	39383	53.1	44.0	99								
READ TWO OR MORE	19602	5522	11.1	28.2	95	7714	10.4	39.4	89								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	34246	68.7	31.2	105	47254	63.7	43.1	97								
READ ONE	95074	29794	59.8	31.3	105	41311	55.7	43.5	98								
READ TWO OR MORE	14588	4452	8.9	30.5	103	5943	8.0	40.7	92								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.27				29.70											
30 DAY REACH	149706	45494	91.3	30.4	102	66928	90.2	44.7	101								
50 SHWG - 30 DAY AV FREQ	15.16	16.38				15.62											
30 DAY REACH	142406	43514	87.3	30.6	103	63694	85.8	44.7	101								
25 SHWG - 30 DAY AV FREQ	8.23	8.83				8.42											
30 DAY REACH	131152	40382	81.0	30.8	104	59055	79.6	45.0	102								
CABLE TV: HOME WIRED	66879	21808	43.8	32.6	110	30866	41.6	46.2	104								
HOME NOT WIRED	100848	28024	56.2	27.8	94	43332	58.4	43.0	97								
HAVE PAY CABLE	35024	12274	24.6	35.0	118	17033	23.0	48.6	110								

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CHEWING GUM - TYPES USED
(ADULTS)

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	TOTAL U.S. '000	SUGARLESS/SUGAR FREE A '000	B % DOWN	C ACROSS %	D INDX	REGULAR A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	49832	100.0	29.7	100	74198	100.0	44.2	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	29655	59.5	31.0	104	43626	58.8	45.6	103								
10:00 AM - 3:00 PM	63599	19641	39.4	30.9	104	28979	39.1	45.6	103								
3:00 PM - 7:00 PM	72097	23185	46.5	32.2	108	33347	44.9	46.3	105								
7:00 PM - MIDNIGHT	36670	11376	22.8	31.0	104	17528	23.6	47.8	108								
MIDNIGHT - 6:00 AM	21908	6928	13.9	31.6	106	10685	14.4	48.8	110								
6:00 AM - MIDNIGHT	127571	39333	78.9	30.8	104	58083	78.3	45.5	103								
ENTIRE DAY	129239	39975	80.2	30.9	104	58901	79.4	45.6	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	11399	22.9	33.5	113	15568	21.0	45.8	103								
ALL NEWS	6062	1668	3.3	27.5	93	2086	2.8	34.4	78								
AOR/PROGRESSIVE	11884	3994	8.0	33.6	113	5550	7.5	46.7	106								
BEAUTIFUL MUSIC	11180	3279	6.6	29.3	99	4524	6.1	40.5	91								
BLACK	4538	1251	2.5	27.6	93	2613	3.5	57.6	130								
CLASSICAL	3857	1105	2.2	28.6	96	1487	2.0	38.6	87								
CHR/ROCK	21946	7889	15.8	35.9	121	11532	15.5	52.5	119								
COUNTRY	27262	7465	15.0	27.4	92	13015	17.5	47.7	108								
GOLDEN OLDIES	3339	983	2.0	29.4	99	1416	1.9	42.4	96								
MOR/NOSTALGIA	10346	3047	6.1	29.5	99	4161	5.6	40.2	91								
NEWS/TALK	8929	2519	5.1	28.2	95	3384	4.6	37.9	86								
RELIGIOUS	5488	1607	3.2	29.3	99	2597	3.5	47.3	107								
SOFT ROCK	1232	417	0.8	33.8	114	660	0.9	53.6	121								
URBAN CONTEMPORARY	3184	1009	2.0	31.7	107	1645	2.2	51.7	117								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2211	4.4	32.0	108	3712	5.0	53.7	121								
ABC DIRECTION	5212	1464	2.9	28.1	95	2161	2.9	41.5	94								
ABC ENTERTAINMENT	10385	2638	5.3	25.4	85	4756	6.4	45.8	104								
ABC FM	4762	1643	3.3	34.5	116	2628	3.5	55.2	125								
ABC INFORMATION	11339	3595	7.2	31.7	107	4904	6.6	43.2	98								
ABC ROCK	4878	1776	3.6	36.4	123	2330	3.1	47.8	108								
CBS	10709	2959	5.9	27.6	93	4145	5.6	38.7	87								
MUTUAL	10251	2944	5.9	28.7	97	4622	6.2	45.1	102								
NBC	12243	3408	6.8	27.8	94	5076	6.8	41.5	94								
RADIORADIO	4606	1632	3.3	35.4	119	2185	2.9	47.4	107								
RKO ONE	5148	1944	3.9	37.8	127	2632	3.5	51.1	116								
RKO TWO	7313	2053	4.1	28.1	94	3317	4.5	45.4	103								
THE SOURCE	5981	1949	3.9	32.6	110	3011	4.1	50.3	114								
NON-WIRED : BLAIR	19329	5946	11.9	30.8	104	9341	12.6	48.3	109								
INTERNET	27139	8930	17.9	32.9	111	12476	16.8	46.0	104								
KATZ RADIO GROUP	36319	10899	21.9	30.0	101	15941	21.5	43.9	99								
SUPERNET	22361	7304	14.7	32.7	110	10443	14.1	46.7	106								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	4148	8.3	28.5	96	6383	8.6	43.9	99								
MKDAY 9:00 AM - 1:00 PM	18688	5404	10.8	28.9	97	8440	11.4	45.2	102								
MKDAY 1:00 PM - 4:30 PM	24061	6971	14.0	29.0	98	11268	15.2	46.8	106								
MKDAY 4:30 PM - 7:30 PM	44079	12177	24.4	27.6	93	19091	25.7	43.3	98								
MKDAY 7:30 PM - 8:00 PM	61979	16902	33.9	27.3	92	26983	36.4	43.5	98								
MKDAY 11:00 PM - 11:30 PM	49084	13725	27.5	28.0	94	22135	29.8	45.1	102								
MKDAY 11:30 PM - 1:00 AM	16560	4778	9.6	28.9	97	7700	10.4	46.5	105								
M-SAT 8-11 PM+SUN 7-11 PM	66967	19750	39.6	29.5	99	29574	39.9	44.2	100								
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2884	5.8	31.1	105	4535	6.1	48.9	111								
ANOTHER WORLD N	6138	1823	3.7	29.7	100	2970	4.0	48.4	109								
AS THE WORLD TURNS C	7707	1993	4.0	25.9	87	3435	4.6	44.6	101								
CAPITOL C	4688	1321	2.7	28.2	95	2078	2.8	44.3	100								
CBS MORN. NEWS 1 C	2792	744	1.5	26.6	90	1154	1.6	41.3	93								
CBS MORN. NEWS 2 C	2071	520	1.0	25.1	85	786	1.1	38.0	86								
DAYS OF OUR LIVES N	8018	2597	5.2	32.4	109	3764	5.1	46.9	106								
FACTS OF LIFE - DAYTIME N	3487	965	1.9	27.7	93	1625	2.2	46.6	105								
FAMILY FEUD A	4817	1181	2.4	24.5	83	2296	3.1	47.7	108								
GENERAL HOSPITAL A	8333	2535	5.1	30.4	102	4114	5.5	49.4	112								
GOOD MORNING, AMERICA-730 A	5472	1357	2.7	24.8	83	2428	3.3	44.4	100								
GOOD MORNING, AMERICA-830 A	3965	1042	2.1	26.3	88	1755	2.4	44.3	100								
GUIDING LIGHT C	7542	2081	4.2	27.6	93	3362	4.5	44.6	101								
ONE LIFE TO LIVE A	6018	1874	3.8	31.1	105	3193	4.3	53.1	120								
PRESS YOUR LUCK C	3589	972	2.0	27.1	91	1586	2.1	44.2	100								
PRICE IS RIGHT 1 C	7418	1819	3.7	24.5	83	3333	4.5	44.9	102								
PRICE IS RIGHT 2 C	8276	2139	4.3	25.8	87	3711	5.0	44.8	101								
RYAN'S HOPE A	4358	1450	2.9	33.3	112	2231	3.0	51.2	116								
SALE OF THE CENTURY N	3749	1043	2.1	27.8	94	1782	2.4	47.5	107								
SEARCH FOR TOMORROW N	2884	936	1.9	32.5	109	1347	1.8	46.7	106								
TODAY SHOW 1 N	4869	1451	2.9	29.8	100	2124	2.9	43.6	99								
TODAY SHOW 2 N	4135	1192	2.4	28.8	97	1747	2.4	42.2	96								
$25,000 PYRAMID C	4361	1093	2.2	25.1	84	1935	2.6	44.4	100								
WHEEL OF FORTUNE N	6187	1697	3.4	27.4	92	2761	3.7	44.6	101								
YOUNG AND THE RESTLESS C	8186	2331	4.7	28.5	96	3783	5.1	46.2	104								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1337	2.7	28.3	95	1842	2.5	39.0	88								
NBA PLAYOFF GAME -1 C	5127	1287	2.6	25.1	84	2283	3.1	44.5	101								
NBC MAJOR LEAGUE PRE-GAME N	3945	1041	2.1	26.4	89	1942	2.6	49.2	111								
SPORTSWORLD - SUN N	3370	972	2.0	28.8	97	1347	1.8	40.0	90								
SUNDAY MORNING C	4200	1107	2.2	26.4	89	1631	2.2	38.8	88								

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CHEWING GUM - TYPES USED
(ADULTS)

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		TOTAL U.S. '000	SUGARLESS/SUGAR FREE A '000	B % DOWN	C % ACROSS	D INDX	REGULAR A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	49832	100.0	29.7	100	74198	100.0	44.2	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	13874	27.8	26.5	89	22081	29.8	42.2	95								
NETWORK AFFILIATES - LATE		39164	10961	22.0	28.0	94	17608	23.7	45.0	102								
INDEPENDENTS - LATE		5133	1564	3.1	30.5	103	1946	2.6	37.9	86								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	6484	13.0	28.4	96	10528	14.2	46.1	104								
ABC MONDAY NIGHT MOVIE	A	11258	3519	7.1	31.3	105	5007	6.7	44.5	101								
ABC SUNDAY NIGHT MOVIE	A	23600	6951	13.9	29.5	99	10412	14.0	44.1	100								
ABC WORLD NEWS TONIGHT	A	12801	3361	6.7	26.3	88	5666	7.6	44.3	100								
AFTERMASH	C	10966	2937	5.9	26.8	90	4660	6.3	42.5	96								
ALICE	C	17050	4914	9.9	28.8	97	7393	10.0	43.4	98								
AMERICAN PARADE	C	11998	3154	6.3	26.3	88	4855	6.5	40.5	91								
BENSON	A	19258	5676	11.4	29.5	99	8489	11.4	44.1	100								
BLUE THUNDER	A	11478	3413	6.8	29.7	100	5185	7.0	45.2	102								
CAGNEY & LACEY	C	18263	5671	11.4	31.1	105	8356	11.3	45.8	103								
CBS EVENING NEWS-DEAN	C	7733	1730	3.5	22.4	75	2953	4.0	38.2	86								
CBS EVENING NEWS-RATHER	C	15653	3859	7.7	24.7	83	6408	8.6	40.9	93								
CBS SAT. NEWS-SCHIEFFER	C	8744	2076	4.2	23.7	80	3496	4.7	40.0	90								
CBS SATURDAY NIGHT MOVIE	C	12000	3324	6.7	27.7	93	5494	7.4	45.8	103								
CBS WEDNESDAY NIGHT MOVIE	C	11522	3214	6.4	27.9	94	4987	6.7	43.3	98								
CHEERS	N	16818	5933	11.9	35.3	119	7554	10.2	44.9	102								
DALLAS	C	37510	10837	21.7	28.9	97	16651	22.4	44.4	100								
DIFF'RENT STROKES	N	11258	3264	6.6	29.0	98	5091	6.9	45.2	102								
DOUBLE TROUBLE	N	12248	3768	7.6	30.8	104	5703	7.7	46.6	105								
DUCK FACTORY	N	11100	3691	7.4	33.3	112	5033	6.8	45.3	102								
DUKES OF HAZZARD	C	12353	3270	6.6	26.5	89	5570	7.5	45.1	102								
DYNASTY	A	33279	10191	20.5	30.6	103	15066	20.3	45.3	102								
FACTS OF LIFE	N	13410	4051	8.1	30.2	102	6127	8.3	45.7	103								
FALCON CREST	C	31093	9747	19.6	31.3	106	13829	18.6	44.5	101								
FALL GUY	A	18649	5504	11.0	29.5	99	8534	11.5	45.8	103								
FAMILY TIES	N	13101	4153	8.3	31.7	107	5975	8.1	45.6	103								
FANTASY ISLAND	A	13069	3513	7.0	26.9	90	5612	7.6	42.9	97								
FOULUPS,BLEEPS & BLUNDERS	A	16588	5107	10.2	30.8	104	7536	10.2	45.4	103								
FOUR SEASONS	C	9302	2600	5.2	28.0	94	3840	5.2	41.3	93								
GIMME A BREAK	N	13955	3950	7.9	28.3	95	6257	8.4	44.8	101								
HART TO HART	A	15735	4985	10.0	31.7	107	7222	9.7	45.9	104								
HILL STREET BLUES	N	18257	5901	11.8	32.3	109	8387	11.3	45.9	104								
HOTEL	A	24236	6951	13.9	28.7	97	10879	14.7	44.9	101								
JEFFERSONS	C	17010	4711	9.5	27.7	93	7302	9.8	42.9	97								
JENNIFER SLEPT HERE	N	9397	2885	5.8	30.7	103	4091	5.5	43.5	98								
KATE & ALLIE	C	16762	5055	10.1	30.2	102	7506	10.1	44.8	101								
KNIGHT RIDER	N	13164	3979	8.0	30.2	102	6252	8.4	47.5	107								
LOVE BOAT	A	20400	5602	11.2	27.5	92	8712	11.7	42.7	97								
MAGNUM PI	C	22543	6612	13.3	29.3	99	10453	14.1	46.4	105								
MAMA'S FAMILY	N	9852	2844	5.7	28.9	97	4407	5.9	44.7	101								
MASTER, THE	N	8082	2144	4.3	26.5	89	3696	5.0	45.7	103								
MATT HOUSTON	A	12881	3897	7.8	30.3	102	5850	7.9	45.4	103								
NBC MONDAY NIGHT MOVIE	N	23889	7744	15.5	32.4	109	11285	15.2	47.2	107								
NBC NIGHTLY NEWS	N	11156	2823	5.7	25.3	85	4758	6.4	42.6	96								
NBC NIGHTLY NEWS-SAT	N	7363	1632	3.3	22.2	75	3065	4.1	41.6	94								
NBC NIGHTLY NEWS-SUN	N	6214	1537	3.1	24.7	83	2544	3.4	40.9	93								
NBC SUNDAY NIGHT MOVIE	N	17590	5412	10.9	30.8	104	8274	11.2	47.0	106								
NEWHART	C	16740	5105	10.2	30.5	103	7608	10.3	45.4	103								
ONE DAY AT A TIME	C	11820	3632	7.3	30.7	103	5438	7.3	46.0	104								
PEOPLE ARE FUNNY	N	9138	2717	5.5	29.7	100	4017	5.4	44.0	99								
REAL PEOPLE	N	15979	4376	8.8	27.4	92	7062	9.5	44.2	100								
REMINGTON STEELE	N	14395	4601	9.2	32.0	108	6693	9.0	46.5	105								
RIPLEY'S BELIEVE IT - NOT	A	11362	3481	7.0	30.6	103	5048	6.8	44.4	100								
RIPTIDE	N	13920	4362	8.8	31.3	105	6960	9.4	50.0	113								
SCARECROW & MRS. KING	C	17571	5176	10.4	29.5	99	7696	10.4	43.8	99								
SIMON & SIMON	C	20208	5933	11.9	29.4	99	9326	12.6	46.2	104								
60 MINUTES	C	27668	7163	14.4	25.9	87	10778	14.5	39.0	88								
ST. ELSEWHERE	N	13699	4223	8.5	30.8	104	6159	8.3	45.0	102								
THREE'S COMPANY	A	20632	6527	13.1	31.6	106	9216	12.4	44.7	101								
T.J. HOOKER	A	17136	4821	9.7	28.1	95	7607	10.3	44.4	100								
TONIGHT SHOW	N	4963	1501	3.0	30.2	102	2250	3.0	45.3	102								
TRAPPER JOHN, M.D.	C	16332	4715	9.5	28.9	97	7107	9.6	43.5	98								
TV BLOOPERS & PRAC. JOKES	N	18881	5735	11.5	30.4	102	8750	11.8	46.3	105								
20/20	A	18315	5125	10.3	28.0	94	8016	10.8	43.8	99								
WEBSTER	A	18722	5614	11.3	30.0	101	8194	11.0	43.8	99								
WORLD NEWS - SUN	A	5327	1398	2.8	26.2	88	2072	2.8	38.9	88								
YELLOW ROSE	N	8370	2506	5.0	29.9	101	3768	5.1	45.0	102								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	7868	15.8	30.4	102	12392	16.7	47.9	108								
BASKETBALL - COLLEGE GAMES		14468	4727	9.5	32.7	110	7475	10.1	51.7	117								
BASKETBALL - PRO GAMES		12124	3939	7.9	32.5	109	5995	8.1	49.4	112								
BOWLING		9412	3013	6.0	32.0	108	4277	5.8	45.4	103								
BOXING		15409	4228	8.5	27.4	92	7669	10.3	49.8	113								
FOOTBALL - COLLEGE GAMES		21400	6728	13.5	31.4	106	10259	13.8	47.9	108								
FOOTBALL - PRO GAMES		35944	11897	23.9	33.1	111	17760	23.9	49.4	112								
GOLF		9759	3297	6.6	33.8	114	4067	5.5	41.7	94								
POST-SEASON COLL. FOOTBALL		18123	6094	12.2	33.6	113	9055	12.2	50.0	113								
POST-SEASON PRO FOOTBALL		22091	7217	14.5	32.7	110	10610	14.3	48.0	109								
TENNIS		6764	2550	5.1	37.7	127	3356	4.5	49.6	112								
WRESTLING - PROFESSIONAL		9695	2464	4.9	25.4	86	5800	7.8	59.8	135								

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CHEWING GUM - BRANDS USED
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	TOTAL U.S. '000	BAZOOKA REGULAR A '000	B % DOWN	C % ACROSS	D INDX	BEECH-NUT A '000	B % DOWN	C % ACROSS	D INDX	BIG-RED A '000	B % DOWN	C % ACROSS	D INDX	BUBBLE YUM SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	7551	100.0	4.5	100	7803	100.0	4.7	100	14433	100.0	8.6	100	7518	100.0	4.5	100
MALES	79263	3894	51.6	4.9	109	3498	44.8	4.4	95	6711	46.5	8.5	98	3003	39.9	3.8	85
FEMALES	88464	3658	48.4	4.1	92	4305	55.2	4.9	105	7723	53.5	8.7	101	4516	60.1	5.1	114
18 - 24	28671	3167	41.9	11.0	245	1690	21.7	5.9	127	4460	30.9	15.6	181	2195	29.2	7.7	171
25 - 34	39536	2323	30.8	5.9	131	1932	24.8	4.9	105	3998	27.7	10.1	118	2567	34.1	6.5	145
35 - 44	28978	1373	18.2	4.7	105	1287	16.5	4.4	95	2626	18.2	9.1	105	1424	18.9	4.9	110
45 - 54	22345	*272	3.6	1.2	27	916	11.7	4.1	88	1400	9.7	6.3	73	*618	8.2	2.8	62
55 - 64	22224	*188	2.5	0.8	19	1011	13.0	4.5	98	1291	8.9	5.8	68	*465	6.2	2.1	47
65 OR OLDER	25973	*229	3.0	0.9	20	967	12.4	3.7	80	657	4.6	2.5	29	*250	3.3	1.0	21
18 - 34	68207	5490	72.7	8.0	179	3622	46.4	5.3	114	8458	58.6	12.4	144	4762	63.3	7.0	156
18 - 49	108058	7057	93.5	6.5	145	5335	68.4	4.9	106	11811	81.8	10.9	127	6459	85.9	6.0	133
25 - 54	90859	3967	52.5	4.4	97	4135	53.0	4.6	98	8025	55.6	8.8	103	4609	61.3	5.1	113
35 - 49	39851	1568	20.8	3.9	87	1713	22.0	4.3	92	3353	23.2	8.4	98	1697	22.6	4.3	95
50 OR OLDER	59669	494	6.5	0.8	18	2468	31.6	4.1	89	2622	18.2	4.4	51	1059	14.1	1.8	40
GRADUATED COLLEGE	28091	859	11.4	3.1	68	922	11.8	3.3	71	1606	11.1	5.7	66	1175	15.6	4.2	93
ATTENDED COLLEGE	28938	1376	18.2	4.8	106	1151	14.8	4.0	85	2981	20.7	10.3	120	1479	19.7	5.1	114
GRADUATED HIGH SCHOOL	65503	3290	43.6	5.0	112	3156	40.4	4.8	104	6000	41.6	9.2	106	3251	43.2	5.0	111
DID NOT GRADUATE HIGH SCHOOL	45195	2027	26.8	4.5	100	2573	33.0	5.7	122	3847	26.7	8.5	99	1613	21.5	3.6	80
EMPLOYED MALES	56429	2838	37.6	5.0	112	2388	30.6	4.2	91	4944	34.3	8.8	102	2330	31.0	4.1	92
EMPLOYED FEMALES	43971	2036	27.0	4.6	103	2232	28.6	5.1	109	4384	30.4	10.0	116	2639	35.1	6.0	134
EMPLOYED FULL-TIME	87773	4245	56.2	4.8	107	3895	49.9	4.4	95	7866	54.5	9.0	104	4133	55.0	4.7	105
EMPLOYED PART-TIME	12627	*629	8.3	5.0	111	726	9.3	5.7	124	1462	10.1	11.6	135	836	11.1	6.6	148
NOT EMPLOYED	67327	2677	35.5	4.0	88	3182	40.8	4.7	102	5105	35.4	7.6	88	2549	33.9	3.8	84
PROFESSIONAL/MANAGER	25845	716	9.5	2.8	62	861	11.0	3.3	72	1571	10.9	6.1	71	1151	15.3	4.5	99
TECH/CLERICAL/SALES	30895	1615	21.4	5.2	116	1409	18.1	4.6	98	3136	21.7	10.2	118	1610	21.4	5.2	116
PRECISION/CRAFT	12629	652	8.6	5.2	115	*497	6.4	3.9	85	1127	7.8	8.9	104	634	8.4	5.0	112
OTHER EMPLOYED	31031	1891	25.0	6.1	135	1854	23.8	6.0	128	3494	24.2	11.3	131	1575	20.9	5.1	113
SINGLE	35557	3077	40.7	8.7	192	1972	25.3	5.5	119	4349	30.1	12.2	142	2244	29.8	6.3	141
MARRIED	103585	3600	47.7	3.5	77	4525	58.0	4.4	94	8208	56.9	7.9	92	4554	60.6	4.4	98
DIVORCED/SEPARATED/WIDOWED	28585	874	11.6	3.1	68	1306	16.7	4.6	98	1877	13.0	6.6	76	720	9.6	2.5	56
PARENTS	59295	3528	46.7	5.9	132	2904	37.2	4.9	105	6033	41.8	10.2	118	3795	50.5	6.4	143
WHITE	146081	6094	80.7	4.2	93	6286	80.6	4.3	92	12069	83.6	8.3	96	6586	87.6	4.5	101
BLACK	17974	1319	17.5	7.3	163	1502	19.2	8.4	180	2162	15.0	12.0	140	802	10.7	4.5	100
OTHER	3672	**138	1.8	3.8	83	**15	0.2	0.4	9	**203	1.4	5.5	64	**131	1.7	3.6	80
NORTHEAST-CENSUS	37005	1828	24.2	4.9	110	2553	32.7	6.9	148	1537	10.6	4.2	48	1469	19.5	4.0	89
NORTH CENTRAL	42642	2134	28.3	5.0	111	1318	16.9	3.1	66	4468	31.0	10.5	122	1983	26.4	4.7	104
SOUTH	56777	2406	31.9	4.2	94	3213	41.2	5.7	122	6143	42.6	10.8	126	2573	34.2	4.5	101
WEST	31303	1183	15.7	3.8	84	720	9.2	2.3	49	2286	15.8	7.3	85	1493	19.9	4.8	106
NORTHEAST-MKTG.	38125	1860	24.6	4.9	108	2274	29.1	6.0	128	1675	11.6	4.4	51	1277	17.0	3.3	75
EAST CENTRAL	24794	1296	17.2	5.2	116	1463	18.7	5.9	127	2112	14.6	8.5	99	1434	19.1	5.8	129
WEST CENTRAL	28511	1379	18.3	4.8	107	602	7.7	2.1	45	3108	21.5	10.9	127	1164	15.5	4.1	91
SOUTH	48953	1943	25.7	4.0	88	2822	36.2	5.8	124	5737	39.7	11.7	136	2290	30.5	4.7	104
PACIFIC	27344	1074	14.2	3.9	87	*641	8.2	2.3	50	1801	12.5	6.6	77	1353	18.0	4.9	110
COUNTY SIZE A	69301	3782	50.1	5.5	121	2573	33.0	3.7	80	4624	32.0	6.7	78	2843	37.8	4.1	92
COUNTY SIZE B	50633	1974	26.1	3.9	87	2923	37.5	5.8	124	4639	32.1	9.2	106	2656	35.3	5.2	117
COUNTY SIZE C	26259	1067	14.1	4.1	90	1550	19.9	5.9	127	2728	18.9	10.4	121	1166	15.5	4.4	99
COUNTY SIZE D	21534	728	9.6	3.4	75	757	9.7	3.5	76	2443	16.9	11.3	132	853	11.3	4.0	88
METRO CENTRAL CITY	50014	2964	39.3	5.9	132	2278	29.2	4.6	98	3940	27.3	7.9	92	2266	30.1	4.5	101
METRO SUBURBAN	76832	3137	41.5	4.1	91	3235	41.5	4.2	91	6352	44.0	8.3	96	3670	48.8	4.8	107
NON METRO	40881	1450	19.2	3.5	79	2290	29.3	5.6	120	4142	28.7	10.1	118	1583	21.1	3.9	86
TOP 5 ADI'S	39550	2214	29.3	5.6	124	1579	20.2	4.0	86	2087	14.5	5.3	61	1579	21.0	4.0	89
TOP 10 ADI'S	54877	2941	38.9	5.4	119	2115	27.1	3.9	83	3105	21.5	5.7	66	2061	27.4	3.8	84
TOP 20 ADI'S	77516	3907	51.7	5.0	112	3202	41.0	4.1	89	5146	35.7	6.6	77	3164	42.1	4.1	91
HSHLD INC. $50,000 OR MORE	17257	*611	8.1	3.5	79	*570	7.3	3.3	71	1016	7.0	5.9	68	856	11.4	5.0	111
$40,000 OR MORE	33235	1218	16.1	3.7	81	1122	14.4	3.4	73	2332	16.2	7.0	82	1540	20.5	4.6	103
$30,000 OR MORE	59693	2436	32.3	4.1	91	2406	30.8	4.0	87	4824	33.4	8.1	94	2825	37.6	4.7	106
$25,000 OR MORE	76275	2969	39.3	3.9	86	3072	39.4	4.0	87	6227	43.1	8.2	95	3491	46.4	4.6	102
$20,000 - $24,999	18607	795	10.5	4.3	95	882	11.3	4.7	102	1624	11.3	8.7	101	937	12.5	5.0	112
$15,000 - $19,999	17175	1034	13.7	6.0	134	916	11.7	5.3	115	1433	9.9	8.3	97	847	11.3	4.9	110
$10,000 - $14,999	24569	1215	16.1	4.9	110	1351	17.3	5.5	118	2374	16.4	9.7	112	1040	13.8	4.2	94
UNDER $10,000	31101	1538	20.4	4.9	110	1581	20.3	5.1	109	2775	19.2	8.9	104	1203	16.0	3.9	86
HOUSEHOLD OF 1 PERSON	19441	461	6.1	2.4	53	690	8.8	3.5	76	907	6.3	4.7	54	290	3.9	1.5	33
2 PEOPLE	51803	1451	19.2	2.8	62	2394	30.7	4.6	99	3375	23.4	6.5	76	1695	22.5	3.3	73
3 OR 4 PEOPLE	66933	3286	43.5	4.9	109	3265	41.8	4.9	105	6876	47.6	10.3	119	3889	51.7	5.8	130
5 OR MORE PEOPLE	29550	2353	31.2	8.0	177	1454	18.6	4.9	106	3276	22.7	11.1	129	1645	21.9	5.6	124
NO CHILD IN HSHLD	96587	3004	39.8	3.1	69	4202	53.9	4.4	94	6938	48.1	7.2	83	3125	41.6	3.2	72
CHILD(REN) UNDER 2 YRS	10844	792	10.5	7.3	162	*597	7.7	5.5	118	1151	8.0	10.6	123	853	11.3	7.9	175
2 - 5 YEARS	26358	1896	25.1	7.2	160	1325	17.0	5.0	108	2870	19.9	10.9	127	1897	25.2	7.2	161
6 - 11 YEARS	30453	2074	27.5	6.8	151	1656	21.2	5.4	117	3119	21.6	10.2	119	1893	25.2	6.2	139
12 - 17 YEARS	36575	2170	28.7	5.9	132	1737	22.3	4.7	102	4035	28.0	11.0	128	1810	24.1	4.9	110
RESIDENCE OWNED	117770	3968	52.5	3.4	75	5430	69.6	4.6	99	9162	63.5	7.8	90	4858	64.6	4.1	92
VALUE: $50,000 OR MORE	70166	2269	30.0	3.2	72	2669	34.2	3.8	82	4868	33.7	6.9	81	2777	36.9	4.0	88
VALUE: UNDER $50,000	47604	1699	22.5	3.6	79	2761	35.4	5.8	125	4293	29.7	9.0	105	2081	27.7	4.4	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

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		TOTAL U.S. '000	BAZOOKA REGULAR A '000	B % DOWN	C % ACROSS	D INDX	BEECH-NUT A '000	B % DOWN	C % ACROSS	D INDX	BIG-RED A '000	B % DOWN	C % ACROSS	D INDX	BUBBLE YUM SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	7551	100.0	4.5	100	7803	100.0	4.7	100	14433	100.0	8.6	100	7518	100.0	4.5	100
MAGAZINES	QUINTILE 1	34022	1932	25.6	5.7	126	1623	20.8	4.8	103	3073	21.3	9.0	105	2059	27.4	6.1	135
	QUINTILE 2	34800	1783	23.6	5.1	114	1697	21.7	4.9	105	3415	23.7	9.8	114	1848	24.6	5.3	118
	QUINTILE 3	30514	1085	14.4	3.6	79	1163	14.9	3.8	82	2616	18.1	8.6	100	1164	15.5	3.8	85
	QUINTILE 4	33824	1479	19.6	4.4	99	1621	20.8	4.9	105	3050	21.1	9.2	106	1319	17.5	4.0	88
	QUINTILE 5	35066	1273	16.9	3.6	81	1699	21.8	4.8	104	2279	15.8	6.5	76	1128	15.0	3.2	72
NEWSPAPERS	QUINTILE 1	29107	1404	18.6	4.8	107	1152	14.8	4.0	85	1917	13.3	6.6	77	1389	18.5	4.8	106
	QUINTILE 2	49095	1700	22.5	3.5	77	2075	26.6	4.2	91	3758	26.0	7.7	89	1871	24.9	3.8	85
	QUINTILE 3	23107	1278	16.9	5.5	123	1087	13.9	4.7	101	2084	14.4	9.0	105	1210	16.1	5.2	117
	QUINTILE 4	33556	1657	21.9	4.9	110	1791	23.0	5.3	115	3261	22.6	9.7	113	1406	18.7	4.2	93
	QUINTILE 5	32863	1512	20.0	4.6	102	1698	21.8	5.2	111	3413	23.6	10.4	121	1643	21.9	5.0	112
OUTDOOR	QUINTILE 1	33431	1645	21.8	4.9	109	1457	18.7	4.4	94	3177	22.0	9.5	110	1872	24.9	5.6	125
	QUINTILE 2	33478	1948	25.8	5.8	129	1531	19.6	4.6	98	3086	21.4	9.2	107	1665	22.1	5.0	111
	QUINTILE 3	33574	1469	19.5	4.4	97	1559	20.0	4.6	100	2811	19.5	8.4	97	1542	20.5	4.6	102
	QUINTILE 4	33935	1364	18.1	4.0	89	1470	18.8	4.3	93	2783	19.3	8.2	95	1347	17.9	4.0	89
	QUINTILE 5	33310	1126	14.9	3.4	75	1786	22.9	5.4	115	2576	17.8	7.7	90	1092	14.5	3.3	73
RADIO-DRIVE TIME	QUINTILE 1	33136	1759	23.3	5.3	118	1875	24.0	5.7	122	3022	20.9	9.1	106	1601	21.3	4.8	108
	QUINTILE 2	31658	1346	17.8	4.3	94	1509	19.3	4.8	102	2982	20.7	9.4	109	1401	18.6	4.4	99
	QUINTILE 3	32541	1356	18.0	4.2	93	1352	17.3	4.2	89	2772	19.2	8.5	99	1356	18.0	4.2	93
	QUINTILE 4	34247	1787	23.7	5.2	116	1464	18.8	4.3	92	3222	22.3	9.4	109	1717	22.8	5.0	112
	QUINTILE 5	36144	1303	17.3	3.6	80	1603	20.5	4.4	95	2436	16.9	6.7	78	1443	19.2	4.0	89
RADIO-MID-DAY	TERCILE 1	45037	2234	29.6	5.0	110	2365	30.3	5.3	113	4017	27.8	8.9	104	2249	29.9	5.0	111
	TERCILE 2	44819	2168	28.7	4.8	107	2226	28.5	5.0	107	4090	28.3	9.1	106	2311	30.7	5.2	115
	TERCILE 3	77872	3150	41.7	4.0	90	3213	41.2	4.1	89	6327	43.8	8.1	94	2958	39.3	3.8	85
RADIO-TOTAL	QUINTILE 1	33763	1805	23.9	5.3	119	1934	24.8	5.7	123	3291	22.8	9.7	113	1661	22.1	4.9	110
	QUINTILE 2	33240	1791	23.7	5.4	120	1564	20.0	4.7	101	2812	19.5	8.5	98	1453	19.3	4.4	98
	QUINTILE 3	33408	1348	17.9	4.0	90	1254	16.1	3.8	81	3105	21.5	9.3	108	1545	20.6	4.6	103
	QUINTILE 4	34792	1484	19.7	4.3	95	1612	20.7	4.6	100	3073	21.3	8.8	103	1717	22.8	4.9	110
	QUINTILE 5	32524	1123	14.9	3.5	77	1439	18.4	4.4	95	2152	14.9	6.6	77	1142	15.2	3.5	78
TV-PRIME TIME	QUINTILE 1	33090	1607	21.3	4.9	108	1836	23.5	5.5	119	2632	18.2	8.0	92	1309	17.4	4.0	88
	QUINTILE 2	33357	1391	18.4	4.2	93	1575	20.2	4.7	101	2840	19.7	8.5	99	1687	22.4	5.1	113
	QUINTILE 3	33980	1604	21.2	4.7	105	1679	21.5	4.9	106	2762	19.1	8.1	94	1740	23.1	5.1	114
	QUINTILE 4	33854	1420	18.8	4.2	93	1254	16.1	3.7	80	2943	20.4	8.7	101	1371	18.2	4.0	90
	QUINTILE 5	33444	1530	20.3	4.6	102	1459	18.7	4.4	94	3258	22.6	9.7	113	1411	18.8	4.2	94
TV-DAYTIME	TERCILE 1	49121	2020	26.8	4.1	91	2521	32.3	5.1	110	4274	29.6	8.7	101	2080	27.7	4.2	94
	TERCILE 2	48823	2723	36.1	5.6	124	2544	32.6	5.2	112	4862	33.7	10.0	116	2673	35.6	5.5	122
	TERCILE 3	69782	2808	37.2	4.0	89	2739	35.1	3.9	84	5298	36.7	7.6	88	2766	36.8	4.0	88
TV-TOTAL	QUINTILE 1	33584	1456	19.3	4.3	96	1846	23.7	5.5	118	2960	20.5	8.8	102	1300	17.3	3.9	86
	QUINTILE 2	33441	1503	19.9	4.5	100	1652	21.2	4.9	106	2640	18.3	7.9	92	1529	20.3	4.6	102
	QUINTILE 3	33505	1581	20.9	4.7	105	1531	19.6	4.6	98	2806	19.4	8.4	97	1691	22.5	5.0	113
	QUINTILE 4	33466	1278	16.9	3.8	85	1453	18.6	4.3	93	2916	20.2	8.7	101	1606	21.4	4.8	107
	QUINTILE 5	33731	1733	23.0	5.1	114	1322	16.9	3.9	84	3110	21.5	9.2	107	1392	18.5	4.1	92
MAGAZINES-NEWSPAPERS: DUAL		44503	2188	29.0	4.9	109	2100	26.9	4.7	101	3687	25.5	8.3	96	2180	29.0	4.9	109
MAGAZINE IMPERATIVE		39363	2089	27.7	5.3	118	1818	23.3	4.6	99	4330	30.0	11.0	128	2359	31.4	6.0	134
NEWSPAPER IMPERATIVE		46441	1493	19.8	3.2	71	1763	22.6	3.8	82	3119	21.6	6.7	78	1614	21.5	3.5	78
MAGAZINES-OUTDOOR: DUAL		33726	1868	24.7	5.5	123	1522	19.5	4.5	97	3176	22.0	9.4	109	2034	27.1	6.0	135
MAGAZINE IMPERATIVE		52846	2414	32.0	4.6	101	2476	31.7	4.7	101	4804	33.3	9.1	106	2496	33.2	4.7	105
OUTDOOR IMPERATIVE		52140	2441	32.3	4.7	104	2333	29.9	4.5	96	4490	31.1	8.6	100	2246	29.9	4.3	96
MAGAZINES-RADIO: DUAL		37081	2019	26.7	5.4	121	1765	22.6	4.8	102	3700	25.6	10.0	116	1869	24.9	5.0	112
MAGAZINE IMPERATIVE		49747	2242	29.7	4.5	100	2132	27.3	4.3	92	4269	29.6	8.6	100	2598	34.6	5.2	117
RADIO IMPERATIVE		49208	2322	30.8	4.7	105	2406	30.8	4.9	105	3989	27.6	8.1	94	1911	25.4	3.9	87
MAGAZINES-TELEVISION: DUAL		33103	1851	24.5	5.6	124	1607	20.6	4.9	104	2972	20.6	9.0	104	1791	23.8	5.4	121
MAGAZINE IMPERATIVE		54575	2624	34.8	4.8	107	2434	31.2	4.5	96	5058	35.0	9.3	108	2831	37.7	5.2	116
TELEVISION IMPERATIVE		53249	1891	25.0	3.6	79	2619	33.6	4.9	106	4117	28.5	7.7	90	1905	25.3	3.6	80
NEWSPAPERS-OUTDOOR: DUAL		36255	1861	24.6	5.1	114	1379	17.7	3.8	82	3053	21.2	8.4	98	1792	23.8	4.9	110
NEWSPAPER IMPERATIVE		55591	1978	26.2	3.6	79	2468	31.6	4.4	95	3907	27.1	7.0	82	2058	27.4	3.7	83
OUTDOOR IMPERATIVE		48319	2615	34.6	5.4	120	2575	33.0	5.3	115	5017	34.8	10.4	121	2669	35.5	5.5	123
NEWSPAPERS-RADIO: DUAL		37242	1827	24.2	4.9	109	1635	21.0	4.4	94	2986	20.7	8.0	93	1635	21.7	4.4	98
NEWSPAPER IMPERATIVE		54423	1944	25.7	3.6	79	2150	27.6	4.0	85	3941	27.3	7.2	84	2351	31.3	4.3	96
RADIO IMPERATIVE		46650	2570	34.0	5.5	122	2442	31.3	5.2	113	4880	33.8	10.5	122	2326	30.9	5.0	111
NEWSPAPERS-TELEVISION: DUAL		35974	1598	21.2	4.4	99	1789	22.9	5.0	107	2782	19.3	7.7	90	1608	21.4	4.5	100
NEWSPAPER IMPERATIVE		56095	2272	30.1	4.1	90	2092	26.8	3.7	80	4217	29.2	7.5	87	2432	32.3	4.3	97
TELEVISION IMPERATIVE		47170	2271	30.1	4.8	107	2493	31.9	5.3	114	4451	30.8	9.4	110	2127	28.3	4.5	101
OUTDOOR-RADIO: DUAL		33748	2083	27.6	6.2	137	1700	21.8	5.0	108	3230	22.4	9.6	111	1813	24.1	5.4	120
OUTDOOR IMPERATIVE		52785	2250	29.8	4.3	95	2163	27.7	4.1	88	4639	32.1	8.8	102	2627	34.9	5.0	111
RADIO IMPERATIVE		52882	2175	28.8	4.1	91	2594	33.2	4.9	105	4559	31.6	8.6	100	2097	27.9	4.0	88
OUTDOOR-TELEVISION: DUAL		32030	1553	20.6	4.8	108	1788	22.9	5.6	120	2902	20.1	9.1	105	1744	23.2	5.4	121
OUTDOOR IMPERATIVE		54626	2831	37.5	5.2	115	2270	29.1	4.2	89	5118	35.5	9.4	109	2889	38.4	5.3	118
TELEVISION IMPERATIVE		54874	2331	30.9	4.2	94	2746	35.2	5.0	108	4349	30.1	7.9	92	2044	27.2	3.7	83
RADIO-TELEVISION: DUAL		33386	1602	21.2	4.8	107	1784	22.9	5.3	115	3141	21.8	9.4	109	1461	19.4	4.4	98
RADIO IMPERATIVE		53810	2616	34.6	4.9	108	2442	31.3	4.5	98	4903	34.0	9.1	106	2662	35.4	4.9	110
TELEVISION IMPERATIVE		54023	2213	29.3	4.1	91	2552	32.7	4.7	102	3952	27.4	7.3	85	2295	30.5	4.2	95

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	BAZOOKA REGULAR A '000	BAZOOKA REGULAR B % DOWN	BAZOOKA REGULAR C % ACROSS	BAZOOKA REGULAR D INDX	BEECH-NUT A '000	BEECH-NUT B % DOWN	BEECH-NUT C % ACROSS	BEECH-NUT D INDX	BIG-RED A '000	BIG-RED B % DOWN	BIG-RED C % ACROSS	BIG-RED D INDX	BUBBLE YUM SUGARLESS A '000	BUBBLE YUM SUGARLESS B % DOWN	BUBBLE YUM SUGARLESS C % ACROSS	BUBBLE YUM SUGARLESS D INDX
TOTAL ADULTS	167727	7551	100.0	4.5	100	7803	100.0	4.7	100	14433	100.0	8.6	100	7518	100.0	4.5	100
ATLANTIC MONTHLY	867	**60	0.8	6.9	154	**27	0.3	3.1	67	**14	0.1	1.6	19	**35	0.5	4.0	90
BARRON'S	1580	**124	1.6	7.8	174	**15	0.2	0.9	20	**31	0.2	2.0	23	**66	0.9	4.2	93
BETTER HOMES & GARDENS	22203	1037	13.7	4.7	104	987	12.6	4.4	96	1929	13.4	8.7	101	1086	14.4	4.9	109
BON APPETIT	3810	*172	2.3	4.5	100	*129	1.7	3.4	73	*171	1.2	4.5	52	*183	2.4	4.8	107
BUSINESS WEEK	4663	*300	4.0	6.4	143	*226	2.9	4.8	104	375	2.6	8.0	93	*194	2.6	4.2	93
CAR AND DRIVER	3102	*310	4.1	10.0	222	*207	2.7	6.7	143	*257	1.8	8.3	96	*204	2.7	6.6	147
CBS MAGAZINE NETWORK (GROSS)	7311	946	12.5	12.9	287	376	4.8	5.1	111	659	4.6	9.0	105	394	5.2	5.4	120
CHANGING TIMES	3400	**196	2.6	5.8	128	*196	2.5	5.8	124	*216	1.5	6.4	74	**155	2.1	4.6	102
COLONIAL HOMES	1796	**164	2.2	9.1	203	*158	2.0	8.8	189	*155	1.1	8.6	100	*129	1.7	7.2	160
CONDE NAST MAG. PKG. (GROSS)	19924	1619	21.4	8.1	180	996	12.8	5.0	107	2220	15.4	11.1	129	1456	19.4	7.3	163
CONSUMERS DIGEST	3125	**199	2.6	6.4	141	*126	1.6	4.0	87	257	1.8	8.2	96	**48	0.6	1.5	34
COSMOPOLITAN	10577	783	10.4	7.4	164	507	6.5	4.8	103	1166	8.1	11.0	128	776	10.3	7.3	164
COUNTRY LIVING	3746	*212	2.8	5.7	126	*232	3.0	6.2	133	359	2.5	9.6	111	*282	3.8	7.5	168
CUISINE	2214	**150	2.0	6.8	150	**79	1.0	3.6	77	*140	1.0	6.3	73	*158	2.1	7.1	159
CYCLE WORLD	2394	*331	4.4	13.8	307	**161	2.1	6.7	145	*206	1.4	8.6	100	**146	1.9	6.1	136
DCI:CREATIVE IDEAS FOR LIV	3068	*222	2.9	7.2	161	*179	2.3	5.8	125	417	2.9	13.6	158	*124	1.6	4.0	90
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	441	5.8	4.6	103	454	5.8	4.8	102	1196	8.3	12.5	145	387	5.1	4.0	90
DISCOVER	2277	*254	3.4	11.2	248	**105	1.3	4.6	99	*355	2.5	15.6	181	*172	2.3	7.6	169
EBONY	7187	806	10.7	11.2	249	605	7.8	8.4	181	1027	7.1	14.3	166	438	5.8	6.1	136
ESQUIRE	2560	*300	4.0	11.7	260	*143	1.8	5.6	120	296	2.1	11.6	134	*169	2.2	6.6	147
ESSENCE	3242	378	5.0	11.7	259	325	4.2	10.0	215	505	3.5	15.6	181	215	2.9	6.6	148
FAMILY CIRCLE	19639	794	10.5	4.0	90	934	12.0	4.8	102	1837	12.7	9.4	109	1080	14.4	5.5	123
THE FAMILY HANDYMAN	3540	*258	3.4	7.3	162	*144	1.8	4.1	87	302	2.1	8.5	99	*164	2.2	4.6	103
FAMILY WEEKLY	23924	862	11.4	3.6	80	1270	16.3	5.3	114	2047	14.2	8.6	99	1204	16.0	5.0	112
FIELD & STREAM	9883	670	8.9	6.8	151	513	6.6	5.2	112	959	6.6	9.7	113	491	6.5	5.0	111
FOOD & WINE	1030	**100	1.3	9.7	216	**43	0.6	4.2	90	**76	0.5	7.4	86	**60	0.8	5.8	130
FORBES	2679	**128	1.7	4.8	106	**95	1.2	3.5	76	*127	0.9	4.7	55	**125	1.7	4.7	104
FORTUNE	2931	*211	2.8	7.2	160	*92	1.2	3.1	67	*195	1.4	6.7	77	*137	1.8	4.7	104
GENTLEMEN'S QUARTERLY	3481	513	6.8	14.7	327	*191	2.4	5.5	118	566	3.9	16.3	189	*270	3.6	7.8	173
GLAMOUR	7163	521	6.9	7.3	162	332	4.3	4.6	100	820	5.7	11.4	133	505	6.7	7.1	157
GOLF DIGEST	2355	**78	1.0	3.3	74	**78	1.0	3.3	71	*173	1.2	7.3	85	**78	1.0	3.3	74
GOLF DIGEST/TENNIS (GROSS)	3610	**188	2.5	5.2	116	*120	1.5	3.3	71	*234	1.6	6.5	75	**114	1.5	3.2	70
GOLF MAGAZINE	2046	**104	1.4	5.1	113	**58	0.7	2.8	61	**104	0.7	5.1	59	**63	0.8	3.1	69
GOLF MAGAZINE/SKI (GROSS)	3547	*216	2.9	6.1	135	*138	1.8	3.9	84	*284	2.0	8.0	93	**112	1.5	3.2	70
GOOD HOUSEKEEPING	20353	824	10.9	4.0	90	833	10.7	4.1	88	1989	13.8	9.8	114	1148	15.3	5.6	126
HARPER'S BAZAAR	3362	*221	2.9	6.6	146	*166	2.1	4.9	106	321	2.2	9.5	111	*233	3.1	6.9	155
HEALTH	2987	*201	2.7	6.7	149	*158	2.0	5.3	114	371	2.6	12.4	144	*161	2.1	5.4	120
HEARST MAG CORP. BUY (GROSS)	67928	4255	56.4	6.3	139	3071	39.4	4.5	97	6783	47.0	10.0	116	4151	55.2	6.1	136
HEARST MAN POWER (GROSS)	11282	1091	14.4	9.7	215	484	6.2	4.3	92	1164	8.1	10.3	120	589	7.8	5.2	116
HEARST WOMAN POWER (GROSS)	40514	2070	27.4	5.1	113	1696	21.7	4.2	90	4172	28.9	10.3	120	2532	33.7	6.2	139
HOUSE BEAUTIFUL	4885	*306	4.1	6.3	139	*236	3.0	4.8	104	402	2.8	8.2	96	*232	3.1	4.7	106
INC.	1308	**126	1.7	9.6	214	**41	0.5	3.1	67	**115	0.8	8.8	102	**89	1.2	6.8	152
JET	6498	670	8.9	10.3	229	584	7.5	9.0	193	858	5.9	13.2	153	345	4.6	5.3	118
LADIES' HOME JOURNAL	14797	574	7.6	3.9	86	679	8.7	4.6	99	1444	10.0	9.8	113	814	10.8	5.5	123
LHJ FAMILY GRP COMBO(GROSS)	21743	1080	14.3	5.0	110	1033	13.2	4.8	102	2158	15.0	9.9	115	1257	16.7	5.8	129
LIFE	9881	788	10.4	8.0	177	559	7.2	5.7	122	1010	7.0	10.2	119	643	8.6	6.5	145
L.A. TIMES HOME MAGAZINE	2775	**43	0.6	1.5	34	**61	0.8	2.2	47	**121	0.8	4.4	51	**108	1.4	3.9	87
MADEMOISELLE	4219	405	5.4	9.6	213	*240	3.1	5.7	122	472	3.3	11.2	130	*302	4.0	7.2	160
MC CALL'S	16422	789	10.4	4.8	107	749	9.6	4.6	98	1628	11.3	9.9	115	981	13.0	6.0	133
MC CALL'S/WRK MOTHER (GROSS)	17919	971	12.9	5.4	120	801	10.3	4.5	96	1808	12.5	10.1	117	1149	15.3	6.4	143
MECHANIX ILLUSTRATED	4433	*283	3.7	6.4	142	*182	2.3	4.1	88	357	2.5	8.1	94	*181	2.4	4.1	91
METROPOLITAN HOME	1504	**146	1.9	9.7	216	**71	0.9	4.7	101	*143	1.0	9.5	110	**71	0.9	4.7	105
MONEY	4723	*360	4.8	7.6	169	*233	3.0	4.9	106	339	2.3	7.2	83	*262	3.5	5.5	124
MOTHER EARTH NEWS	2325	**202	2.7	8.7	193	**158	2.0	6.8	146	*284	2.0	12.2	142	*192	2.6	8.3	184
MS.	1189	**169	2.2	14.2	316	**47	0.6	4.0	85	**112	0.8	9.4	109	**81	1.1	6.8	152
NATIONAL ENQUIRER	18892	1248	16.5	6.6	147	1137	14.6	6.0	129	2294	15.9	12.1	141	1030	13.7	5.5	122
NATIONAL GEOGRAPHIC	22129	914	12.1	4.1	92	786	10.1	3.6	76	1777	12.3	8.0	93	1065	14.2	4.8	107
NATIONAL SUNDAY MAGAZINE PKG	103750	4749	62.9	4.6	102	4594	58.9	4.4	95	8112	56.2	7.8	91	4706	62.6	4.5	101
NATURAL HISTORY	1379	**172	2.3	12.5	277	**47	0.6	3.4	73	**81	0.6	5.9	68	**86	1.1	6.2	139
NEW WOMAN	2289	*189	2.5	8.3	183	**86	1.1	3.8	81	*204	1.4	8.9	104	**176	2.3	7.7	172
NEW YORK INCLUDING CUE	1088	**89	1.2	8.2	182	**38	0.5	3.5	75	**47	0.3	4.3	50	**20	0.3	1.8	41
THE NEW YORKER	2459	*128	1.7	5.2	116	*121	1.6	4.9	106	*150	1.0	6.1	71	*108	1.4	4.4	98
NEWSWEEK	16527	960	12.7	5.8	129	670	8.6	4.1	87	1314	9.1	8.0	92	936	12.5	5.7	126
THE N.Y. TIMES DAILY EDITION	2739	*93	1.2	3.4	75	**67	0.9	2.4	53	**71	0.5	2.6	30	**55	0.7	2.0	45
THE N.Y. TIMES MAGAZINE	4443	*154	2.0	3.5	77	*120	1.5	2.7	58	*131	0.9	2.9	34	*91	1.2	2.0	46
OMNI	2799	*346	4.6	12.4	275	**137	1.8	4.9	105	*265	1.8	9.5	110	**163	2.2	5.8	130
ON CABLE	2209	*202	2.7	9.1	203	**112	1.4	5.1	109	*189	1.3	8.6	99	**108	1.4	4.9	109
1001 HOME IDEAS	3959	*305	4.0	7.7	171	*195	2.5	4.9	106	343	2.4	8.7	101	*282	3.8	7.1	159
ORGANIC GARDENING	3111	**181	2.4	5.8	129	**131	1.7	4.2	91	*283	2.0	9.1	106	**157	2.1	5.0	113
OUTDOOR LIFE	5024	440	5.8	8.8	195	282	3.6	5.6	121	525	3.6	10.4	121	*247	3.3	4.9	110
PARADE MAGAZINE	51292	2820	37.3	5.5	122	2370	30.4	4.6	99	3969	27.5	7.7	90	2289	30.4	4.5	100

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	BAZOOKA REGULAR A '000	B % DOWN	C % ACROSS	D INDX	BEECH-NUT A '000	B % DOWN	C % ACROSS	D INDX	BIG-RED A '000	B % DOWN	C % ACROSS	D INDX	BUBBLE YUM SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	7551	100.0	4.5	100	7803	100.0	4.7	100	14433	100.0	8.6	100	7518	100.0	4.5	100
PARENTS	5298	480	6.4	9.1	201	315	4.0	5.9	128	599	4.2	11.3	131	454	6.0	8.6	191
PENTHOUSE	5129	509	6.7	9.9	220	*275	3.5	5.4	115	466	3.2	9.1	106	*335	4.5	6.5	146
PEOPLE	21070	1370	18.1	6.5	144	879	11.3	4.2	90	2126	14.7	10.1	117	1374	18.3	6.5	145
PLAYBOY	10562	878	11.6	8.3	185	545	7.0	5.2	111	913	6.3	8.6	100	675	9.0	6.4	143
POPULAR HOT RODDING	2498	*369	4.9	14.8	328	*232	3.0	9.3	200	400	2.8	16.0	186	*223	3.0	8.9	199
POPULAR MECHANICS	5887	506	6.7	8.6	191	*215	2.8	3.7	79	564	3.9	9.6	111	399	5.3	6.8	151
POPULAR SCIENCE	4317	*258	3.4	6.0	133	*210	2.7	4.9	105	284	2.0	6.6	76	*257	3.4	6.0	133
PREVENTION	5792	*196	2.6	3.4	75	*146	1.9	2.5	54	450	3.1	7.8	90	310	4.1	5.4	119
PSYCHOLOGY TODAY	3284	*247	3.3	7.5	167	*129	1.7	3.9	84	392	2.7	11.9	139	*133	1.8	4.0	90
READER'S DIGEST	40046	1511	20.0	3.8	84	1622	20.8	4.1	87	3528	24.4	8.8	102	1863	24.8	4.7	104
REDBOOK	9584	464	6.1	4.8	108	356	4.6	3.7	80	1017	7.0	10.6	123	608	8.1	6.3	142
ROAD & TRACK	2590	*378	5.0	14.6	324	**82	1.1	3.2	68	*221	1.5	8.5	99	**113	1.5	4.4	97
ROLLING STONE	3302	*354	4.7	10.7	238	*172	2.2	5.2	112	379	2.6	11.5	133	*251	3.3	7.6	170
RUNNER'S WORLD	1229	**114	1.5	9.3	206	**47	0.6	3.8	82	**146	1.0	11.9	138	**79	1.1	6.4	143
SATURDAY EVENING POST	2110	*208	2.8	9.9	219	**52	0.7	2.5	53	*172	1.2	8.2	95	**106	1.4	5.0	112
SCIENCE 84	1543	**93	1.2	6.0	134	**38	0.5	2.5	53	**143	1.0	9.3	108	**70	0.9	4.5	101
SCIENCE DIGEST	1747	*251	3.3	14.4	319	**44	0.6	2.5	54	*148	1.0	8.5	98	**70	0.9	4.0	89
SCIENTIFIC AMERICAN	1994	**138	1.8	6.9	154	**113	1.4	5.7	122	**125	0.9	6.3	73	**107	1.4	5.4	120
SELF	3119	309	4.1	9.9	220	**121	1.6	3.9	83	444	3.1	14.2	165	284	3.8	9.1	203
SEVENTEEN	3923	*363	4.8	9.3	206	*203	2.6	5.2	111	611	4.2	15.6	181	*252	3.4	6.4	143
SKI	1501	**112	1.5	7.5	166	**80	1.0	5.3	115	*180	1.2	12.0	139	**49	0.7	3.3	73
SMITHSONIAN	5976	*326	4.3	5.5	121	*218	2.8	3.6	78	381	2.6	6.4	74	270	3.6	4.5	101
SOAP OPERA DIGEST	4228	398	5.3	9.4	209	340	4.4	8.0	173	439	3.0	10.4	121	356	4.7	8.4	188
SOUTHERN LIVING	6488	*219	2.9	3.4	75	276	3.5	4.3	91	780	5.4	12.0	140	*263	3.5	4.1	90
SPORT	3500	383	5.1	10.9	243	*198	2.5	5.7	122	480	3.3	13.7	159	*257	3.4	7.3	164
THE SPORTING NEWS	2456	*351	4.6	14.3	317	**134	1.7	5.5	117	*240	1.7	9.8	114	**179	2.4	7.3	163
SPORTS AFIELD	3648	*334	4.4	9.2	203	*225	2.9	6.2	133	452	3.1	12.4	144	**121	1.6	3.3	74
SPORTS ILLUSTRATED	14484	1156	15.3	8.0	177	576	7.4	4.0	85	1372	9.5	9.5	110	747	9.9	5.2	115
STAR	12661	909	12.0	7.2	159	803	10.3	6.3	136	1258	8.7	9.9	115	668	8.9	5.3	118
SUNDAY	52799	2638	34.9	5.0	111	1960	25.1	3.7	80	3903	27.0	7.4	86	2364	31.4	4.5	100
SUNSET	3513	**176	2.3	5.0	111	**34	0.4	1.0	21	*150	1.0	4.3	50	**141	1.9	4.0	90
TV GUIDE	42766	2193	29.0	5.1	114	2157	27.6	5.0	108	4266	29.6	10.0	116	2488	33.1	5.8	130
TENNIS	1254	**110	1.5	8.8	195	**42	0.5	3.3	72	**61	0.4	4.9	57	**35	0.5	2.8	62
TIME	22054	1261	16.7	5.7	127	986	12.6	4.5	96	1619	11.2	7.3	85	1120	14.9	5.1	113
TOWN & COUNTRY	1555	**122	1.6	7.8	174	**44	0.6	2.8	61	**108	0.7	6.9	81	**107	1.4	6.9	154
TRAVEL & LEISURE	2173	*213	2.8	9.8	218	**63	0.8	2.9	62	*140	1.0	6.4	75	**64	0.9	2.9	66
TRUE STORY	4636	437	5.8	9.4	209	*320	4.1	6.9	148	634	4.4	13.7	159	*257	3.4	5.5	124
U.S.NEWS & WORLD REPORT	10353	506	6.7	4.9	109	426	5.5	4.1	88	863	6.0	8.3	97	474	6.3	4.6	102
USA TODAY	4994	304	4.0	6.1	135	*220	2.8	4.4	95	329	2.3	6.6	77	242	3.2	4.8	108
US	3528	*309	4.1	8.8	195	*224	2.9	6.3	136	409	2.8	11.6	135	*218	2.9	6.2	138
VOGUE	5424	384	5.1	7.1	157	303	3.9	5.6	120	485	3.4	8.9	104	364	4.8	6.7	150
WALL STREET JOURNAL	6292	*167	2.2	2.7	59	*208	2.7	3.3	71	364	2.5	5.8	67	*247	3.3	3.9	88
WEIGHT WATCHERS	2762	*171	2.3	6.2	138	*146	1.9	5.3	114	377	2.6	13.6	159	*264	3.5	9.6	213
WOMAN'S DAY	16320	744	9.9	4.6	101	803	10.3	4.9	106	1512	10.5	9.3	108	934	12.4	5.7	128
WORKING MOTHER	1496	*182	2.4	12.2	270	**52	0.7	3.5	75	*181	1.3	12.1	141	*168	2.2	11.2	251
WORKING WOMAN	1851	*201	2.7	10.9	241	**69	0.9	3.7	80	*185	1.3	10.0	116	**161	2.1	8.7	194
WORLD TENNIS	580	**76	1.0	13.1	291	**37	0.5	6.4	137	**78	0.5	13.4	156	**15	0.2	2.6	58
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1201	15.9	9.7	215	738	9.5	5.9	128	1238	8.6	10.0	116	856	11.4	6.9	154
BLAIR INSERTS	91671	4250	56.3	4.6	103	3977	51.0	4.3	93	7161	49.6	7.8	91	4007	53.3	4.4	98
DAILY NEWSPAPERS																	
READ ANY	109190	4693	62.2	4.3	95	4859	62.3	4.5	96	8549	59.2	7.8	91	4683	62.3	4.3	96
READ ONE	89587	3824	50.6	4.3	95	4219	54.1	4.7	101	7330	50.8	8.2	95	3925	52.2	4.4	98
READ TWO OR MORE	19602	869	11.5	4.4	98	640	8.2	3.3	70	1219	8.4	6.2	72	759	10.1	3.9	86
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4938	65.4	4.5	100	4864	62.3	4.4	95	8731	60.5	8.0	93	4827	64.2	4.4	98
READ ONE	95074	4387	58.1	4.6	102	4351	55.8	4.6	98	7871	54.5	8.3	96	4097	54.5	4.3	96
READ TWO OR MORE	14588	551	7.3	3.8	84	513	6.6	3.5	76	861	6.0	5.9	69	729	9.7	5.0	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.94				28.35				30.19				34.47			
30 DAY REACH	149706	6986	92.5	4.7	104	6819	87.4	4.6	98	13073	90.6	8.7	101	6946	92.4	4.6	104
50 SHWG - 30 DAY AV FREQ	15.16	15.57				15.10				15.94				18.00			
30 DAY REACH	142606	6712	88.9	4.7	105	6412	82.2	4.5	97	12397	85.9	8.7	101	6674	88.8	4.7	105
25 SHWG - 30 DAY AV FREQ	8.23	8.36				8.26				8.54				9.51			
30 DAY REACH	131152	6243	82.7	4.8	106	5815	74.5	4.4	95	11576	80.2	8.8	103	6304	83.9	4.8	107
CABLE TV: HOME WIRED	66879	3044	40.3	4.6	101	3272	41.9	4.9	105	5208	36.1	7.8	90	3268	43.5	4.9	109
HOME NOT WIRED	100848	4508	59.7	4.5	99	4531	58.1	4.5	97	9225	63.9	9.1	106	4250	56.5	4.2	94
HAVE PAY CABLE	35024	1735	23.0	5.0	110	1800	23.1	5.1	110	2992	20.7	8.5	99	1935	25.7	5.5	123

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	BAZOOKA REGULAR A '000	BAZOOKA REGULAR B % DOWN	BAZOOKA REGULAR C % ACROSS	BAZOOKA REGULAR D INDX	BEECH-NUT A '000	BEECH-NUT B % DOWN	BEECH-NUT C % ACROSS	BEECH-NUT D INDX	BIG-RED A '000	BIG-RED B % DOWN	BIG-RED C % ACROSS	BIG-RED D INDX	BUBBLE YUM SUGARLESS A '000	BUBBLE YUM SUGARLESS B % DOWN	BUBBLE YUM SUGARLESS C % ACROSS	BUBBLE YUM SUGARLESS D INDX
TOTAL ADULTS	167727	7551	100.0	4.5	100	7803	100.0	4.7	100	14433	100.0	8.6	100	7518	100.0	4.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	4332	57.4	4.5	101	4361	55.9	4.6	98	8667	60.0	9.1	105	4352	57.9	4.6	102
10:00 AM - 3:00 PM	63599	2999	39.7	4.7	105	3127	40.1	4.9	106	5574	38.6	8.8	102	3197	42.5	5.0	112
3:00 PM - 7:00 PM	72097	3679	48.7	5.1	113	3595	46.1	5.0	107	6787	47.0	9.4	109	3449	45.9	4.8	107
7:00 PM - MIDNIGHT	36670	2358	31.2	6.4	143	1921	24.6	5.2	113	3541	24.5	9.7	112	1595	21.2	4.3	97
MIDNIGHT - 6:00 AM	21908	1011	13.4	4.6	103	1109	14.2	5.1	109	1962	13.6	9.0	104	987	13.1	4.5	101
6:00 AM - MIDNIGHT	127571	6197	82.1	4.9	108	6009	77.0	4.7	101	11438	79.2	9.0	104	5997	79.8	4.7	105
ENTIRE DAY	129239	6219	82.4	4.8	107	6072	77.8	4.7	101	11569	80.2	9.0	104	6081	80.9	4.7	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1418	18.8	4.2	93	1765	22.6	5.2	112	2949	20.4	8.7	101	1613	21.5	4.7	106
ALL NEWS	6062	310	4.1	5.1	114	251	3.2	4.1	89	259	1.8	4.3	50	*150	2.0	2.5	55
AOR/PROGRESSIVE	11884	907	12.0	7.6	170	480	6.2	4.0	87	1158	8.0	9.7	113	691	9.2	5.8	130
BEAUTIFUL MUSIC	11180	495	6.6	4.4	98	468	6.0	4.2	90	875	6.1	7.8	91	505	6.7	4.5	101
BLACK	4538	439	5.8	9.7	215	302	3.9	6.7	143	619	4.3	13.6	159	332	4.4	7.3	163
CLASSICAL	3857	*135	1.8	3.5	78	**141	1.8	3.7	79	*235	1.6	6.1	71	*169	2.2	4.4	98
CHR/ROCK	21946	1353	17.9	6.2	137	1126	14.4	5.1	110	2331	16.2	10.6	123	1299	17.3	5.9	132
COUNTRY	27262	1081	14.3	4.0	88	1301	16.7	4.8	103	2519	17.5	9.2	107	1147	15.3	4.2	94
GOLDEN OLDIES	3339	**146	1.9	4.4	97	*175	2.2	5.2	113	*264	1.8	7.9	92	**208	2.8	6.2	139
MOR/NOSTALGIA	10346	423	5.6	4.1	91	387	5.0	3.7	80	649	4.5	6.3	73	379	5.0	3.7	82
NEWS/TALK	8929	*267	3.5	3.0	66	243	3.1	2.7	58	537	3.7	6.0	70	*325	4.3	3.6	81
RELIGIOUS	5488	*294	3.9	5.4	119	*316	4.0	5.8	124	795	5.5	14.5	168	*312	4.2	5.7	127
SOFT ROCK	1232	**39	0.5	3.2	70	**49	0.6	4.0	85	**102	0.7	8.3	96	**81	1.1	6.6	147
URBAN CONTEMPORARY	3184	418	5.5	13.1	292	342	4.4	10.7	231	367	2.5	11.5	134	*193	2.6	6.1	135
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	469	6.2	6.8	151	451	5.8	6.5	140	879	6.1	12.7	148	462	6.1	6.7	149
ABC DIRECTION	5212	288	3.8	5.5	123	282	3.6	5.4	116	454	3.1	8.7	101	*170	2.3	3.3	73
ABC ENTERTAINMENT	10385	321	4.3	3.1	69	623	8.0	6.0	129	817	5.7	7.9	91	373	5.0	3.6	80
ABC FM	4762	341	4.5	7.2	159	*310	4.0	6.5	140	515	3.6	10.8	126	358	4.8	7.5	168
ABC INFORMATION	11339	386	5.1	3.4	76	398	5.1	3.5	75	755	5.2	6.7	77	416	5.5	3.7	82
ABC ROCK	4878	391	5.2	8.0	178	*211	2.7	4.3	93	425	2.9	8.7	101	295	3.9	6.0	135
CBS	10709	377	5.0	3.5	78	371	4.8	3.5	74	693	4.8	6.5	75	281	3.7	2.6	59
MUTUAL	10251	419	5.5	4.1	91	504	6.5	4.9	106	865	6.0	8.4	98	458	6.1	4.5	100
NBC	12243	429	5.7	3.5	78	490	6.3	4.0	86	856	5.9	7.0	81	608	8.1	5.0	111
RADIORADIO	4606	*215	2.8	4.7	104	*210	2.7	4.6	98	345	2.4	7.5	87	*186	2.5	4.0	90
RKO ONE	5148	400	5.3	7.8	173	286	3.7	5.6	119	600	4.2	11.7	135	*235	3.1	4.6	102
RKO TWO	7313	374	5.0	5.1	114	355	4.5	4.9	104	529	3.7	7.2	84	330	4.4	4.5	101
THE SOURCE	5981	384	5.1	6.4	143	303	3.9	5.1	109	667	4.6	11.2	130	326	4.3	5.5	122
NON-HIRED : BLAIR	19329	1078	14.3	5.6	124	742	9.5	3.8	83	1673	11.6	8.7	101	848	11.3	4.4	98
INTERNET	27139	1638	21.7	6.0	134	1489	19.1	5.5	118	2409	16.7	8.9	103	1383	18.4	5.1	114
KATZ RADIO GROUP	36319	1616	21.4	4.4	99	1560	20.0	4.3	92	2768	19.2	7.6	89	1711	22.8	4.7	105
SUPERNET	22361	1200	15.9	5.4	119	859	11.0	3.8	83	2133	14.8	9.5	111	1012	13.5	4.5	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	648	8.6	4.5	99	652	8.4	4.5	96	1297	9.0	8.9	104	676	9.0	4.7	104
MKDAY 9:00 AM - 1:00 PM	18688	808	10.7	4.3	96	973	12.5	5.2	112	1740	12.1	9.3	108	859	11.4	4.6	103
MKDAY 1:00 PM - 4:30 PM	24061	1114	14.8	4.6	103	1351	17.3	5.6	121	2348	16.3	9.8	113	1190	15.8	4.9	110
MKDAY 4:30 PM - 7:30 PM	44079	1896	25.1	4.3	96	2175	27.9	4.9	106	3561	24.7	8.1	94	1881	25.0	4.3	95
MKDAY 7:30 PM - 8:00 PM	61979	2670	35.4	4.3	96	3016	38.7	4.9	105	4904	34.0	7.9	92	2575	34.3	4.2	93
MKDAY 11:00 PM - 11:30 PM	49084	2101	27.8	4.3	95	2366	30.3	4.8	104	4351	30.1	8.9	103	2196	29.2	4.5	100
MKDAY 11:30 PM - 1:00 AM	16560	842	11.2	5.1	113	815	10.4	4.9	106	1519	10.5	9.2	107	721	9.6	4.4	97
M-SAT 8-11 PM+SUN 7-11 PM	66967	3059	40.5	4.6	101	3305	42.4	4.9	106	5537	38.4	8.3	96	3070	40.8	4.6	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	582	7.7	6.3	139	523	6.7	5.6	121	928	6.4	10.0	116	509	6.8	5.5	123
ANOTHER WORLD N	6138	270	3.6	4.4	98	556	7.1	9.1	195	740	5.1	12.1	140	348	4.6	5.7	126
AS THE WORLD TURNS C	7707	200	2.6	2.6	58	336	4.3	4.4	94	762	5.3	9.9	115	397	5.3	5.2	115
CAPITOL C	4688	177	2.3	3.8	84	273	3.5	5.8	125	424	2.9	9.0	105	259	3.4	5.5	123
CBS MORN. NEWS 1 C	2792	*99	1.3	3.5	79	*125	1.6	4.5	96	188	1.3	6.7	78	*106	1.4	3.8	85
CBS MORN. NEWS 2 C	2071	*73	1.0	3.5	78	*105	1.3	5.1	109	116	0.8	5.6	65	*78	1.0	3.8	84
DAYS OF OUR LIVES N	8018	425	5.6	5.3	118	531	6.8	6.6	142	846	5.9	10.6	123	444	5.9	5.5	124
FACTS OF LIFE - DAYTIME N	3487	118	1.6	3.4	75	228	2.9	6.5	141	317	2.2	9.1	106	185	2.5	5.3	118
FAMILY FEUD A	4817	192	2.5	4.0	89	257	3.3	5.3	115	500	3.5	10.4	121	194	2.6	4.0	90
GENERAL HOSPITAL A	8333	496	6.6	6.0	132	403	5.2	4.8	104	855	5.9	10.3	119	315	4.2	3.8	84
GOOD MORNING, AMERICA-730 A	5472	177	2.3	3.2	72	256	3.3	4.7	101	463	3.2	8.5	98	221	2.9	4.0	90
GOOD MORNING, AMERICA-830 A	3965	142	1.9	3.6	80	153	2.0	3.9	83	260	1.8	6.6	76	145	1.9	3.7	82
GUIDING LIGHT C	7542	265	3.5	3.5	78	386	4.9	5.1	110	706	4.9	9.4	109	431	5.7	5.7	127
ONE LIFE TO LIVE A	6018	366	4.8	6.1	135	253	3.2	4.2	90	594	4.1	9.9	115	273	3.6	4.5	101
PRESS YOUR LUCK C	3589	179	2.4	5.0	111	147	1.9	4.1	88	323	2.2	9.0	105	159	2.1	4.4	99
PRICE IS RIGHT 1 C	7418	264	3.5	3.6	79	315	4.0	4.2	91	602	4.2	8.1	94	233	3.1	3.1	70
PRICE IS RIGHT 2 C	8276	297	3.9	3.6	80	484	6.2	5.8	126	749	5.2	9.1	105	265	3.5	3.2	71
RYAN'S HOPE A	4358	274	3.6	6.3	140	267	3.4	6.1	132	439	3.0	10.1	117	256	3.4	5.9	131
SALE OF THE CENTURY N	3749	198	2.6	5.3	117	257	3.3	6.9	147	357	2.5	9.5	111	149	2.0	4.0	89
SEARCH FOR TOMORROW N	2884	*186	2.5	6.4	143	305	3.9	10.6	227	431	3.0	14.9	174	180	2.4	6.2	139
TODAY SHOW 1 N	4869	*178	2.4	3.7	81	229	2.9	4.7	101	432	3.0	8.9	103	280	3.7	5.8	128
TODAY SHOW 2 N	4135	204	2.7	4.9	110	197	2.5	4.8	102	324	2.2	7.8	91	153	2.0	3.7	83
$25,000 PYRAMID C	4361	221	2.9	5.1	113	264	3.4	6.1	130	398	2.8	9.1	106	156	2.1	3.6	80
WHEEL OF FORTUNE N	6187	220	2.9	3.6	79	332	4.3	5.4	115	595	4.1	9.6	112	241	3.2	3.9	87
YOUNG AND THE RESTLESS C	8186	285	3.8	3.5	77	488	6.3	6.0	128	843	5.8	10.3	120	463	6.2	5.7	126
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*213	2.8	4.5	100	206	2.6	4.4	94	285	2.0	6.0	70	*168	2.2	3.6	79
NBA PLAYOFF GAME -1 C	5127	215	2.8	4.2	93	233	3.0	4.5	98	488	3.4	9.5	111	208	2.8	4.1	91
NBC MAJOR LEAGUE PRE-GAME N	3945	**168	2.2	4.3	95	*210	2.7	5.3	114	442	3.1	11.2	130	**178	2.4	4.5	101
SPORTSWORLD - SUN N	3370	*129	1.7	3.8	85	*153	2.0	4.5	98	254	1.8	7.5	88	*125	1.7	3.7	83
SUNDAY MORNING C	4200	*162	2.1	3.9	86	*207	2.7	4.9	106	338	2.3	8.0	94	*216	2.9	5.1	115

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CHEWING GUM - BRANDS USED
(ADULTS)

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		TOTAL U.S. '000	BAZOOKA REGULAR A '000	B % DOWN	C % ACROSS	D INDX	BEECH-NUT A '000	B % DOWN	C % ACROSS	D INDX	BIG-RED A '000	B % DOWN	C % ACROSS	D INDX	BUBBLE YUM SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	7551	100.0	4.5	100	7803	100.0	4.7	100	14433	100.0	8.6	100	7518	100.0	4.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1871	24.8	3.6	79	2550	32.7	4.9	105	3932	27.2	7.5	87	2047	27.2	3.9	87
NETWORK AFFILIATES - LATE		39164	1554	20.6	4.0	88	1836	23.5	4.7	101	3496	24.2	8.9	104	1739	23.1	4.4	99
INDEPENDENTS - LATE		5133	196	2.6	3.8	85	219	2.8	4.3	92	279	1.9	5.4	63	178	2.4	3.5	77
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1155	15.3	5.1	112	1110	14.2	4.9	105	2192	15.2	9.6	112	1230	16.4	5.4	120
ABC MONDAY NIGHT MOVIE	A	11258	569	7.5	5.1	112	440	5.6	3.9	84	875	6.1	7.8	90	598	8.0	5.3	119
ABC SUNDAY NIGHT MOVIE	A	23400	1138	15.1	4.8	107	1102	14.1	4.7	100	1904	13.2	8.1	94	1044	13.9	4.4	99
ABC WORLD NEWS TONIGHT	A	12801	468	6.2	3.7	81	582	7.5	4.5	98	937	6.5	7.3	85	509	6.8	4.0	89
AFTERMASH	C	10966	482	6.4	4.4	98	474	6.1	4.3	93	847	5.9	7.7	90	*310	4.1	2.8	63
ALICE	C	17050	701	9.3	4.1	91	752	9.6	4.4	95	1370	9.5	8.0	93	696	9.3	4.1	91
AMERICAN PARADE	C	11998	383	5.1	3.2	71	636	8.2	5.3	114	773	5.4	6.4	75	475	6.3	4.0	88
BENSON	A	19258	847	11.2	4.4	98	914	11.7	4.7	102	1522	10.5	7.9	92	843	11.2	4.4	98
BLUE THUNDER	A	11478	479	6.3	4.2	93	609	7.8	5.3	114	930	6.4	8.1	94	522	6.9	4.5	101
CAGNEY & LACEY	C	18263	845	11.2	4.6	103	850	10.9	4.7	100	1664	11.5	9.1	106	957	12.7	5.2	117
CBS EVENING NEWS-DEAN	C	7733	*267	3.5	3.5	77	390	5.0	5.0	108	245	1.7	3.2	37	*343	4.6	4.4	99
CBS EVENING NEWS-RATHER	C	15653	600	7.9	3.8	85	735	9.4	4.7	101	1167	8.1	7.5	87	485	6.5	3.1	69
CBS SAT. NEWS-SCHIEFFER	C	8744	347	4.6	4.0	88	472	6.0	5.4	116	567	3.9	6.5	75	311	4.1	3.6	79
CBS SATURDAY NIGHT MOVIE	C	12000	632	8.4	5.3	117	627	8.0	5.2	112	1097	7.6	9.1	106	514	6.8	4.3	96
CBS WEDNESDAY NIGHT MOVIE	C	11522	561	7.4	4.9	108	643	8.2	5.6	120	949	6.6	8.2	96	550	7.3	4.8	106
CHEERS	N	16818	840	11.1	5.0	111	623	8.0	3.7	80	1276	8.8	7.6	88	980	13.0	5.8	130
DALLAS	C	37510	1579	20.9	4.2	94	1762	22.6	4.7	101	3390	23.5	9.0	105	1625	21.6	4.3	97
DIFF'RENT STROKES	N	11258	444	5.9	3.9	88	672	8.6	6.0	128	836	5.8	7.4	86	438	5.8	3.9	87
DOUBLE TROUBLE	N	12248	631	8.4	5.2	114	468	6.0	3.8	82	1127	7.8	9.2	107	558	7.4	4.6	102
DUCK FACTORY	N	11100	659	8.7	5.9	132	460	5.9	4.1	89	927	6.4	8.4	97	566	7.5	5.1	114
DUKES OF HAZZARD	C	12353	464	6.1	3.8	83	545	7.0	4.4	95	1060	7.3	8.6	100	517	6.9	4.2	93
DYNASTY	A	33279	1563	20.7	4.7	104	1740	22.3	5.2	112	3166	21.9	9.5	111	1591	21.2	4.8	107
FACTS OF LIFE	N	13410	585	7.7	4.4	97	635	8.1	4.7	102	1071	7.4	8.0	93	568	7.6	4.2	94
FALCON CREST	C	31093	1468	19.4	4.7	105	1595	20.4	5.1	110	2800	19.4	9.0	105	1552	20.6	5.0	111
FALL GUY	A	18649	1003	13.3	5.4	119	914	11.7	4.9	105	1689	11.7	9.1	105	926	12.3	5.0	111
FAMILY TIES	N	13101	634	8.4	4.8	107	516	6.6	3.9	85	1251	8.7	9.5	111	705	9.4	5.4	120
FANTASY ISLAND	A	13069	633	8.4	4.8	108	751	9.6	5.7	124	1126	7.8	8.6	100	471	6.3	3.6	80
FOULUPS,BLEEPS & BLUNDERS	A	16588	737	9.8	4.4	99	707	9.1	4.3	92	1160	8.0	7.0	81	849	11.3	5.1	114
FOUR SEASONS	C	9302	*336	4.4	3.6	80	342	4.4	3.7	79	604	4.2	6.5	75	*275	3.7	3.0	66
GIMME A BREAK	N	13955	614	8.1	4.4	98	578	7.4	4.1	89	1303	9.0	9.3	109	715	9.5	5.1	114
HART TO HART	A	15735	582	7.7	3.7	82	888	11.4	5.6	121	1338	9.3	8.5	99	934	12.4	5.9	132
HILL STREET BLUES	N	18257	990	13.1	5.4	120	804	10.3	4.4	95	1677	11.6	9.2	107	1088	14.5	6.0	133
HOTEL	A	24236	858	11.4	3.5	79	1159	14.9	4.8	103	2197	15.2	9.1	105	1251	16.6	5.2	115
JEFFERSONS	C	17010	723	9.6	4.3	94	796	10.2	4.7	101	1365	9.5	8.0	93	623	8.3	3.7	82
JENNIFER SLEPT HERE	N	9397	304	4.0	3.2	72	432	5.5	4.6	99	730	5.1	7.8	90	397	5.3	4.2	94
KATE & ALLIE	C	16762	811	10.7	4.8	107	781	10.0	4.7	100	1415	9.8	8.4	98	729	9.7	4.3	97
KNIGHT RIDER	N	13164	672	8.9	5.1	113	790	10.1	6.0	129	1298	9.0	9.9	115	778	10.3	5.9	132
LOVE BOAT	A	20400	692	9.2	3.4	75	1028	13.2	5.0	108	1570	10.9	7.7	89	845	11.2	4.1	92
MAGNUM PI	C	22543	995	13.2	4.4	98	1133	14.5	5.0	108	2031	14.1	9.0	105	1123	14.9	5.0	111
MAMA'S FAMILY	N	9852	324	4.3	3.3	73	465	6.0	4.7	101	730	5.1	7.4	86	451	6.0	4.6	102
MASTER, THE	N	8082	383	5.1	4.7	105	434	5.6	5.4	115	774	5.4	9.6	111	292	3.9	3.6	81
MATT HOUSTON	A	12881	641	8.5	5.0	111	726	9.3	5.6	121	1112	7.7	8.6	100	703	9.4	5.5	122
NBC MONDAY NIGHT MOVIE	N	23889	1313	17.4	5.5	122	1186	15.2	5.0	107	2237	15.5	9.4	109	1256	16.7	5.3	117
NBC NIGHTLY NEWS	N	11156	369	4.9	3.3	73	583	7.5	5.2	112	839	5.8	7.5	87	529	7.0	4.7	106
NBC NIGHTLY NEWS-SAT	N	7363	*240	3.2	3.3	72	313	4.0	4.3	91	523	3.6	7.1	83	*189	2.5	2.6	57
NBC NIGHTLY NEWS-SUN	N	6214	*183	2.4	2.9	65	*247	3.2	4.0	85	443	3.1	7.1	83	*182	2.4	2.9	65
NBC SUNDAY NIGHT MOVIE	N	17590	1122	14.9	6.4	142	916	11.7	5.2	112	1775	12.3	10.1	117	900	12.0	5.1	114
NEWHART	C	16740	785	10.4	4.7	104	894	11.5	5.3	115	1370	9.5	8.2	95	764	10.2	4.6	102
ONE DAY AT A TIME	C	11820	534	7.1	4.5	100	534	6.8	4.5	97	997	6.9	8.4	98	688	9.2	5.8	130
PEOPLE ARE FUNNY	N	9138	272	3.6	3.0	66	352	4.5	3.9	83	733	5.1	8.0	93	342	4.5	3.7	83
REAL PEOPLE	N	15979	523	6.9	3.3	73	870	11.1	5.4	117	1306	9.0	8.2	95	622	8.3	3.9	87
REMINGTON STEELE	N	14395	966	12.8	6.7	149	815	10.4	5.7	122	1471	10.2	10.2	119	718	9.6	5.0	111
RIPLEY'S BELIEVE IT - NOT	A	11362	454	6.0	4.0	89	494	6.3	4.3	93	813	5.6	7.2	83	436	5.8	3.8	86
RIPTIDE	N	13920	700	9.3	5.0	112	821	10.5	5.9	127	1410	9.8	10.1	118	831	11.1	6.0	133
SCARECROW & MRS. KING	C	17571	724	9.6	4.1	92	880	11.3	5.0	108	1731	12.0	9.9	114	1061	14.1	6.0	135
SIMON & SIMON	C	20208	781	10.3	3.9	86	1078	13.8	5.3	115	1687	11.7	8.3	97	1101	14.6	5.4	122
60 MINUTES	C	27668	1031	13.7	3.7	83	1162	14.9	4.2	90	2063	14.3	7.5	87	1116	14.8	4.0	90
ST. ELSEWHERE	N	13699	630	8.3	4.6	102	602	7.7	4.4	94	1332	9.2	9.7	113	660	8.8	4.8	107
THREE'S COMPANY	A	20632	864	11.4	4.2	93	1069	13.7	5.2	111	1700	11.8	8.2	96	1008	13.4	4.9	109
T.J. HOOKER	A	17136	662	8.8	3.9	86	909	11.6	5.3	114	1484	10.3	8.7	101	751	10.0	4.4	98
TONIGHT SHOW	N	4963	254	3.4	5.1	114	264	3.4	5.3	114	370	2.6	7.5	87	251	3.3	5.1	113
TRAPPER JOHN, M.D.	C	16332	556	7.4	3.4	76	786	10.1	4.8	103	1277	8.8	7.8	91	750	10.0	4.6	102
TV BLOOPERS & PRAC. JOKES	N	18881	769	10.2	4.1	90	732	9.4	3.9	83	1532	10.6	8.1	94	806	10.7	4.3	95
20/20	A	18315	714	9.5	3.9	87	773	9.9	4.2	91	1537	10.6	8.4	98	808	10.7	4.4	98
WEBSTER	A	18722	885	11.7	4.7	105	908	11.6	4.8	104	1599	11.1	8.5	99	835	11.1	4.5	100
WORLD NEWS - SUN	A	5327	*135	1.8	2.5	56	*250	3.2	4.7	101	253	1.8	4.7	55	**97	1.3	1.8	41
YELLOW ROSE	N	8370	266	3.5	3.2	71	309	4.0	3.7	79	663	4.6	7.9	92	448	6.0	5.4	119
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1128	14.9	4.4	97	1258	16.1	4.9	105	2289	15.9	8.9	103	1123	14.9	4.3	97
BASKETBALL - COLLEGE GAMES		14468	905	12.0	6.3	139	822	10.5	5.7	122	1702	11.8	11.8	137	806	10.7	5.6	124
BASKETBALL - PRO GAMES		12124	744	9.9	6.1	136	756	9.7	6.2	134	1187	8.2	9.8	114	708	9.4	5.8	130
BOWLING		9412	*469	6.2	5.0	111	*395	5.1	4.2	90	851	5.9	9.0	105	*438	5.8	4.7	104
BOXING		15409	903	12.0	5.9	130	769	9.9	5.0	107	1835	12.7	11.9	138	724	9.6	4.7	105
FOOTBALL - COLLEGE GAMES		21400	1222	16.2	5.7	127	995	12.8	4.6	100	2166	15.0	10.1	118	1004	13.4	4.7	105
FOOTBALL - PRO GAMES		35944	1959	25.9	5.5	121	1838	23.6	5.1	110	3453	23.9	9.6	112	1761	23.4	4.9	109
GOLF		9759	*497	6.6	5.1	113	*459	5.9	4.7	101	*648	4.5	6.6	77	*421	5.6	4.3	96
POST-SEASON COLL. FOOTBALL		18123	1089	14.4	6.0	133	985	12.6	5.4	117	1794	12.4	9.9	115	1107	14.7	6.1	136
POST-SEASON PRO FOOTBALL		22091	1299	17.2	5.9	131	1048	13.4	4.7	102	1994	13.8	9.0	105	1229	16.3	5.6	124
TENNIS		6764	*338	4.5	5.0	111	*307	3.9	4.5	98	698	4.8	10.3	120	*423	5.6	6.3	140
WRESTLING - PROFESSIONAL		9695	635	8.4	6.5	145	769	9.9	7.9	170	1492	10.3	15.4	179	*574	7.6	5.9	132

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

0032
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	TOTAL U.S. '000	BUBBLE YUM REGULAR A '000	B % DOWN	C % ACROSS	D INDX	BUBBLICIOUS A '000	B % DOWN	C % ACROSS	D INDX	CAREFREE SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX	CHEMELS SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	12026	100.0	7.2	100	6824	100.0	4.1	100	25460	100.0	15.2	100	6372	100.0	3.8	100
MALES	79263	6112	50.8	7.7	108	3406	49.9	4.3	106	9266	36.4	11.7	77	2186	34.3	2.8	73
FEMALES	88464	5914	49.2	6.7	93	3418	50.1	3.9	95	16194	63.6	18.3	121	4187	65.7	4.7	125
18 - 24	28671	4848	40.3	16.9	236	2647	38.8	9.2	227	5461	21.4	19.0	125	1629	25.6	5.7	150
25 - 34	39536	3492	29.0	8.8	123	1869	27.4	4.7	116	8841	34.7	22.4	147	2179	34.2	5.5	145
35 - 44	28978	1841	15.3	6.4	89	1226	18.0	4.2	104	5009	19.7	17.3	114	1166	18.3	4.0	106
45 - 54	22345	761	6.3	3.4	47	*529	7.8	2.4	58	2517	9.9	11.3	74	665	10.4	3.0	78
55 - 64	22224	590	4.9	2.7	37	*291	4.3	1.3	32	2065	8.1	9.3	61	*487	7.6	2.2	58
65 OR OLDER	25973	*494	4.1	1.9	27	*262	3.8	1.0	25	1568	6.2	6.0	40	*247	3.9	1.0	25
18 - 34	68207	8340	69.3	12.2	171	4516	66.2	6.6	163	14302	56.2	21.0	138	3808	59.8	5.6	147
18 - 49	108058	10712	89.1	9.9	138	6112	89.6	5.7	139	20772	81.6	19.2	127	5424	85.1	5.0	132
25 - 54	90859	6093	50.7	6.7	94	3624	53.1	4.0	98	16366	64.3	18.0	119	4009	62.9	4.4	116
35 - 49	39851	2372	19.7	6.0	83	1597	23.4	4.0	98	6469	25.4	16.2	107	1616	25.4	4.1	107
50 OR OLDER	59669	1314	10.9	2.2	31	711	10.4	1.2	29	4688	18.4	7.9	52	948	14.9	1.6	42
GRADUATED COLLEGE	28091	1020	8.5	3.6	51	658	9.6	2.3	58	4887	19.2	17.4	115	991	15.6	3.5	93
ATTENDED COLLEGE	28938	2307	19.2	8.0	111	1204	17.6	4.2	102	5637	22.1	19.5	128	1377	21.6	4.8	125
GRADUATED HIGH SCHOOL	65503	5010	41.7	7.6	107	2917	42.7	4.5	109	10676	41.9	16.3	107	2699	42.4	4.1	108
DID NOT GRADUATE HIGH SCHOOL	45195	3689	30.7	8.2	114	2046	30.0	4.5	111	4260	16.7	9.4	62	1305	20.5	2.9	76
EMPLOYED MALES	56429	4113	34.2	7.3	102	2347	34.4	4.2	102	7440	29.2	13.2	87	1800	28.2	3.2	84
EMPLOYED FEMALES	43971	2984	24.8	6.8	95	1792	26.3	4.1	100	9732	38.2	22.1	146	2706	42.5	6.2	162
EMPLOYED FULL-TIME	87773	5898	49.0	6.7	94	3438	50.4	3.9	96	14531	57.1	16.6	109	3806	59.7	4.3	114
EMPLOYED PART-TIME	12627	1199	10.0	9.5	132	*700	10.3	5.5	136	2640	10.4	20.9	138	700	11.0	5.5	146
NOT EMPLOYED	67327	4930	41.0	7.3	102	2685	39.3	4.0	98	8289	32.6	12.3	81	1866	29.3	2.8	73
PROFESSIONAL/MANAGER	25845	996	8.3	3.9	54	638	9.3	2.5	61	4284	16.8	16.6	109	1064	16.7	4.1	108
TECH/CLERICAL/SALES	30895	2132	17.7	6.9	96	1109	16.3	3.6	88	6161	24.2	19.9	131	1651	25.9	5.3	141
PRECISION/CRAFT	12629	850	7.1	6.7	94	729	10.7	5.8	142	1767	6.9	14.0	92	*511	8.0	4.0	107
OTHER EMPLOYED	31031	3118	25.9	10.0	140	1663	24.4	5.4	132	4959	19.5	16.0	105	1281	20.1	4.1	109
SINGLE	35557	4696	39.0	13.2	184	2595	38.0	7.3	179	6217	24.4	17.5	115	1775	27.9	5.0	131
MARRIED	103585	5796	48.2	5.6	78	3493	51.2	3.4	83	15998	62.8	15.4	102	3841	60.3	3.7	98
DIVORCED/SEPARATED/WIDOWED	28585	1534	12.8	5.4	75	736	10.8	2.6	63	3245	12.7	11.4	75	756	11.9	2.6	70
PARENTS	59295	5485	45.6	9.3	129	3269	47.9	5.5	136	11631	45.7	19.6	129	2973	46.7	5.0	132
WHITE	146081	9487	78.9	6.5	91	5404	79.2	3.7	91	22774	89.5	15.6	103	5614	88.1	3.8	101
BLACK	17976	2263	18.8	12.6	176	1270	18.6	7.1	174	2040	8.0	11.3	75	595	9.3	3.3	87
OTHER	3672	**275	2.3	7.5	104	**150	2.2	4.1	100	*646	2.5	17.6	116	**163	2.6	4.4	117
NORTHEAST-CENSUS	37005	2186	18.2	5.9	82	1066	15.6	2.9	71	5737	22.5	15.5	102	1385	21.7	3.7	99
NORTH CENTRAL	42642	3214	26.7	7.5	105	1757	25.7	4.1	101	6687	26.3	15.7	103	1657	26.0	3.9	102
SOUTH	56777	4771	39.7	8.4	117	2972	43.6	5.2	129	6669	26.2	11.7	77	1829	28.7	3.2	85
WEST	31303	1855	15.4	5.9	83	1029	15.1	3.3	81	6368	25.0	20.3	134	1502	23.6	4.8	126
NORTHEAST-MKTG.	38125	2058	17.1	5.4	75	1119	16.4	2.9	72	5302	20.8	13.9	92	1381	21.7	3.6	95
EAST CENTRAL	24794	2258	18.8	9.1	127	1114	16.3	4.5	110	4492	17.6	18.1	119	1091	17.1	4.4	116
WEST CENTRAL	28511	1945	16.2	6.8	95	1091	16.0	3.8	94	3962	15.6	13.9	92	1022	16.0	3.6	94
SOUTH	48953	4183	34.8	8.5	119	2603	38.1	5.3	131	6002	23.6	12.3	81	1484	23.3	3.0	80
PACIFIC	27344	1582	13.2	5.8	81	897	13.1	3.3	81	5702	22.4	20.9	137	1394	21.9	5.1	134
COUNTY SIZE A	69301	4786	39.8	6.9	96	2664	39.0	3.8	94	10354	40.7	14.9	98	2708	42.5	3.9	103
COUNTY SIZE B	50633	3552	29.5	7.0	98	2232	32.7	4.4	108	8443	33.2	16.7	110	2003	31.4	4.0	104
COUNTY SIZE C	26259	2007	16.7	7.6	107	1022	15.0	3.9	96	4023	15.8	15.3	101	906	14.2	3.5	91
COUNTY SIZE D	21534	1681	14.0	7.8	109	905	13.3	4.2	103	2639	10.4	12.3	81	755	11.8	3.5	92
METRO CENTRAL CITY	50014	4024	33.5	8.0	112	2194	32.2	4.4	108	8122	31.9	16.2	107	2310	36.3	4.6	122
METRO SUBURBAN	76832	4794	39.9	6.2	87	2889	42.3	3.8	92	12061	47.4	15.7	103	2670	41.9	3.5	91
NON METRO	40881	3208	26.7	7.8	109	1741	25.5	4.3	105	5277	20.7	12.9	85	1393	21.9	3.4	90
TOP 5 ADI'S	39550	2563	21.3	6.5	90	1462	21.4	3.7	91	6257	24.6	15.8	104	1297	20.4	3.3	86
TOP 10 ADI'S	54877	3478	28.9	6.3	88	2019	29.6	3.7	90	8169	32.1	14.9	98	1960	30.8	3.6	94
TOP 20 ADI'S	77516	5141	42.7	6.6	92	2945	43.2	3.8	93	11891	46.7	15.3	101	2840	44.6	3.7	96
HSHLD INC. $50,000 OR MORE	17257	856	7.1	5.0	69	*341	5.0	2.0	49	2925	11.5	16.9	112	*593	9.3	3.4	90
$40,000 OR MORE	33235	1901	15.8	5.7	80	1061	15.5	3.2	78	6085	23.9	18.3	121	1362	21.4	4.1	108
$30,000 OR MORE	59693	3464	28.8	5.8	81	2001	29.3	3.4	82	10561	41.5	17.7	117	2459	38.6	4.1	108
$25,000 OR MORE	76275	4313	35.9	5.7	79	2389	35.0	3.1	77	13482	53.0	17.7	116	3191	50.1	4.2	110
$20,000 - $24,999	18607	1523	12.7	8.2	114	1018	14.9	5.5	134	2771	10.9	14.9	98	832	13.1	4.5	118
$15,000 - $19,999	17175	1426	11.9	8.3	116	723	10.6	4.2	103	2632	10.3	15.3	101	711	11.2	4.1	109
$10,000 - $14,999	24569	1996	16.6	8.1	113	1251	18.3	5.1	125	3732	14.7	15.2	100	688	10.8	2.8	74
UNDER $10,000	31101	2768	23.0	8.9	124	1443	21.1	4.6	114	2842	11.2	9.1	60	951	14.9	3.1	80
HOUSEHOLD OF 1 PERSON	19441	607	5.0	3.1	44	374	5.5	1.9	47	1865	7.3	9.6	63	495	7.8	2.5	67
2 PEOPLE	51803	2247	18.7	4.3	60	1255	18.4	2.4	60	6514	25.6	12.6	83	1694	26.6	3.3	86
3 OR 4 PEOPLE	66933	5623	46.8	8.4	117	3375	49.5	5.0	124	11611	45.6	17.3	114	2713	42.6	4.1	107
5 OR MORE PEOPLE	29550	3548	29.5	12.0	167	1819	26.7	6.2	151	5470	21.5	18.5	122	1470	23.1	5.0	131
NO CHILD IN HSHLD	96587	4655	38.7	4.8	67	2683	39.3	2.8	68	12036	47.3	12.5	82	2709	42.5	2.8	74
CHILD(REN) UNDER 2 YRS	10844	1327	11.0	12.2	171	686	10.1	6.3	155	2234	8.8	20.6	136	*566	8.9	5.2	137
2 - 5 YEARS	26358	3081	25.6	11.7	163	1580	23.2	6.0	147	5499	21.6	20.9	137	1364	21.4	5.2	136
6 - 11 YEARS	30453	3612	30.0	11.9	165	1805	26.5	5.9	146	5873	23.1	19.3	127	1575	24.7	5.2	136
12 - 17 YEARS	36575	3505	29.1	9.6	134	2093	30.7	5.7	141	5954	23.4	16.3	107	1837	28.8	5.0	132
RESIDENCE OWNED	117770	7026	58.4	6.0	83	3969	58.2	3.4	83	17631	69.2	15.0	99	3815	59.9	3.2	85
VALUE: $50,000 OR MORE	70166	3610	30.0	5.1	72	2063	30.2	2.9	72	11174	43.9	15.9	105	2321	36.4	3.3	87
VALUE: UNDER $50,000	47604	3416	28.4	7.2	100	1906	27.9	4.0	98	6457	25.4	13.6	89	1494	23.4	3.1	83

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

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		TOTAL U.S. '000	BUBBLE YUM REGULAR A '000	BUBBLE YUM REGULAR B % DOWN	BUBBLE YUM REGULAR C % ACROSS	BUBBLE YUM REGULAR D INDX	BUBBLICIOUS A '000	BUBBLICIOUS B % DOWN	BUBBLICIOUS C % ACROSS	BUBBLICIOUS D INDX	CAREFREE SUGARLESS A '000	CAREFREE SUGARLESS B % DOWN	CAREFREE SUGARLESS C % ACROSS	CAREFREE SUGARLESS D INDX	CHENELS SUGARLESS A '000	CHENELS SUGARLESS B % DOWN	CHENELS SUGARLESS C % ACROSS	CHENELS SUGARLESS D INDX
TOTAL ADULTS		167727	12026	100.0	7.2	100	6824	100.0	4.1	100	25460	100.0	15.2	100	6372	100.0	3.8	100
MAGAZINES	QUINTILE 1	34022	2773	23.1	8.2	114	1809	26.5	5.3	131	6120	24.0	18.0	119	1491	23.4	4.4	115
	QUINTILE 2	34800	2694	22.4	7.7	108	1387	20.3	4.0	98	6334	24.9	18.2	120	1602	25.1	4.6	121
	QUINTILE 3	30514	1848	15.4	6.1	84	1105	16.2	3.6	89	4539	17.8	14.9	98	960	15.1	3.1	83
	QUINTILE 4	33324	2528	21.0	7.6	106	1359	19.9	4.1	100	4482	17.6	13.4	89	1267	19.9	3.8	100
	QUINTILE 5	35066	2184	18.2	6.2	87	1163	17.0	3.3	82	3986	15.7	11.4	75	1052	16.5	3.0	79
NEWSPAPERS	QUINTILE 1	29107	1735	14.4	6.0	83	927	13.6	3.2	78	4580	18.0	15.7	104	898	14.1	3.1	81
	QUINTILE 2	49095	2714	22.6	5.5	77	1655	24.3	3.4	83	7719	30.3	15.7	104	1877	29.5	3.8	101
	QUINTILE 3	23107	1821	15.1	7.9	110	1081	15.8	4.7	115	3708	14.6	16.0	106	1115	17.5	4.8	127
	QUINTILE 4	33556	2731	22.7	8.1	114	1495	21.9	4.5	110	5560	21.8	16.6	109	1318	20.7	3.9	103
	QUINTILE 5	32863	3024	25.1	9.2	128	1667	24.4	5.1	125	3893	15.3	11.8	78	1166	18.3	3.5	93
OUTDOOR	QUINTILE 1	33431	2815	23.4	8.4	117	1510	22.1	4.5	111	5932	23.3	17.7	117	1619	25.4	4.8	127
	QUINTILE 2	33478	2869	23.9	8.6	120	1560	22.9	4.7	115	5252	20.6	15.7	103	1365	21.4	4.1	107
	QUINTILE 3	33574	2362	19.6	7.0	98	1470	21.5	4.4	108	5074	19.9	15.1	100	1241	19.5	3.7	97
	QUINTILE 4	33935	2079	17.3	6.1	85	1162	17.0	3.4	84	5124	20.1	15.1	99	1132	17.8	3.3	88
	QUINTILE 5	33310	1900	15.8	5.7	80	1121	16.4	3.4	83	4078	16.0	12.2	81	1015	15.9	3.0	80
RADIO-DRIVE TIME	QUINTILE 1	33136	2573	21.4	7.8	108	1535	22.5	4.6	114	5387	21.2	16.3	107	1305	20.5	3.9	104
	QUINTILE 2	31658	2413	20.1	7.6	106	1437	21.1	4.5	112	4741	18.6	15.0	99	1351	21.2	4.3	112
	QUINTILE 3	32541	2218	18.4	6.8	95	1349	19.8	4.1	102	5195	20.4	16.0	105	1224	19.2	3.8	99
	QUINTILE 4	34247	2506	20.8	7.3	102	1473	21.6	4.3	106	5261	20.7	15.4	101	1459	22.9	4.3	112
	QUINTILE 5	36144	2316	19.3	6.4	89	1030	15.1	2.8	70	4876	19.2	13.5	89	1033	16.2	2.9	75
RADIO-MID-DAY	TERCILE 1	45037	3457	28.7	7.7	107	2008	29.4	4.5	110	7141	28.0	15.9	104	1926	30.2	4.3	113
	TERCILE 2	44819	3783	31.5	8.4	118	2041	29.9	4.6	112	7314	28.7	16.3	108	1544	24.2	3.4	91
	TERCILE 3	77872	4786	39.8	6.1	86	2775	40.7	3.6	88	11005	43.2	14.1	93	2903	45.6	3.7	98
RADIO-TOTAL	QUINTILE 1	33763	2869	23.9	8.5	119	1723	25.2	5.1	125	5568	21.9	16.5	109	1494	23.4	4.4	116
	QUINTILE 2	33240	2642	22.0	7.9	111	1538	22.5	4.6	114	5335	21.0	16.0	106	1274	20.0	3.8	101
	QUINTILE 3	33408	2304	19.2	6.9	96	1181	17.3	3.5	87	5370	21.1	16.1	106	1330	20.9	4.0	105
	QUINTILE 4	34792	2415	20.1	6.9	97	1556	22.8	4.5	110	5341	21.0	15.4	101	1303	20.4	3.7	99
	QUINTILE 5	32524	1796	14.9	5.5	77	827	12.1	2.5	62	3847	15.1	11.8	78	971	15.2	3.0	79
TV-PRIME TIME	QUINTILE 1	33090	2485	20.7	7.5	105	1543	22.6	4.7	115	4353	17.1	13.2	87	1192	18.7	3.6	95
	QUINTILE 2	33357	2257	18.8	6.8	94	1474	21.6	4.4	109	5274	20.7	15.8	104	1220	19.1	3.7	96
	QUINTILE 3	33980	2333	19.4	6.9	96	1212	17.8	3.6	88	5932	23.3	17.5	115	1220	19.1	3.6	95
	QUINTILE 4	33854	2282	19.0	6.7	94	1318	19.3	3.9	96	5207	20.5	15.4	101	1231	19.3	3.6	96
	QUINTILE 5	33444	2669	22.2	8.0	111	1277	18.7	3.8	94	4694	18.4	14.0	92	1510	23.7	4.5	119
TV-DAYTIME	TERCILE 1	49121	3703	30.8	7.5	105	1969	28.9	4.0	99	7461	29.3	15.2	100	1896	29.8	3.9	102
	TERCILE 2	48823	3995	33.2	8.2	114	2276	33.4	4.7	115	7950	31.2	16.3	107	2086	32.7	4.3	112
	TERCILE 3	69782	4328	36.0	6.2	87	2579	37.8	3.7	91	10048	39.5	14.4	95	2390	37.5	3.4	90
TV-TOTAL	QUINTILE 1	33584	2645	22.0	7.9	110	1611	23.6	4.8	118	4696	18.4	14.0	92	1149	18.0	3.4	90
	QUINTILE 2	33441	2013	16.7	6.0	84	1145	16.8	3.4	84	4579	18.0	13.7	90	1040	16.3	3.1	82
	QUINTILE 3	33505	2605	21.7	7.8	108	1561	22.9	4.7	115	5567	21.9	16.6	109	1459	22.9	4.4	115
	QUINTILE 4	33466	2140	17.8	6.4	89	1187	17.4	3.5	87	5527	21.7	16.5	109	1281	20.1	3.8	101
	QUINTILE 5	33731	2622	21.8	7.8	108	1320	19.3	3.9	96	5090	20.0	15.1	99	1443	22.6	4.3	113
MAGAZINES-NEWSPAPERS: DUAL		44503	2910	24.2	6.5	91	1709	25.0	3.8	94	7990	31.4	18.0	118	1896	29.8	4.3	112
MAGAZINE IMPERATIVE		39363	3735	31.1	9.5	132	2104	30.8	5.3	131	6761	26.6	17.2	113	1665	26.1	4.2	111
NEWSPAPER IMPERATIVE		46441	2492	20.7	5.4	75	1399	20.5	3.0	74	6089	23.9	13.1	86	1425	22.4	3.1	81
MAGAZINES-OUTDOOR: DUAL		33726	2727	22.7	8.1	113	1583	23.2	4.7	115	6233	24.5	18.5	122	1623	25.5	4.8	127
MAGAZINE IMPERATIVE		52846	3768	31.3	7.1	99	2270	33.3	4.3	106	8674	34.1	16.4	108	1977	31.0	3.7	98
OUTDOOR IMPERATIVE		52140	4139	34.4	7.9	111	2225	32.6	4.3	105	7185	28.2	13.8	91	2018	31.7	3.9	102
MAGAZINES-RADIO: DUAL		37081	3041	25.3	8.2	114	1803	26.4	4.9	120	6449	25.3	17.4	115	1538	24.1	4.1	109
MAGAZINE IMPERATIVE		49747	3393	28.2	6.8	95	1897	27.8	3.8	94	8397	33.0	16.9	111	2038	32.0	4.1	108
RADIO IMPERATIVE		49208	3671	30.5	7.5	104	2155	31.6	4.4	108	7111	27.9	14.5	95	1896	29.8	3.9	101
MAGAZINES-TELEVISION: DUAL		33103	2523	21.0	7.6	106	1547	22.7	4.7	115	5050	19.8	15.3	101	1411	22.1	4.3	112
MAGAZINE IMPERATIVE		54575	4062	33.8	7.4	104	2226	32.6	4.1	100	10126	39.8	18.6	122	2411	37.8	4.4	116
TELEVISION IMPERATIVE		53249	3366	28.0	6.3	88	1960	28.7	3.7	90	6887	27.1	12.9	85	1537	24.1	2.9	76
NEWSPAPERS-OUTDOOR: DUAL		36255	2571	21.4	7.1	99	1525	22.3	4.2	103	6458	25.4	17.8	117	1542	24.2	4.3	112
NEWSPAPER IMPERATIVE		55591	2840	23.6	5.1	71	1667	24.4	3.0	74	7932	31.2	14.3	94	1899	29.8	3.4	90
OUTDOOR IMPERATIVE		48319	4661	38.8	9.6	135	2542	37.3	5.3	129	7432	29.2	15.4	101	2217	34.8	4.6	121
NEWSPAPERS-RADIO: DUAL		37242	2265	18.8	6.1	85	1377	20.2	3.7	91	6253	24.6	16.8	111	1662	26.1	4.5	117
NEWSPAPER IMPERATIVE		54423	3106	25.8	5.7	80	1770	25.9	3.3	80	8231	32.3	15.1	100	1826	28.7	3.4	88
RADIO IMPERATIVE		46650	4525	37.6	9.7	135	2497	36.6	5.4	132	7316	28.7	15.7	103	1874	29.4	4.0	106
NEWSPAPERS-TELEVISION: DUAL		35974	2290	19.0	6.4	89	1255	18.4	3.5	86	5192	20.4	14.4	95	1026	16.1	2.9	75
NEWSPAPER IMPERATIVE		56095	3349	27.8	6.0	83	1978	29.0	3.5	87	9416	37.0	16.8	111	2334	36.6	4.2	110
TELEVISION IMPERATIVE		47170	3932	32.7	8.3	116	2362	34.6	5.0	123	6793	26.7	14.4	95	1798	28.2	3.8	100
OUTDOOR-RADIO: DUAL		33748	2919	24.3	8.6	121	1691	24.8	5.0	123	5849	23.0	17.3	114	1470	23.1	4.4	115
OUTDOOR IMPERATIVE		52785	4113	34.2	7.8	109	2121	31.1	4.0	99	8093	31.8	15.3	101	2167	34.0	4.1	108
RADIO IMPERATIVE		52882	3668	30.5	6.9	97	2153	31.6	4.1	100	8066	31.7	15.3	100	1954	30.7	3.7	97
OUTDOOR-TELEVISION: DUAL		32030	2760	23.0	8.6	120	1564	22.9	4.9	120	4764	18.7	14.9	98	1328	20.8	4.1	109
OUTDOOR IMPERATIVE		54626	4381	36.4	8.0	112	2286	33.5	4.2	103	9729	38.2	17.8	117	2483	39.0	4.5	120
TELEVISION IMPERATIVE		54874	3335	27.7	6.1	85	2106	30.9	3.8	94	7550	29.7	13.8	91	1745	27.4	3.2	84
RADIO-TELEVISION: DUAL		33386	2692	22.4	8.1	112	1792	26.3	5.4	132	4952	19.5	14.8	98	1128	17.7	3.4	89
RADIO IMPERATIVE		53810	4052	33.7	7.5	105	2228	32.6	4.1	102	9084	35.7	16.9	111	2467	38.7	4.6	121
TELEVISION IMPERATIVE		54023	3431	28.5	6.4	89	1843	27.0	3.4	84	7434	29.2	13.8	91	1915	30.1	3.5	93

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	BUBBLE YUM REGULAR A '000	B % DOWN	C % ACROSS	D INDX	BUBBLICIOUS A '000	B % DOWN	C % ACROSS	D INDX	CAREFREE SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX	CHEMELS SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	12026	100.0	7.2	100	6824	100.0	4.1	100	25460	100.0	15.2	100	6372	100.0	3.8	100
ATLANTIC MONTHLY	867	**12	0.1	1.4	19	**24	0.4	2.8	68	*153	0.6	17.6	116	**7	0.1	0.8	21
BARRON'S	1580	**55	0.5	3.5	49	**28	0.4	1.8	44	*205	0.8	13.0	85	**108	1.7	6.8	180
BETTER HOMES & GARDENS	22203	1439	12.0	6.5	90	906	13.3	4.1	100	4113	16.2	18.5	122	941	14.8	4.2	112
BON APPETIT	3810	*180	1.5	4.7	66	**116	1.7	3.0	75	552	2.2	14.5	95	*115	1.8	3.0	79
BUSINESS WEEK	4663	*280	2.3	6.0	84	*184	2.7	3.9	97	676	2.7	14.5	96	*195	3.1	4.2	110
CAR AND DRIVER	3102	*345	2.9	11.1	155	*244	3.6	7.9	193	419	1.6	13.5	89	**146	2.3	4.7	124
CBS MAGAZINE NETHORK (GROSS)	7311	776	6.5	10.6	148	455	6.7	6.2	153	1288	5.1	17.6	116	*260	4.1	3.6	94
CHANGING TIMES	3400	*188	1.6	5.5	77	**101	1.5	3.0	73	506	2.0	14.9	98	**136	2.1	4.0	105
COLONIAL HOMES	1796	**144	1.2	8.0	112	*142	2.1	7.9	194	425	1.7	23.7	156	**96	1.5	5.3	141
CONDE NAST MAG. PKG. (GROSS)	19924	2011	16.7	10.1	141	1060	15.5	5.3	131	4083	16.0	20.5	135	1286	20.2	6.5	170
CONSUMERS DIGEST	3125	*182	1.5	5.8	81	**97	1.4	3.1	76	457	1.8	14.6	96	**103	1.6	3.3	87
COSMOPOLITAN	10577	943	7.8	8.9	124	638	9.3	6.0	148	2162	8.5	20.4	135	790	12.4	7.5	197
COUNTRY LIVING	3746	*297	2.5	7.9	111	*185	2.7	4.9	121	808	3.2	21.6	142	*263	4.1	7.0	185
CUISINE	2214	**110	0.9	5.0	69	**79	1.2	3.6	88	356	1.4	16.1	106	**85	1.3	3.8	101
CYCLE WORLD	2394	*220	1.8	9.2	128	**169	2.5	7.1	174	413	1.6	17.3	114	**52	0.8	2.2	57
DCI:CREATIVE IDEAS FOR LIV	3068	*236	2.0	7.7	107	*192	2.8	6.3	154	484	1.9	15.8	104	**87	1.4	2.8	75
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	668	5.6	7.0	97	548	8.0	5.7	141	1637	6.4	17.1	113	*280	4.4	2.9	77
DISCOVER	2277	*292	2.4	12.8	179	**163	2.4	7.2	176	305	1.2	13.4	88	*154	2.4	6.8	178
EBONY	7187	961	8.0	13.4	186	592	8.7	8.2	202	898	3.5	12.5	82	293	4.6	4.1	107
ESQUIRE	2560	385	3.2	15.0	210	*138	2.0	5.4	132	391	1.5	15.3	101	**115	1.8	4.5	118
ESSENCE	3242	521	4.3	16.1	224	301	4.4	9.3	228	476	1.9	14.7	97	*146	2.3	4.5	119
FAMILY CIRCLE	19639	1298	10.8	6.6	92	930	13.6	4.7	116	3553	14.0	18.1	119	891	14.0	4.5	119
THE FAMILY HANDYMAN	3540	*312	2.6	8.8	123	*272	4.0	7.7	189	507	2.0	14.3	94	**94	1.5	2.7	70
FAMILY WEEKLY	23924	1695	14.1	7.1	99	861	12.6	3.6	88	3737	14.7	15.6	103	855	13.4	3.6	94
FIELD & STREAM	9883	863	7.2	8.7	122	540	7.9	5.5	134	1481	5.8	15.0	99	*217	3.4	2.2	58
FOOD & WINE	1030	**67	0.6	6.5	91	**16	0.2	1.6	38	*151	0.6	14.7	97	**43	0.7	4.2	110
FORBES	2679	**86	0.7	3.2	45	**47	0.7	1.8	43	374	1.5	14.0	92	**96	1.5	3.6	94
FORTUNE	2931	*213	1.8	7.3	101	**136	2.0	4.6	114	424	1.7	14.5	95	**92	1.4	3.1	83
GENTLEMEN'S QUARTERLY	3481	509	4.2	14.6	204	*210	3.1	6.0	148	654	2.6	18.8	124	*245	3.8	7.0	185
GLAMOUR	7163	664	5.5	9.3	129	391	5.7	5.5	134	1507	5.9	21.0	139	501	7.9	7.0	184
GOLF DIGEST	2355	**101	0.8	4.3	60	**99	1.5	4.2	103	431	1.7	18.3	121	**51	0.8	2.2	57
GOLF DIGEST/TENNIS (GROSS)	3610	*176	1.5	4.9	68	*147	2.2	4.1	100	623	2.4	17.3	114	**56	0.9	1.6	41
GOLF MAGAZINE	2046	**82	0.7	4.0	56	**57	0.8	2.8	68	368	1.4	18.0	118	**86	1.3	4.2	111
GOLF MAGAZINE/SKI (GROSS)	3547	*182	1.5	5.1	72	*118	1.7	3.3	82	696	2.7	19.6	129	*166	2.6	4.7	123
GOOD HOUSEKEEPING	20353	1417	11.8	7.0	97	752	11.0	3.7	91	4038	15.9	19.8	131	926	14.5	4.5	120
HARPER'S BAZAAR	3362	328	2.7	9.8	136	*204	3.0	6.1	149	623	2.4	18.5	122	*173	2.7	5.1	135
HEALTH	2987	*315	2.6	10.5	147	*159	2.3	5.3	131	611	2.4	20.5	135	*209	3.3	7.0	184
HEARST MAG CORP. BUY (GROSS)	67928	5327	44.3	7.8	109	3307	48.5	4.9	120	13120	51.5	19.3	127	3515	55.2	5.2	136
HEARST MAN POWER (GROSS)	11282	944	7.8	8.4	117	659	9.7	5.8	144	1768	6.9	15.7	103	434	6.8	3.8	101
HEARST WOMAN POWER (GROSS)	40514	3150	26.2	7.8	108	1847	27.1	4.6	112	8121	31.9	20.0	132	2225	34.9	5.5	145
HOUSE BEAUTIFUL	4885	*282	2.3	5.8	81	*173	2.5	3.5	87	1019	4.0	20.9	137	*260	4.1	5.3	140
INC.	1308	**108	0.9	8.3	115	**70	1.0	5.4	132	*255	1.0	19.5	128	**37	0.6	2.8	74
JET	6498	938	7.8	14.4	201	563	8.3	8.7	213	786	3.1	12.1	80	*273	4.3	4.2	111
LADIES' HOME JOURNAL	14797	1036	8.6	7.0	98	630	9.2	4.3	105	3064	12.0	20.7	136	732	11.5	4.9	130
LHJ FAMILY GRP COMBO(GROSS)	21743	1646	13.7	7.6	106	973	14.3	4.5	110	4625	18.2	21.3	140	1259	19.8	5.8	152
LIFE	9881	924	7.7	9.4	130	636	9.3	6.4	158	1673	6.6	16.9	112	471	7.4	4.8	125
L.A. TIMES HOME MAGAZINE	2775	**95	0.8	3.4	48	**42	0.6	1.5	37	489	1.9	17.6	116	**149	2.3	5.4	141
MADEMOISELLE	4219	477	4.0	11.3	158	*230	3.4	5.5	134	806	3.2	19.1	126	*324	5.1	7.7	202
MC CALL'S	16422	1101	9.2	6.7	94	665	9.7	4.0	100	3361	13.2	20.5	135	937	14.7	5.7	150
MC CALL'S/WRK MOTHER (GROSS)	17919	1214	10.1	6.8	94	768	11.3	4.3	105	3753	14.7	20.9	138	1051	16.5	5.9	154
MECHANIX ILLUSTRATED	4433	252	2.1	5.7	79	*174	2.5	3.9	96	562	2.2	12.7	84	*135	2.1	3.0	80
METROPOLITAN HOME	1504	**107	0.9	7.1	99	**62	0.9	4.1	101	221	0.9	14.7	97	**104	1.6	6.9	182
MONEY	4723	336	2.8	7.1	99	**155	2.3	3.3	81	919	3.6	19.5	128	*198	3.1	4.2	110
MOTHER EARTH NEWS	2325	*232	1.9	10.0	139	**115	1.7	4.9	122	510	2.0	21.9	145	**103	1.6	4.4	117
MS.	1189	**138	1.1	11.6	162	**100	1.5	8.4	207	257	1.0	21.6	142	**41	0.6	3.4	91
NATIONAL ENQUIRER	18892	1717	14.3	9.1	127	979	14.3	5.2	127	2928	11.5	15.5	102	698	11.0	3.7	97
NATIONAL GEOGRAPHIC	22129	1204	10.0	5.4	76	885	13.0	4.0	98	3574	14.0	16.2	106	908	14.2	4.1	108
NATIONAL SUNDAY MAGAZINE PKG	103750	6965	57.9	6.7	94	3944	57.8	3.8	93	16712	65.6	16.1	106	4058	63.7	3.9	103
NATURAL HISTORY	1379	**104	0.9	7.5	105	**100	1.5	7.3	178	*151	0.6	10.9	72	**15	0.2	1.1	29
NEW WOMAN	2289	**107	0.9	4.7	65	**125	1.8	5.5	134	390	1.5	17.0	112	**154	2.4	6.7	177
NEW YORK INCLUDING CUE	1088	**23	0.2	2.1	29	**19	0.3	1.7	43	*143	0.6	13.1	87	**26	0.4	2.4	63
THE NEW YORKER	2459	**128	1.1	5.2	73	**71	1.0	2.9	71	367	1.4	14.9	98	**88	1.4	3.6	94
NEWSWEEK	16527	1038	8.6	6.3	88	627	9.2	3.8	93	3032	11.9	18.3	121	665	10.4	4.0	106
THE N.Y. TIMES DAILY EDITION	2739	**48	0.4	1.8	24	**22	0.3	0.8	20	278	1.1	10.1	67	**38	0.6	1.4	37
THE N.Y. TIMES MAGAZINE	4443	*97	0.8	2.2	30	**57	0.8	1.3	32	566	2.2	12.7	84	*104	1.6	2.3	62
OMNI	2799	448	3.7	16.0	223	*171	2.5	6.1	150	488	1.9	17.4	115	*169	2.7	6.0	159
ON CABLE	2209	*199	1.7	9.0	126	**77	1.1	3.5	86	330	1.3	14.9	98	**59	0.9	2.7	70
1001 HOME IDEAS	3959	*295	2.5	7.5	104	*184	2.7	4.6	114	950	3.7	24.0	158	*318	5.0	8.0	211
ORGANIC GARDENING	3111	**159	1.3	5.1	71	**74	1.1	2.4	58	396	1.6	12.7	84	**97	1.5	3.1	82
OUTDOOR LIFE	5024	472	3.9	9.4	131	*299	4.4	6.0	146	731	2.9	14.6	96	*134	2.1	2.7	70
PARADE MAGAZINE	51292	3399	28.3	6.6	92	2159	31.6	4.2	103	8502	33.4	16.6	109	2101	33.0	4.1	108

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	BUBBLE YUM REGULAR A '000	B % DOWN	C % ACROSS	D INDX	BUBBLICIOUS A '000	B % DOWN	C % ACROSS	D INDX	CAREFREE SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX	CHEWELS SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	12026	100.0	7.2	100	6824	100.0	4.1	100	25460	100.0	15.2	100	6372	100.0	3.8	100
PARENTS	5298	608	5.1	11.5	160	294	4.3	5.5	136	1627	6.4	30.7	202	375	5.9	7.1	186
PENTHOUSE	5129	607	5.0	11.8	165	440	6.4	8.6	211	887	3.5	17.3	114	*229	3.6	4.5	118
PEOPLE	21070	1762	14.7	8.4	117	1007	14.8	4.8	117	4129	16.2	19.6	129	1054	16.5	5.0	132
PLAYBOY	10562	1061	8.8	10.0	140	654	9.6	6.2	152	1713	6.7	16.2	107	359	5.6	3.4	89
POPULAR HOT RODDING	2498	*357	3.0	14.3	199	*255	3.7	10.2	251	360	1.4	14.4	95	**122	1.9	4.9	129
POPULAR MECHANICS	5887	492	4.1	8.4	117	*331	4.9	5.6	138	923	3.6	15.7	103	*305	4.8	5.2	136
POPULAR SCIENCE	4317	*309	2.6	7.2	100	*197	2.9	4.6	112	726	2.9	16.8	111	*177	2.8	4.1	108
PREVENTION	5792	*156	1.3	2.7	38	**134	2.0	2.3	57	962	3.8	16.6	109	*254	4.0	4.4	115
PSYCHOLOGY TODAY	3284	*269	2.2	8.2	114	*130	1.9	4.0	97	529	2.1	16.1	106	*167	2.6	5.1	134
READER'S DIGEST	40046	2427	20.2	6.1	85	1339	19.6	3.3	82	6264	24.6	15.6	103	1527	24.0	3.8	100
REDBOOK	9584	791	6.6	8.3	115	456	6.7	4.8	117	1920	7.5	20.0	132	510	8.0	5.3	140
ROAD & TRACK	2590	*354	2.9	13.7	191	**133	1.9	5.1	126	411	1.6	15.9	105	**162	2.5	6.3	165
ROLLING STONE	3302	496	4.1	15.0	210	*267	3.9	8.1	199	525	2.1	15.9	105	*188	3.0	5.7	150
RUNNER'S WORLD	1229	**112	0.9	9.1	127	**93	1.4	7.6	186	*266	1.0	21.6	143	**86	1.3	7.0	184
SATURDAY EVENING POST	2110	**124	1.0	5.9	82	**123	1.8	5.8	143	378	1.5	17.9	118	**54	0.8	2.6	67
SCIENCE 84	1543	**62	0.5	4.0	56	**39	0.6	2.5	62	314	1.2	20.3	134	**26	0.4	1.7	44
SCIENCE DIGEST	1747	**186	1.5	10.6	148	**58	0.8	3.3	82	344	1.4	19.7	130	**45	0.7	2.6	68
SCIENTIFIC AMERICAN	1994	**233	1.9	11.7	163	**91	1.3	4.6	112	274	1.1	13.7	91	**61	1.0	3.1	81
SELF	3119	394	3.3	12.6	176	*199	2.9	6.4	157	712	2.8	22.8	150	*175	2.7	5.6	148
SEVENTEEN	3923	642	5.3	16.4	228	*396	5.8	10.1	248	833	3.3	21.2	140	*213	3.3	5.4	143
SKI	1501	**100	0.8	6.7	93	**61	0.9	4.1	100	327	1.3	21.8	144	**80	1.3	5.3	140
SMITHSONIAN	5976	410	3.4	6.9	96	*221	3.2	3.7	91	894	3.5	15.0	99	*245	3.8	4.1	108
SOAP OPERA DIGEST	4228	596	5.0	14.1	197	369	5.4	8.7	215	871	3.4	20.6	136	*131	2.1	3.1	82
SOUTHERN LIVING	6488	432	3.6	6.7	93	356	5.2	5.5	135	1153	4.5	17.8	117	*193	3.0	3.0	78
SPORT	3500	435	3.6	12.4	173	*242	3.5	6.9	170	592	2.3	16.9	111	**133	2.1	3.8	100
THE SPORTING NEWS	2456	*288	2.4	11.7	164	*174	2.5	7.1	174	505	2.0	20.6	135	**186	2.9	7.6	199
SPORTS AFIELD	3648	*266	2.2	7.3	102	*270	4.0	7.4	182	501	2.0	13.7	90	**84	1.3	2.3	61
SPORTS ILLUSTRATED	14484	1161	9.7	8.0	112	567	8.3	3.9	96	2182	8.6	15.1	99	510	8.0	3.5	93
STAR	12661	1272	10.6	10.0	140	634	9.3	5.0	123	2008	7.9	15.9	104	475	7.5	3.8	99
SUNDAY	52799	3569	29.7	6.8	94	1887	27.7	3.6	88	8423	33.1	16.0	105	2125	33.3	4.0	106
SUNSET	3513	*212	1.8	6.0	84	**72	1.1	2.0	50	712	2.8	20.3	134	*183	2.9	5.2	137
TV GUIDE	42766	3756	31.2	8.8	122	2388	35.0	5.6	137	7622	29.9	17.8	117	1868	29.3	4.4	115
TENNIS	1254	**75	0.6	6.0	83	**48	0.7	3.8	94	*192	0.8	15.3	101	**5	0.1	0.4	10
TIME	22054	1737	14.4	7.9	110	952	14.0	4.3	106	3782	14.9	17.1	113	843	13.2	3.8	101
TOWN & COUNTRY	1555	**83	0.7	5.3	74	**52	0.8	3.3	82	*219	0.9	14.1	93	**45	0.7	2.9	76
TRAVEL & LEISURE	2173	**82	0.7	3.8	53	**58	0.8	2.7	66	361	1.4	16.6	109	**87	1.4	4.0	105
TRUE STORY	4636	642	5.3	13.8	193	*353	5.2	7.6	187	790	3.1	17.0	112	*199	3.1	4.3	113
U.S.NEWS & WORLD REPORT	10353	500	4.2	4.8	67	452	6.6	4.4	107	1715	6.7	16.6	109	345	5.4	3.3	88
USA TODAY	4994	373	3.1	7.5	104	*222	3.3	4.4	109	771	3.0	15.4	102	*250	3.9	5.0	132
US	3528	360	3.0	10.2	142	*221	3.2	6.3	154	772	3.0	21.9	144	*166	2.6	4.7	124
VOGUE	5424	476	4.0	8.8	122	*241	3.5	4.4	109	1058	4.2	19.5	129	286	4.5	5.3	139
WALL STREET JOURNAL	6292	265	2.2	4.2	59	*232	3.4	3.7	91	1015	4.0	16.1	106	*250	3.9	4.0	105
WEIGHT WATCHERS	2762	*266	2.2	9.6	134	**137	2.0	5.0	122	700	2.7	25.3	167	*191	3.0	6.9	182
WOMAN'S DAY	16320	1155	9.6	7.1	99	806	11.8	4.9	121	3222	12.7	19.7	130	722	11.3	4.4	116
WORKING MOTHER	1496	**113	0.9	7.6	105	**104	1.5	7.0	171	392	1.5	26.2	173	**114	1.8	7.6	201
WORKING WOMAN	1851	*172	1.4	9.3	130	**82	1.2	4.4	109	422	1.7	22.8	150	**78	1.2	4.2	111
WORLD TENNIS	580	**58	0.5	10.0	139	**42	0.6	7.2	178	**136	0.5	23.4	154	**11	0.2	1.9	50
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1242	10.3	10.0	140	800	11.7	6.4	158	2009	7.9	16.2	107	601	9.4	4.8	127
BLAIR INSERTS	91671	5845	48.6	6.4	89	3362	49.3	3.7	90	14881	58.4	16.2	107	3640	57.1	4.0	105
DAILY NEWSPAPERS																	
READ ANY	109190	6927	57.6	6.3	88	3864	56.6	3.5	87	17049	67.0	15.6	103	4029	63.2	3.7	97
READ ONE	89587	5812	48.3	6.5	90	3252	47.7	3.6	89	14137	55.5	15.8	104	3448	54.1	3.8	101
READ TWO OR MORE	19602	1116	9.3	5.7	79	613	9.0	3.1	77	2912	11.4	14.9	98	580	9.1	3.0	78
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	7121	59.2	6.5	91	4125	60.4	3.8	92	17615	69.2	16.1	106	4295	67.4	3.9	103
READ ONE	95074	6184	51.4	6.5	91	3722	54.5	3.9	96	15459	60.7	16.3	107	3781	59.3	4.0	105
READ TWO OR MORE	14588	936	7.8	6.4	89	403	5.9	2.8	68	2157	8.5	14.8	97	513	8.1	3.5	93
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.68				31.56				30.71				32.36			
30 DAY REACH	149706	11214	93.2	7.5	104	6222	91.2	4.2	102	23508	92.3	15.7	103	5924	93.0	4.0	104
50 SHWG - 30 DAY AV FREQ	15.16	17.12				16.59				16.13				17.27			
30 DAY REACH	142406	10690	88.9	7.5	105	5938	87.0	4.2	102	22396	88.0	15.7	104	5568	87.4	3.9	103
25 SHWG - 30 DAY AV FREQ	8.23	9.34				8.85				8.64				9.12			
30 DAY REACH	131152	9796	81.5	7.5	104	5541	81.2	4.2	104	20875	82.0	15.9	105	5292	83.1	4.0	106
CABLE TV: HOME WIRED	66879	4985	41.5	7.5	104	3037	44.5	4.5	112	11703	46.0	17.5	115	2934	46.0	4.4	115
HOME NOT WIRED	100848	7041	58.5	7.0	97	3787	55.5	3.8	92	13756	54.0	13.6	90	3438	54.0	3.4	90
HAVE PAY CABLE	35024	3169	26.4	9.0	126	1856	27.2	5.3	130	6933	27.2	19.8	130	1719	27.0	4.9	129

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CHEWING GUM - BRANDS USED
(ADULTS)

0036
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	TOTAL U.S. '000	BUBBLE YUM REGULAR A '000	B % DOWN	C ACROSS %	D INDX	BUBBLICIOUS A '000	B % DOWN	C ACROSS %	D INDX	CAREFREE SUGARLESS A '000	B % DOWN	C ACROSS %	D INDX	CHEWELS SUGARLESS A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	12026	100.0	7.2	100	6824	100.0	4.1	100	25460	100.0	15.2	100	6372	100.0	3.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	6858	57.0	7.2	100	4090	59.9	4.3	105	15230	59.8	15.9	105	3772	59.2	3.9	104
10:00 AM - 3:00 PM	63599	4969	41.3	7.8	109	2872	42.1	4.5	111	10271	40.3	16.1	106	2438	38.3	3.8	101
3:00 PM - 7:00 PM	72097	5579	46.4	7.7	108	3353	49.1	4.7	114	12102	47.5	16.8	111	3187	50.0	4.4	116
7:00 PM - MIDNIGHT	36670	3469	28.8	9.5	132	2089	30.6	5.7	140	6244	24.5	17.0	112	1563	24.5	4.3	112
MIDNIGHT - 6:00 AM	21908	1679	14.0	7.7	107	993	14.6	4.5	111	3615	14.2	16.5	109	1044	16.4	4.8	125
6:00 AM - MIDNIGHT	127571	9685	80.5	7.6	106	5555	81.4	4.4	107	20301	79.7	15.9	105	5121	80.4	4.0	106
ENTIRE DAY	129239	9813	81.6	7.6	106	5603	82.1	4.3	107	20629	81.0	16.0	105	5194	81.5	4.0	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2486	20.7	7.3	102	1486	21.8	4.4	107	5931	23.3	17.4	115	1486	23.3	4.4	115
ALL NEWS	6062	283	2.4	4.7	65	*205	3.0	3.4	83	843	3.3	13.9	92	*224	3.5	3.7	97
AOR/PROGRESSIVE	11884	1108	9.2	9.3	130	601	8.8	5.1	124	2138	8.4	18.0	119	574	9.0	4.8	127
BEAUTIFUL MUSIC	11180	671	5.6	6.0	84	440	6.4	3.9	97	1799	7.1	16.1	106	313	4.9	2.8	74
BLACK	4538	707	5.9	15.6	217	444	6.5	9.8	240	675	2.7	14.9	98	*170	2.7	3.7	99
CLASSICAL	3857	*225	1.9	5.8	81	**149	2.2	3.9	95	581	2.3	15.1	99	**65	1.0	1.7	44
CHR/ROCK	21946	2299	19.1	10.5	146	1211	17.7	5.5	136	4263	16.7	19.4	128	1122	17.6	5.1	135
COUNTRY	27262	1927	16.0	7.1	99	1017	14.9	3.7	92	3597	14.1	13.2	87	866	13.6	3.2	84
GOLDEN OLDIES	3339	*203	1.7	6.1	85	**151	2.2	4.5	111	546	2.1	16.4	108	**114	1.8	3.4	90
MOR/NOSTALGIA	10346	530	4.4	5.1	71	363	5.3	3.5	86	1453	5.7	14.0	93	378	5.9	3.7	96
NEWS/TALK	8929	337	2.8	3.8	53	*225	3.3	2.5	62	1354	5.3	15.2	100	*223	3.5	2.5	66
RELIGIOUS	5488	611	5.1	11.1	155	387	5.7	7.1	173	814	3.2	14.8	98	*306	4.8	5.6	147
SOFT ROCK	1232	**168	1.4	13.6	190	**99	1.5	8.0	198	*298	1.2	24.2	159	**76	1.2	6.2	162
URBAN CONTEMPORARY	3184	348	2.9	10.9	152	*257	3.8	8.1	198	446	1.8	14.0	92	**98	1.5	3.1	81
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1009	8.4	14.6	204	442	6.5	6.4	157	1250	4.9	18.1	119	*287	4.5	4.2	109
ABC DIRECTION	5212	403	3.4	7.7	108	*275	4.0	5.3	130	731	2.9	14.0	92	*128	2.0	2.5	65
ABC ENTERTAINMENT	10385	667	5.5	6.4	90	298	4.4	2.9	71	1225	4.8	11.8	78	307	4.8	3.0	78
ABC FM	4762	555	4.6	11.7	163	405	5.9	8.5	209	834	3.3	17.5	115	*236	3.7	5.0	130
ABC INFORMATION	11339	576	4.8	5.1	71	377	5.5	3.3	82	1939	7.6	17.1	113	367	5.8	3.2	85
ABC ROCK	4878	475	3.9	9.7	136	*263	3.9	5.4	133	844	3.3	17.3	114	376	5.9	7.7	203
CBS	10709	472	3.9	4.4	61	364	5.3	3.4	84	1566	6.2	14.6	96	332	5.2	3.1	82
MUTUAL	10251	538	4.5	5.2	73	450	6.6	4.4	108	1408	5.5	13.7	90	362	5.7	3.5	93
NBC	12243	641	5.3	5.2	73	333	4.9	2.7	67	1621	6.4	13.2	87	434	6.8	3.5	93
RADIORADIO	4606	334	2.8	7.3	101	*248	3.6	5.4	132	733	2.9	15.9	105	*183	2.9	4.0	105
RKO ONE	5148	444	3.7	8.6	120	406	5.9	7.9	194	1010	4.0	19.6	129	*166	2.6	3.2	85
RKO TWO	7313	574	4.8	7.8	109	307	4.5	4.2	103	1261	5.0	17.2	114	302	4.7	4.1	109
THE SOURCE	5981	674	5.6	11.3	157	*235	3.4	3.9	97	1067	4.2	17.8	118	*267	4.2	4.5	118
NON-WIRED : BLAIR	19329	1474	12.3	7.6	106	803	11.8	4.2	102	3186	12.5	16.5	109	640	10.0	3.3	87
INTERNET	27139	2466	20.5	9.1	127	1314	19.3	4.8	119	4880	19.2	18.0	118	1327	20.8	4.9	129
KATZ RADIO GROUP	36319	2434	20.2	6.7	93	1538	22.5	4.2	104	5382	21.1	14.8	98	1267	19.9	3.5	92
SUPERNET	22361	1646	13.7	7.4	103	971	14.2	4.3	107	3674	14.4	16.4	108	912	14.3	4.1	107
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1038	8.6	7.1	100	603	8.8	4.1	102	2198	8.6	15.1	100	553	8.7	3.8	100
MKDAY 9:00 AM - 1:00 PM	18688	1412	11.7	7.6	105	761	11.2	4.1	100	2876	11.3	15.4	101	773	12.1	4.1	109
MKDAY 1:00 PM - 4:30 PM	24061	1897	15.8	7.9	110	1039	15.2	4.3	106	3699	14.5	15.4	101	979	15.4	4.1	107
MKDAY 4:30 PM - 7:30 PM	44079	3175	26.4	7.2	100	1816	26.6	4.1	101	6298	24.7	14.3	94	1582	24.8	3.6	94
MKDAY 7:30 PM - 8:00 PM	61979	4200	34.9	6.8	95	2600	38.1	4.2	103	8539	33.5	13.8	91	2031	31.9	3.3	86
MKDAY 11:00 PM - 11:30 PM	49084	3736	31.1	7.6	106	2181	32.0	4.4	109	6965	27.4	14.2	93	1752	27.5	3.6	94
MKDAY 11:30 PM - 1:00 AM	16560	1438	12.0	8.7	121	763	11.2	4.6	113	2492	9.8	15.0	99	544	8.5	3.3	86
M-SAT 8-11 PM+SUN 7-11 PM	66967	4728	39.3	7.1	98	2836	41.6	4.2	104	10121	39.8	15.1	100	2479	38.9	3.7	97
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	908	7.6	9.8	137	441	6.5	4.8	117	1580	6.2	17.0	112	507	8.0	5.5	144
ANOTHER WORLD N	6138	441	3.7	7.2	100	231	3.4	3.8	93	1022	4.0	16.7	110	212	3.3	3.5	91
AS THE WORLD TURNS C	7707	484	4.0	6.3	88	290	4.2	3.8	92	1090	4.3	14.1	93	256	4.0	3.3	87
CAPITOL C	4688	368	3.1	7.8	109	193	2.8	4.1	101	732	2.9	15.6	103	147	2.3	3.1	83
CBS MORN. NEWS 1 C	2792	158	1.3	5.7	79	*74	1.1	2.7	65	313	1.2	11.2	74	*87	1.4	3.1	82
CBS MORN. NEWS 2 C	2071	*81	0.7	3.9	55	*55	0.8	2.7	65	285	1.1	13.8	91	**70	1.1	3.4	89
DAYS OF OUR LIVES N	8018	645	5.4	8.0	112	352	5.2	4.4	108	1420	5.6	17.7	117	314	4.9	3.9	103
FACTS OF LIFE - DAYTIME N	3487	251	2.1	7.2	100	*99	1.5	2.8	70	447	1.8	12.8	84	*135	2.1	3.9	102
FAMILY FEUD A	4817	288	2.4	6.0	83	173	2.5	3.6	88	612	2.4	12.7	84	189	3.0	3.9	103
GENERAL HOSPITAL A	8333	668	5.6	8.0	112	442	6.5	5.3	130	1307	5.1	15.7	103	374	5.9	4.5	118
GOOD MORNING, AMERICA-730 A	5472	335	2.8	6.1	85	159	2.3	2.9	71	705	2.8	12.9	85	183	2.9	3.3	88
GOOD MORNING, AMERICA-830 A	3965	243	2.0	6.1	85	104	1.5	2.6	64	628	2.5	15.8	104	137	2.2	3.5	91
GUIDING LIGHT C	7542	600	5.0	8.0	111	303	4.4	4.0	99	1077	4.2	14.3	94	274	4.3	3.6	96
ONE LIFE TO LIVE A	6018	487	4.0	8.1	113	254	3.7	4.2	104	896	3.5	14.9	98	260	4.1	4.3	114
PRESS YOUR LUCK C	3589	252	2.1	7.0	98	151	2.2	4.2	103	486	1.9	13.5	89	*153	2.4	4.3	112
PRICE IS RIGHT 1 C	7418	460	3.8	6.2	86	306	4.5	4.1	101	885	3.5	11.9	79	178	2.8	2.4	63
PRICE IS RIGHT 2 C	8276	548	4.6	6.6	92	376	5.5	4.5	112	1086	4.3	13.1	86	226	3.5	2.7	72
RYAN'S HOPE A	4358	467	3.9	10.7	149	217	3.2	5.0	122	731	2.9	16.8	111	340	5.3	7.8	205
SALE OF THE CENTURY N	3749	359	3.0	9.6	134	*122	1.8	3.3	80	561	2.2	15.0	99	*125	2.0	3.3	88
SEARCH FOR TOMORROW N	2884	198	1.6	6.9	96	*107	1.6	3.7	91	547	2.1	19.0	125	*90	1.4	3.1	82
TODAY SHOW 1 N	4869	334	2.8	6.9	96	223	3.3	4.6	113	801	3.1	16.5	108	199	3.1	4.1	108
TODAY SHOW 2 N	4135	267	2.2	6.5	90	*148	2.2	3.6	88	712	2.8	17.2	113	162	2.5	3.9	103
$25,000 PYRAMID C	4361	383	3.2	8.8	122	188	2.8	4.3	106	564	2.2	12.9	85	*112	1.8	2.6	68
WHEEL OF FORTUNE N	6187	422	3.5	6.8	95	214	3.1	3.5	85	857	3.4	13.9	91	224	3.5	3.6	95
YOUNG AND THE RESTLESS C	8186	621	5.2	7.6	106	413	6.1	5.0	124	1103	4.3	13.5	89	306	4.8	3.7	98
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	254	2.1	5.4	75	*146	2.1	3.1	76	737	2.9	15.6	103	160	2.5	3.4	89
NBA PLAYOFF GAME -1 C	5127	316	2.6	6.2	86	195	2.9	3.8	93	677	2.7	13.2	87	*127	2.0	2.5	65
NBC MAJOR LEAGUE PRE-GAME N	3945	*237	2.0	6.0	84	*222	3.3	5.6	138	540	2.1	13.7	90	**117	1.8	3.0	78
SPORTSWORLD - SUN N	3370	217	1.8	6.4	90	*130	1.9	3.9	95	477	1.9	14.2	93	*99	1.6	2.9	77
SUNDAY MORNING C	4200	183	1.5	4.4	61	*197	2.9	4.7	115	606	2.4	14.4	95	*80	1.3	1.9	50

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CHEWING GUM - BRANDS USED
(ADULTS)

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		TOTAL U.S. '000	BUBBLE YUM REGULAR A '000	B % DOWN	C % ACROSS	D INDX	BUBBLICIOUS A '000	B % DOWN	C % ACROSS	D INDX	CAREFREE SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX	CHEWELS SUGARLESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	12026	100.0	7.2	100	6824	100.0	4.1	100	25460	100.0	15.2	100	6372	100.0	3.8	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3321	27.6	6.4	89	1916	28.1	3.7	90	6970	27.4	13.3	88	1676	26.3	3.2	84
NETWORK AFFILIATES - LATE		39164	2829	23.5	7.2	101	1651	24.2	4.2	104	5590	22.0	14.3	94	1467	23.0	3.7	99
INDEPENDENTS - LATE		5133	278	2.3	5.4	76	185	2.7	3.6	89	839	3.3	16.3	108	138	2.2	2.7	71
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1798	15.0	7.9	110	962	14.1	4.2	104	3130	12.3	13.7	90	849	13.3	3.7	98
ABC MONDAY NIGHT MOVIE	A	11258	776	6.5	6.9	96	507	7.4	4.5	111	1720	6.8	15.3	101	590	9.3	5.2	138
ABC SUNDAY NIGHT MOVIE	A	23600	1792	14.9	7.6	106	1045	15.3	4.4	109	3617	14.2	15.3	101	829	13.0	3.5	92
ABC WORLD NEWS TONIGHT	A	12801	838	7.0	6.5	91	649	9.5	5.1	125	1721	6.8	13.4	89	435	6.8	3.4	89
AFTERMASH	C	10966	582	4.8	5.3	74	*369	5.4	3.4	83	1594	6.3	14.5	96	398	6.2	3.6	96
ALICE	C	17050	1054	8.8	6.2	86	621	9.1	3.6	90	2450	9.6	14.4	95	731	11.5	4.3	113
AMERICAN PARADE	C	11998	746	6.2	6.2	87	392	5.7	3.3	80	1687	6.6	14.1	93	450	7.1	3.8	99
BENSON	A	19258	1319	11.0	6.8	96	1062	15.6	5.5	136	2669	10.5	13.9	91	745	11.7	3.9	102
BLUE THUNDER	A	11478	746	6.2	6.5	91	597	8.7	5.2	128	1840	7.2	16.0	106	408	6.4	3.6	94
CAGNEY & LACEY	C	18263	1333	11.1	7.3	102	751	11.0	4.1	101	3114	12.2	17.1	112	723	11.3	4.0	104
CBS EVENING NEWS-DEAN	C	7733	477	4.0	6.2	86	**183	2.7	2.4	58	866	3.4	11.2	74	*237	3.7	3.1	81
CBS EVENING NEWS-RATHER	C	15653	1019	8.5	6.5	91	491	7.2	3.1	77	1956	7.7	12.5	82	415	6.5	2.7	70
CBS SAT. NEWS-SCHIEFFER	C	8744	514	4.3	5.9	82	244	3.6	2.8	69	1044	4.1	11.9	79	187	2.9	2.1	56
CBS SATURDAY NIGHT MOVIE	C	12000	908	7.6	7.6	106	638	9.3	5.3	131	1695	6.7	14.1	93	387	6.1	3.2	85
CBS WEDNESDAY NIGHT MOVIE	C	11522	919	7.6	8.0	111	461	6.8	4.0	98	1668	6.6	14.5	95	470	7.4	4.1	107
CHEERS	N	16818	1064	8.8	6.3	88	572	8.4	3.4	84	3299	13.0	19.6	129	913	14.3	5.4	143
DALLAS	C	37510	2345	19.5	6.3	87	1462	21.4	3.9	96	5629	22.1	15.0	99	1595	25.0	4.3	112
DIFF'RENT STROKES	N	11258	812	6.8	7.2	101	484	7.1	4.3	106	1774	7.0	15.8	104	403	6.3	3.6	94
DOUBLE TROUBLE	N	12248	965	8.0	7.9	110	583	8.5	4.8	117	1926	7.6	15.7	104	593	9.3	4.8	127
DUCK FACTORY	N	11100	693	5.8	6.2	87	426	6.2	3.8	94	2210	8.7	19.9	131	524	8.2	4.7	124
DUKES OF HAZZARD	C	12353	912	7.6	7.4	103	474	6.9	3.8	94	1570	6.2	12.7	84	325	5.1	2.6	69
DYNASTY	A	33279	2489	20.7	7.5	104	1422	20.8	4.3	105	5042	19.8	15.2	100	1160	18.2	3.5	92
FACTS OF LIFE	N	13410	909	7.6	6.8	95	583	8.5	4.3	107	2210	8.7	16.5	109	569	8.9	4.2	112
FALCON CREST	C	31093	2198	18.3	7.1	99	1310	19.2	4.2	104	5093	20.0	16.4	108	1466	23.0	4.7	124
FALL GUY	A	18649	1306	10.9	7.0	98	934	13.7	5.0	123	2829	11.1	15.2	100	738	11.6	4.0	104
FAMILY TIES	N	13101	909	7.6	6.9	97	547	8.0	4.2	103	2210	8.7	16.9	111	564	8.9	4.3	113
FANTASY ISLAND	A	13069	1043	8.7	8.0	111	630	9.2	4.8	118	1767	6.9	13.5	89	581	9.1	4.4	117
FOULUPS,BLEEPS & BLUNDERS	A	16588	1041	8.7	6.3	88	716	10.5	4.3	106	2613	10.3	15.8	104	628	9.9	3.8	100
FOUR SEASONS	C	9302	*376	3.1	4.0	56	*281	4.1	3.0	74	1383	5.4	14.9	98	*390	6.1	4.2	110
GIMME A BREAK	N	13955	1067	8.9	7.6	107	734	10.8	5.3	129	2002	7.9	14.3	95	514	8.1	3.7	97
HART TO HART	A	15735	1152	9.6	7.3	102	727	10.7	4.6	114	2536	10.0	16.1	106	653	10.2	4.1	109
HILL STREET BLUES	N	18257	1387	11.5	7.6	106	739	10.8	4.0	99	3059	12.0	16.8	110	897	14.1	4.9	129
HOTEL	A	24236	1789	14.9	7.4	103	1073	15.7	4.4	109	3514	13.8	14.5	96	1019	16.0	4.2	111
JEFFERSONS	C	17010	1039	8.6	6.1	85	646	9.5	3.8	93	2363	9.3	13.9	92	620	9.7	3.6	96
JENNIFER SLEPT HERE	N	9397	582	4.8	6.2	86	368	5.4	3.9	96	1462	5.7	15.6	102	394	6.2	4.2	110
KATE & ALLIE	C	16762	1122	9.3	6.7	93	693	10.2	4.1	102	2604	10.2	15.5	102	768	12.1	4.6	121
KNIGHT RIDER	N	13164	1106	9.2	8.4	117	591	8.7	4.5	110	1928	7.6	14.6	96	647	10.2	4.9	129
LOVE BOAT	A	20400	1509	12.5	7.4	103	819	12.0	4.0	99	2783	10.9	13.6	90	810	12.7	4.0	105
MAGNUM PI	C	22543	1777	14.8	7.9	110	966	14.2	4.3	105	3279	12.9	14.5	96	879	13.8	3.9	103
MAMA'S FAMILY	N	9852	703	5.8	7.1	100	382	5.6	3.9	95	1578	6.2	16.0	106	354	5.6	3.6	95
MASTER, THE	N	8082	549	4.6	6.8	95	320	4.7	4.0	97	1140	4.5	14.1	93	308	4.8	3.8	100
MATT HOUSTON	A	12881	977	8.1	7.6	106	619	9.1	4.8	118	2177	8.6	16.9	111	610	9.6	4.7	125
NBC MONDAY NIGHT MOVIE	N	23889	1767	14.7	7.4	103	1068	15.7	4.5	110	4141	16.3	17.3	114	1098	17.2	4.6	121
NBC NIGHTLY NEWS	N	11156	673	5.6	6.0	84	331	4.9	3.0	73	1479	5.8	13.3	87	318	5.0	2.9	75
NBC NIGHTLY NEWS-SAT	N	7363	448	3.7	6.1	85	*330	4.8	4.5	110	660	2.6	9.0	59	*158	2.5	2.1	56
NBC NIGHTLY NEWS-SUN	N	6214	408	3.4	6.6	92	*239	3.5	3.8	95	750	2.9	12.1	80	*120	1.9	1.9	51
NBC SUNDAY NIGHT MOVIE	N	17590	1458	12.1	8.3	116	869	12.7	4.9	121	2979	11.7	16.9	112	632	9.9	3.6	95
NEWHART	C	16740	1120	9.3	6.7	93	671	9.8	4.0	99	2542	10.0	15.2	100	705	11.1	4.2	111
ONE DAY AT A TIME	C	11820	858	7.1	7.3	101	544	8.0	4.6	113	1921	7.5	16.3	107	493	7.7	4.2	110
PEOPLE ARE FUNNY	N	9138	660	5.5	7.2	101	380	5.6	4.2	102	1469	5.8	16.1	106	277	4.3	3.0	80
REAL PEOPLE	N	15979	1040	8.6	6.5	91	596	8.7	3.7	92	2189	8.6	13.7	90	510	8.0	3.2	84
REMINGTON STEELE	N	14395	1177	9.8	8.2	114	641	9.4	4.5	109	2321	9.1	16.1	106	674	10.6	4.7	123
RIPLEY'S BELIEVE IT - NOT	A	11362	803	6.7	7.1	99	437	6.4	3.8	95	1877	7.4	16.5	109	368	5.8	3.2	85
RIPTIDE	N	13920	1178	9.8	8.5	118	605	8.9	4.3	107	2026	8.0	14.6	96	539	8.5	3.9	102
SCARECROW & MRS. KING	C	17571	1286	10.7	7.3	102	691	10.1	3.9	97	2541	10.0	14.5	95	740	11.6	4.2	111
SIMON & SIMON	C	20208	1545	12.8	7.6	107	966	14.2	4.8	117	2834	11.1	14.0	92	723	11.3	3.6	94
60 MINUTES	C	27668	1488	12.4	5.4	75	988	14.5	3.6	88	3648	14.3	13.2	87	800	12.6	2.9	76
ST. ELSEWHERE	N	13699	932	7.7	6.8	95	568	8.3	4.1	102	2431	9.5	17.7	117	649	10.2	4.7	125
THREE'S COMPANY	A	20632	1379	11.5	6.7	93	937	13.7	4.5	112	3362	13.2	16.3	107	902	14.2	4.4	115
T.J. HOOKER	A	17136	1170	9.7	6.8	95	737	10.8	4.3	106	2387	9.4	13.9	92	698	11.0	4.1	107
TONIGHT SHOW	N	4963	369	3.1	7.4	104	154	2.3	3.1	76	871	3.4	17.5	116	207	3.2	4.2	110
TRAPPER JOHN, M.D.	C	16332	1092	9.1	6.7	93	596	8.7	3.6	90	2359	9.3	14.4	95	643	10.1	3.9	104
TV BLOOPERS & PRAC. JOKES	N	18881	1200	10.0	6.4	89	721	10.6	3.8	94	2966	11.6	15.7	103	730	11.5	3.9	102
20/20	A	18315	1071	8.9	5.8	82	630	9.2	3.4	85	2800	11.0	15.3	101	693	10.9	3.8	100
WEBSTER	A	18722	1294	10.8	6.9	96	1002	14.7	5.4	132	2713	10.7	14.5	95	797	12.5	4.3	112
WORLD NEWS - SUN	A	5327	*223	1.9	4.2	58	*180	2.6	3.4	83	704	2.8	13.2	87	**181	2.8	3.4	89
YELLOW ROSE	N	8370	515	4.3	6.2	86	324	4.7	3.9	95	1276	5.0	15.2	100	269	4.2	3.2	85
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2009	16.7	7.8	108	1247	18.3	4.8	119	4021	15.8	15.5	102	956	15.0	3.7	97
BASKETBALL - COLLEGE GAMES		14468	1452	12.1	10.0	140	937	13.7	6.5	159	2557	10.0	17.7	116	*401	6.3	2.8	73
BASKETBALL - PRO GAMES		12124	1195	9.9	9.9	137	598	8.8	4.9	121	2100	8.2	17.3	114	*438	6.9	3.6	95
BOWLING		9412	824	6.9	8.8	122	*387	5.7	4.1	101	1561	6.1	16.6	109	*472	7.4	5.0	132
BOXING		15409	1371	11.4	8.9	124	700	10.3	4.5	112	2053	8.1	13.3	88	*614	9.6	4.0	105
FOOTBALL - COLLEGE GAMES		21400	1850	15.4	8.6	121	1020	14.9	4.8	117	3486	13.7	16.3	107	709	11.1	3.3	87
FOOTBALL - PRO GAMES		35944	3415	28.4	9.5	133	1672	24.5	4.7	114	6391	25.1	17.8	117	1548	24.3	4.3	113
GOLF		9759	808	6.7	8.3	115	**242	3.5	2.5	61	1507	5.9	15.4	102	**339	5.3	3.5	91
POST-SEASON COLL. FOOTBALL		18123	1725	14.3	9.5	133	959	14.1	5.3	130	2997	11.8	16.5	109	710	11.1	3.9	103
POST-SEASON PRO FOOTBALL		22091	2426	20.2	11.0	153	1033	15.1	4.7	115	3868	15.2	17.5	115	1053	16.5	4.8	125
TENNIS		6764	*621	5.2	9.2	128	*304	4.5	4.5	110	1314	5.2	19.4	128	**235	3.7	3.5	91
WRESTLING - PROFESSIONAL		9695	1279	10.6	13.2	184	845	12.4	8.7	214	1178	4.6	12.2	80	*423	6.6	4.4	115

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	CHICLETS A '000	CHICLETS B % DOWN	CHICLETS C % ACROSS	CHICLETS D INDX	DENTYNE A '000	DENTYNE B % DOWN	DENTYNE C % ACROSS	DENTYNE D INDX	DOUBLEMINT A '000	DOUBLEMINT B % DOWN	DOUBLEMINT C % ACROSS	DOUBLEMINT D INDX	FREEDENT A '000	FREEDENT B % DOWN	FREEDENT C % ACROSS	FREEDENT D INDX
TOTAL ADULTS	167727	5233	100.0	3.1	100	30868	100.0	18.4	100	27870	100.0	16.6	100	14140	100.0	8.4	100
MALES	79263	2062	39.4	2.6	83	13157	42.6	16.6	90	12008	43.1	15.1	91	5028	35.6	6.3	75
FEMALES	88464	3171	60.6	3.6	115	17712	57.4	20.0	109	15862	56.9	17.9	108	9112	64.4	10.3	122
18 - 24	28671	1597	30.5	5.6	179	7419	24.0	25.9	141	6261	22.5	21.8	131	1905	13.5	6.6	79
25 - 34	39536	1506	28.8	3.8	122	9053	29.3	22.9	124	7517	27.0	19.0	114	2403	17.0	6.1	72
35 - 44	28978	732	14.0	2.5	81	4925	16.0	17.0	92	4980	17.9	17.2	103	2345	16.6	8.1	96
45 - 54	22345	*362	6.9	1.6	52	3550	11.5	15.9	86	3661	13.1	16.4	99	1990	14.1	8.9	106
55 - 64	22224	*395	7.5	1.8	57	2890	9.4	13.0	71	2950	10.6	13.3	80	2778	19.6	12.5	148
65 OR OLDER	25973	643	12.3	2.5	79	3031	9.8	11.7	63	2501	9.0	9.6	58	2718	19.2	10.5	124
18 - 34	68207	3103	59.3	4.5	146	16472	53.4	24.2	131	13778	49.4	20.2	122	4308	30.5	6.3	75
18 - 49	108058	4032	77.0	3.7	120	23235	75.3	21.5	117	20864	74.9	19.3	116	7690	54.4	7.1	84
25 - 54	90859	2599	49.7	2.9	92	17528	56.8	19.3	105	16158	58.0	17.8	107	6739	47.7	7.4	88
35 - 49	39851	929	17.8	2.3	75	6763	21.9	17.0	92	7086	25.4	17.8	107	3382	23.9	8.5	101
50 OR OLDER	59669	1202	23.0	2.0	65	7634	24.7	12.8	70	7006	25.1	11.7	71	6450	45.6	10.8	128
GRADUATED COLLEGE	28091	749	14.3	2.7	85	4505	14.6	16.0	87	3726	13.4	13.3	80	1431	10.1	5.1	60
ATTENDED COLLEGE	28938	841	16.1	2.9	93	5908	19.1	20.4	111	5008	18.0	17.3	104	1851	13.1	6.4	76
GRADUATED HIGH SCHOOL	65503	2159	41.3	3.3	106	12934	41.9	19.7	107	11531	41.4	17.6	106	5859	41.4	8.9	106
DID NOT GRADUATE HIGH SCHOOL	45195	1484	28.4	3.3	105	7521	24.4	16.6	90	7605	27.3	16.8	101	5000	35.4	11.1	131
EMPLOYED MALES	56429	1161	22.2	2.1	66	9744	31.6	17.3	94	8696	31.2	15.4	93	3162	22.4	5.6	66
EMPLOYED FEMALES	43971	1577	30.1	3.6	115	9726	31.5	22.1	120	8446	30.3	19.2	116	3913	27.7	8.9	106
EMPLOYED FULL-TIME	87773	2364	45.2	2.7	86	16604	53.8	18.9	103	14730	52.9	16.8	101	6186	43.7	7.0	84
EMPLOYED PART-TIME	12627	*374	7.1	3.0	95	2866	9.3	22.7	123	2411	8.7	19.1	115	889	6.3	7.0	84
NOT EMPLOYED	67327	2495	47.7	3.7	119	11398	36.9	16.9	92	10729	38.5	15.9	96	7066	50.0	10.5	124
PROFESSIONAL/MANAGER	25845	*512	9.8	2.0	63	4257	13.8	16.5	89	3495	12.5	13.5	81	1280	9.1	5.0	59
TECH/CLERICAL/SALES	30895	1088	20.8	3.5	113	6304	20.4	20.4	111	5593	20.1	18.1	109	2413	17.1	7.8	93
PRECISION/CRAFT	12629	*369	7.1	2.9	94	2315	7.5	18.3	100	2075	7.4	16.4	99	860	6.1	6.8	81
OTHER EMPLOYED	31031	771	14.7	2.5	80	6595	21.4	21.3	115	5978	21.4	19.3	116	2522	17.8	8.1	96
SINGLE	35557	1720	32.9	4.8	155	8321	27.0	23.4	127	6861	24.6	19.3	116	2281	16.1	6.4	76
MARRIED	103585	2747	52.5	2.7	85	18276	59.2	17.6	96	16816	60.3	16.2	98	8956	63.3	8.6	103
DIVORCED/SEPARATED/WIDOWED	28585	766	14.6	2.7	86	4271	13.8	14.9	81	4193	15.0	14.7	88	2902	20.5	10.2	120
PARENTS	59295	2028	38.8	3.4	110	12841	41.6	21.7	118	11448	41.1	19.3	116	4321	30.6	7.3	86
WHITE	146081	4338	82.9	3.0	95	26412	85.6	18.1	98	22295	80.0	15.3	92	11574	81.9	7.9	94
BLACK	17974	752	14.4	4.2	134	3686	11.9	20.5	111	4860	17.4	27.0	163	2328	16.5	13.0	154
OTHER	3672	**143	2.7	3.9	125	*770	2.5	21.0	114	*714	2.6	19.4	117	**237	1.7	6.5	77
NORTHEAST-CENSUS	37005	1611	30.8	4.4	140	6397	20.7	17.3	94	3861	13.9	10.4	63	2567	18.2	6.9	82
NORTH CENTRAL	42642	1181	22.6	2.8	89	8110	26.3	19.0	103	8378	30.1	19.6	118	3411	24.1	8.0	95
SOUTH	56777	1702	32.5	3.0	96	10678	34.6	18.8	102	10432	37.4	18.4	111	6066	42.9	10.7	127
WEST	31303	740	14.1	2.4	76	5684	18.4	18.2	99	5199	18.7	16.6	100	2096	14.8	6.7	79
NORTHEAST-MKTG.	38125	1603	30.6	4.2	135	6093	19.7	16.0	87	3972	14.3	10.4	63	2505	17.7	6.6	78
EAST CENTRAL	24794	765	14.6	3.1	99	4819	15.6	19.4	106	4411	15.8	17.8	107	2035	14.4	8.2	97
WEST CENTRAL	28511	781	14.9	2.7	88	5453	17.7	19.1	104	5850	21.0	20.5	123	2277	16.1	8.0	95
SOUTH	48953	1410	26.9	2.9	92	9561	31.0	19.5	106	9216	33.1	18.8	113	5513	39.0	11.3	134
PACIFIC	27344	676	12.9	2.5	79	4943	16.0	18.1	98	4422	15.9	16.2	97	1810	12.8	6.6	79
COUNTY SIZE A	69301	2727	52.1	3.9	126	12072	39.1	17.4	95	10947	39.3	15.8	95	4787	33.9	6.9	82
COUNTY SIZE B	50633	1558	29.8	3.1	99	10057	32.6	19.9	108	8084	29.0	16.0	96	4557	32.2	9.0	107
COUNTY SIZE C	26259	595	11.4	2.3	73	4528	14.7	17.2	94	4442	15.9	16.9	102	2718	19.2	10.4	123
COUNTY SIZE D	21534	*354	6.8	1.6	53	4212	13.6	19.6	106	4396	15.8	20.4	123	2078	14.7	9.6	114
METRO CENTRAL CITY	50014	2002	38.3	4.0	128	9834	31.9	19.7	107	8461	30.4	16.9	102	3783	26.8	7.6	90
METRO SUBURBAN	76832	2336	44.6	3.0	97	13677	44.3	17.8	97	11664	41.9	15.2	91	6276	44.4	8.2	97
NON METRO	40881	895	17.1	2.2	70	7357	23.8	18.0	98	7745	27.8	18.9	114	4082	28.9	10.0	118
TOP 5 ADI'S	39550	1789	34.2	4.5	145	7090	23.0	17.9	97	5803	20.8	14.7	88	2778	19.6	7.0	83
TOP 10 ADI'S	54877	2266	43.3	4.1	132	9570	31.0	17.4	95	7918	28.4	14.4	87	3744	26.5	6.8	81
TOP 20 ADI'S	77516	2904	55.5	3.7	120	13654	44.2	17.6	96	11658	41.8	15.0	91	5392	38.1	7.0	83
HSHLD INC. $50,000 OR MORE	17257	*445	8.5	2.6	83	2798	9.1	16.2	88	2518	9.0	14.6	88	1007	7.1	5.8	69
$40,000 OR MORE	33235	787	15.0	2.4	76	5712	18.5	17.2	93	4650	16.7	14.0	84	1597	11.3	4.8	57
$30,000 OR MORE	59693	1548	29.6	2.6	83	10231	33.1	17.1	93	9328	33.5	15.6	94	3357	23.7	5.6	67
$25,000 OR MORE	76275	2021	38.6	2.6	85	13128	42.5	17.2	94	11806	42.4	15.5	93	4533	32.1	5.9	70
$20,000 - $24,999	18607	666	12.7	3.6	115	3648	11.8	19.6	107	3310	11.9	17.8	107	1773	12.5	9.5	113
$15,000 - $19,999	17175	*490	9.4	2.9	91	3429	11.1	20.0	108	3196	11.5	18.6	112	1723	12.2	10.0	119
$10,000 - $14,999	24569	1112	21.2	4.5	145	4873	15.8	19.8	108	4331	15.5	17.6	106	3067	21.7	12.5	148
UNDER $10,000	31101	944	18.0	3.0	97	5791	18.8	18.6	101	5226	18.8	16.8	101	3043	21.5	9.8	116
HOUSEHOLD OF 1 PERSON	19441	431	8.2	2.2	71	2838	9.2	14.6	79	2212	7.9	11.4	68	1505	10.6	7.7	92
2 PEOPLE	51803	1501	28.7	2.9	93	7860	25.5	15.2	82	7248	26.0	14.0	84	5532	39.1	10.7	127
3 OR 4 PEOPLE	66933	2162	41.3	3.2	104	14081	45.6	21.0	114	12443	44.6	18.6	112	4916	34.8	7.3	87
5 OR MORE PEOPLE	29550	1139	21.8	3.9	124	6090	19.7	20.6	112	5966	21.4	20.2	122	2188	15.5	7.4	88
NO CHILD IN HSHLD	96587	2706	51.7	2.8	90	15669	50.8	16.2	88	13958	50.1	14.5	87	8976	63.5	9.3	110
CHILD(REN) UNDER 2 YRS	10844	*441	8.4	4.1	130	2506	8.1	23.1	126	2112	7.6	19.5	117	*588	4.2	5.4	64
2 - 5 YEARS	26358	1141	21.8	4.3	139	5929	19.2	22.5	122	5415	19.4	20.5	124	1789	12.7	6.8	81
6 - 11 YEARS	30453	1346	25.7	4.4	142	6570	21.3	21.6	117	6270	22.5	20.6	124	2034	14.4	6.7	79
12 - 17 YEARS	36575	1111	21.2	3.0	97	7395	24.0	20.2	110	7107	25.5	19.4	117	2912	20.6	8.0	94
RESIDENCE OWNED	117770	2948	56.3	2.5	80	20228	65.5	17.2	93	18382	66.0	15.6	94	10278	72.7	8.7	104
VALUE: $50,000 OR MORE	70166	1725	33.0	2.5	79	11462	37.1	16.3	89	9832	35.3	14.0	84	4893	34.6	7.0	83
VALUE: UNDER $50,000	47604	1223	23.4	2.6	82	8766	28.4	18.4	100	8550	30.7	18.0	108	5385	38.1	11.3	134

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CHEWING GUM - BRANDS USED
(ADULTS)

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		TOTAL U.S. '000	CHICLETS A '000	CHICLETS B % DOWN	CHICLETS C % ACROSS	CHICLETS D INDX	DENTYNE A '000	DENTYNE B % DOWN	DENTYNE C % ACROSS	DENTYNE D INDX	DOUBLEMINT A '000	DOUBLEMINT B % DOWN	DOUBLEMINT C % ACROSS	DOUBLEMINT D INDX	FREEDENT A '000	FREEDENT B % DOWN	FREEDENT C % ACROSS	FREEDENT D INDX
TOTAL ADULTS		167727	5233	100.0	3.1	100	30868	100.0	18.4	100	27870	100.0	16.6	100	14140	100.0	8.4	100
MAGAZINES	QUINTILE 1	34022	1125	21.5	3.3	106	7104	23.0	20.9	113	6191	22.2	18.2	110	2840	20.1	8.3	99
	QUINTILE 2	34800	1247	23.8	3.6	115	6984	22.6	20.1	109	5741	20.6	16.5	99	2928	20.7	8.4	100
	QUINTILE 3	30514	919	17.6	3.0	97	5106	16.5	16.7	91	4395	15.8	14.4	87	2164	15.3	7.1	84
	QUINTILE 4	33324	953	18.2	2.9	92	5925	19.2	17.8	97	6079	21.8	18.2	110	2699	19.1	8.1	96
	QUINTILE 5	35066	990	18.9	2.8	90	5750	18.6	16.4	89	5463	19.6	15.6	94	3510	24.8	10.0	119
NEWSPAPERS	QUINTILE 1	29107	781	14.9	2.7	86	5003	16.2	17.2	93	4295	15.4	14.8	89	2231	15.8	7.7	91
	QUINTILE 2	49095	1785	34.1	3.6	117	8994	29.1	18.3	100	7631	27.4	15.5	94	4012	28.4	8.2	97
	QUINTILE 3	23107	571	10.9	2.5	79	4310	14.0	18.7	101	4059	14.6	17.6	106	1937	13.7	8.4	99
	QUINTILE 4	33556	991	18.9	3.0	95	6311	20.4	18.8	102	5907	21.2	17.6	106	2979	21.1	8.9	105
	QUINTILE 5	32863	1107	21.2	3.4	108	6251	20.3	19.0	103	5978	21.4	18.2	109	2982	21.1	9.1	108
OUTDOOR	QUINTILE 1	33431	1177	22.5	3.5	113	7199	23.3	21.5	117	5701	20.5	17.1	103	2499	17.7	7.5	89
	QUINTILE 2	33478	1202	23.0	3.6	115	6341	20.5	18.9	103	5797	20.8	17.3	104	2748	19.4	8.2	97
	QUINTILE 3	33574	999	19.1	3.0	95	5917	19.2	17.6	96	5649	20.3	16.8	101	2903	20.5	8.6	103
	QUINTILE 4	33935	824	15.7	2.4	78	6048	19.6	17.8	97	5460	19.6	16.1	97	2837	20.1	8.4	99
	QUINTILE 5	33310	1032	19.7	3.1	99	5363	17.4	16.1	87	5262	18.9	15.8	95	3154	22.3	9.5	112
RADIO-DRIVE TIME	QUINTILE 1	33136	1191	22.8	3.6	115	6500	21.1	19.6	107	5978	21.4	18.0	109	2781	19.7	8.4	100
	QUINTILE 2	31658	1122	21.4	3.5	114	6063	19.6	19.2	104	5405	19.4	17.1	103	2525	17.9	8.0	95
	QUINTILE 3	32541	822	15.7	2.5	81	6524	21.1	20.0	109	5510	19.8	16.9	102	2563	18.1	7.9	93
	QUINTILE 4	34247	1243	23.8	3.6	116	6659	21.6	19.4	106	5979	21.5	17.5	105	2862	20.2	8.4	99
	QUINTILE 5	36144	856	16.4	2.4	76	5123	16.6	14.2	77	4998	17.9	13.8	83	3409	24.1	9.4	112
RADIO-MID-DAY	TERCILE 1	45037	1600	30.6	3.6	114	9129	29.6	20.3	110	7728	27.7	17.2	103	3851	27.2	8.6	101
	TERCILE 2	44819	1338	25.6	3.0	96	8773	28.4	19.6	106	7841	28.1	17.5	105	3803	26.9	8.5	101
	TERCILE 3	77872	2295	43.9	2.9	94	12966	42.0	16.7	90	12301	44.1	15.8	95	6486	45.9	8.3	99
RADIO-TOTAL	QUINTILE 1	33763	1206	23.0	3.6	114	6835	22.1	20.2	110	6070	21.8	18.0	108	2997	21.2	8.9	105
	QUINTILE 2	33240	1297	24.8	3.9	125	6782	22.0	20.4	111	5711	20.5	17.2	103	2530	17.9	7.6	90
	QUINTILE 3	33408	949	18.1	2.8	91	6362	20.6	19.0	103	5851	21.0	17.5	105	2645	18.7	7.9	94
	QUINTILE 4	34792	849	16.2	2.4	78	6452	20.9	18.5	101	5846	21.0	16.8	101	2840	20.1	8.2	97
	QUINTILE 5	32524	933	17.8	2.9	92	4437	14.4	13.6	74	4393	15.8	13.5	81	3128	22.1	9.6	114
TV-PRIME TIME	QUINTILE 1	33090	1086	20.8	3.3	105	6002	19.4	18.1	99	5513	19.8	16.7	100	3104	22.0	9.4	111
	QUINTILE 2	33357	1164	22.2	3.5	112	5631	18.2	16.9	92	5544	19.9	16.6	100	3067	21.7	9.2	109
	QUINTILE 3	33980	1029	19.7	3.0	97	6317	20.5	18.6	101	5526	19.8	16.3	98	2803	19.8	8.2	98
	QUINTILE 4	33854	877	16.8	2.6	83	6418	20.8	19.0	103	5556	19.9	16.4	99	2439	17.2	7.2	85
	QUINTILE 5	33444	1078	20.6	3.2	103	6501	21.1	19.4	106	5732	20.6	17.1	103	2728	19.3	8.2	97
TV-DAYTIME	TERCILE 1	49121	1580	30.2	3.2	103	8740	28.3	17.8	97	8381	30.1	17.1	103	4739	33.5	9.6	114
	TERCILE 2	48823	1899	36.3	3.9	125	9936	32.2	20.4	111	8816	31.6	18.1	109	4328	30.6	8.9	105
	TERCILE 3	69782	1754	33.5	2.5	81	12193	39.5	17.5	95	10673	38.3	15.3	92	5073	35.9	7.3	86
TV-TOTAL	QUINTILE 1	33584	1250	23.9	3.7	119	5906	19.1	17.6	96	5788	20.8	17.2	104	3064	21.7	9.1	108
	QUINTILE 2	33441	980	18.7	2.9	94	5612	18.2	16.8	91	5464	19.6	16.3	98	3344	23.6	10.0	119
	QUINTILE 3	33505	1133	21.7	3.4	108	6033	19.5	18.0	98	5297	19.0	15.8	95	2719	19.2	8.1	96
	QUINTILE 4	33466	914	17.5	2.7	88	6612	21.4	19.8	107	5610	20.1	16.8	101	2488	17.6	7.4	88
	QUINTILE 5	33731	957	18.3	2.8	91	6705	21.7	19.9	108	5710	20.5	16.9	102	2525	17.9	7.5	89
MAGAZINES-NEWSPAPERS: DUAL		44503	1418	27.1	3.2	102	8780	28.4	19.7	107	7101	25.5	16.0	96	3537	25.0	7.9	94
MAGAZINE IMPERATIVE		39363	1272	24.3	3.2	104	7895	25.6	20.1	109	7187	25.8	18.3	110	3459	24.5	8.8	104
NEWSPAPER IMPERATIVE		46441	1428	27.3	3.1	99	7298	23.6	15.7	85	6986	25.1	15.0	91	3847	27.2	8.3	98
MAGAZINES-OUTDOOR: DUAL		33726	1294	24.7	3.8	123	7277	23.6	21.6	117	5771	20.7	17.1	103	2425	17.1	7.2	85
MAGAZINE IMPERATIVE		52846	1606	30.7	3.0	97	9596	31.1	18.2	99	8626	31.0	16.3	98	4647	32.9	8.8	104
OUTDOOR IMPERATIVE		52140	1666	31.8	3.2	102	9223	29.9	17.7	96	8792	31.5	16.9	101	4361	30.8	8.4	99
MAGAZINES-RADIO: DUAL		37081	1351	25.8	3.6	117	7803	25.3	21.0	114	6481	23.3	17.5	105	3101	21.9	8.4	99
MAGAZINE IMPERATIVE		49747	1564	29.9	3.1	101	9147	29.6	18.4	100	7999	28.7	16.1	97	3937	27.8	7.9	94
RADIO IMPERATIVE		49208	1623	31.0	3.3	106	9269	30.0	18.8	102	8626	31.0	17.5	105	4014	28.4	8.2	97
MAGAZINES-TELEVISION: DUAL		33103	1173	22.4	3.5	114	6115	19.8	18.5	100	5634	20.2	17.0	102	2895	20.5	8.7	104
MAGAZINE IMPERATIVE		54575	1778	34.0	3.3	104	11339	36.7	20.8	113	8957	32.1	16.4	99	3980	28.1	7.3	87
TELEVISION IMPERATIVE		53249	1640	31.3	3.1	99	8546	27.7	16.0	87	8497	30.5	16.0	96	4904	34.7	9.2	109
NEWSPAPERS-OUTDOOR: DUAL		36255	1358	26.0	3.7	120	7402	24.0	20.4	111	6072	21.8	16.7	101	2726	19.3	7.5	89
NEWSPAPER IMPERATIVE		55591	1594	30.5	2.9	92	8927	28.9	16.1	87	8347	29.9	15.0	90	4699	33.2	8.5	100
OUTDOOR IMPERATIVE		48319	1546	29.5	3.2	103	9426	30.5	19.5	106	8761	31.4	18.1	109	4108	29.1	8.5	101
NEWSPAPERS-RADIO: DUAL		37242	1432	27.4	3.8	123	7398	24.0	19.9	108	6269	22.5	16.8	101	2970	21.0	8.0	95
NEWSPAPER IMPERATIVE		54423	1472	28.1	2.7	87	9086	29.4	16.7	91	7959	28.6	14.6	88	4434	31.4	8.1	97
RADIO IMPERATIVE		46650	1626	31.1	3.5	112	9665	31.3	20.7	113	8909	32.0	19.1	115	4031	28.5	8.6	102
NEWSPAPERS-TELEVISION: DUAL		35974	1198	22.9	3.3	107	6023	19.5	16.7	91	5719	20.5	15.9	96	3262	23.1	9.1	108
NEWSPAPER IMPERATIVE		56095	1720	32.9	3.1	98	10448	33.8	18.6	101	8594	30.8	15.3	92	4066	28.8	7.2	86
TELEVISION IMPERATIVE		47170	1570	30.0	3.3	107	8530	27.6	18.1	98	8334	29.9	17.7	106	4530	32.0	9.6	114
OUTDOOR-RADIO: DUAL		33748	1287	24.6	3.8	122	7279	23.6	21.6	117	6107	21.9	18.1	109	2649	18.7	7.8	93
OUTDOOR IMPERATIVE		52785	1642	31.4	3.1	100	9379	30.4	17.8	97	8517	30.6	16.1	97	4376	30.9	8.3	98
RADIO IMPERATIVE		52882	1644	31.4	3.1	100	9971	32.3	18.9	102	9110	32.7	17.2	104	4452	31.5	8.4	100
OUTDOOR-TELEVISION: DUAL		32030	1269	24.2	4.0	127	6286	20.4	19.6	107	5829	20.9	18.2	110	2986	21.1	9.3	111
OUTDOOR IMPERATIVE		54626	1727	33.0	3.2	101	10953	35.5	20.1	109	9110	32.7	16.7	100	3890	27.5	7.1	84
TELEVISION IMPERATIVE		54874	1572	30.0	2.9	92	8643	28.0	15.8	86	8602	30.9	15.7	94	5259	37.2	9.6	114
RADIO-TELEVISION: DUAL		33386	1264	24.2	3.8	121	6010	19.5	18.0	98	5527	19.8	16.6	100	2797	19.8	8.4	99
RADIO IMPERATIVE		53810	1692	32.3	3.1	101	11522	37.3	21.4	116	9515	34.1	17.7	106	4260	30.1	7.9	94
TELEVISION IMPERATIVE		54023	1590	30.4	2.9	94	8704	28.2	16.1	88	8767	31.5	16.2	98	5091	36.0	9.4	112

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

0040
P-22

	TOTAL U.S. '000	CHICLETS A '000	CHICLETS B % DOWN	CHICLETS C % ACROSS	CHICLETS D INDX	DENTYNE A '000	DENTYNE B % DOWN	DENTYNE C % ACROSS	DENTYNE D INDX	DOUBLEMINT A '000	DOUBLEMINT B % DOWN	DOUBLEMINT C % ACROSS	DOUBLEMINT D INDX	FREEDENT A '000	FREEDENT B % DOWN	FREEDENT C % ACROSS	FREEDENT D INDX
TOTAL ADULTS	167727	5233	100.0	3.1	100	30868	100.0	18.4	100	27870	100.0	16.6	100	14140	100.0	8.4	100
ATLANTIC MONTHLY	867	**18	0.3	2.1	67	*114	0.4	13.1	71	**70	0.3	8.1	49	**57	0.4	6.6	78
BARRON'S	1580	**12	0.2	0.8	24	321	1.0	20.3	110	*273	1.0	17.3	104	**23	0.2	1.5	17
BETTER HOMES & GARDENS	22203	715	13.7	3.2	103	4613	14.9	20.8	113	3548	12.7	16.0	96	2081	14.7	9.4	111
BON APPETIT	3810	**85	1.6	2.2	72	752	2.4	19.7	107	528	1.9	13.9	83	278	2.0	7.3	87
BUSINESS WEEK	4463	**105	2.0	2.3	72	963	3.1	20.7	112	736	2.6	15.8	95	310	2.2	6.6	79
CAR AND DRIVER	3102	*186	3.6	6.0	192	574	1.9	18.5	101	494	1.8	15.9	96	*152	1.1	4.9	58
CBS MAGAZINE NETWORK (GROSS)	7311	*261	5.0	3.6	114	1773	5.7	24.3	132	1331	4.8	18.2	110	533	3.8	7.3	86
CHANGING TIMES	3400	**93	1.8	2.7	88	558	1.8	16.4	89	551	2.0	16.2	98	313	2.2	9.2	109
COLONIAL HOMES	1796	**145	2.8	8.1	259	434	1.4	24.2	131	363	1.3	20.2	122	*148	1.0	8.2	98
CONDE NAST MAG. PKG. (GROSS)	19924	821	15.7	4.1	132	5282	17.1	26.5	144	4316	15.5	21.7	130	1378	9.7	6.9	82
CONSUMERS DIGEST	3125	**44	0.8	1.4	45	550	1.8	17.6	96	641	2.3	20.5	123	296	2.1	9.5	112
COSMOPOLITAN	10577	543	10.4	5.1	165	2387	7.7	22.6	123	2380	8.5	22.5	135	958	6.8	9.1	107
COUNTRY LIVING	3746	**124	2.4	3.3	106	728	2.4	19.4	106	634	2.3	16.9	102	371	2.6	9.9	117
CUISINE	2214	**83	1.6	3.7	120	460	1.5	20.8	113	306	1.1	13.8	83	*221	1.6	10.0	118
CYCLE WORLD	2394	**104	2.0	4.3	139	681	2.2	28.4	155	530	1.9	22.1	133	*158	1.1	6.6	78
DCI:CREATIVE IDEAS FOR LIV	3068	*100	1.9	3.3	104	593	1.9	19.3	105	628	2.3	20.5	123	451	3.2	14.7	174
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	247	4.7	2.6	83	1746	5.7	18.3	99	1801	6.5	18.8	113	1186	8.4	12.4	147
DISCOVER	2277	**132	2.5	5.8	186	534	1.7	23.5	127	383	1.4	16.8	101	*154	1.1	6.8	80
EBONY	7187	493	9.4	6.9	220	1550	5.0	21.6	117	2103	7.5	29.3	176	856	6.1	11.9	141
ESQUIRE	2560	**137	2.6	5.4	172	620	2.0	24.2	132	536	1.9	20.9	126	*222	1.6	8.7	103
ESSENCE	3242	*230	4.4	7.1	227	895	2.9	27.6	150	1086	3.9	33.5	202	437	3.1	13.5	160
FAMILY CIRCLE	19639	801	15.3	4.1	131	3955	12.8	20.1	109	3238	11.6	16.5	99	2181	15.4	11.1	132
THE FAMILY HANDYMAN	3540	**53	1.0	1.5	48	674	2.2	19.0	103	594	2.1	16.8	101	*262	1.9	7.4	88
FAMILY WEEKLY	23924	741	14.2	3.1	99	4489	14.5	18.8	102	4066	14.6	17.0	102	2324	16.4	9.7	115
FIELD & STREAM	9883	*187	3.6	1.9	61	1961	6.4	19.8	108	1553	5.6	15.7	95	644	4.6	6.5	77
FOOD & WINE	1030	**40	0.8	3.9	124	272	0.9	26.4	143	*143	0.5	13.9	84	**115	0.8	11.2	132
FORBES	2679	**71	1.4	2.7	85	556	1.8	20.8	113	396	1.4	14.8	89	*130	0.9	4.9	58
FORTUNE	2931	**132	2.5	4.5	144	670	2.2	22.9	124	576	2.1	19.7	118	*105	0.7	3.6	42
GENTLEMEN'S QUARTERLY	3481	*265	5.1	7.6	244	996	3.2	28.6	155	783	2.8	22.5	135	*224	1.6	6.4	76
GLAMOUR	7163	280	5.4	3.9	125	1954	6.3	27.3	148	1707	6.1	23.8	143	536	3.8	7.5	89
GOLF DIGEST	2355	**52	1.0	2.2	71	388	1.3	16.5	90	327	1.2	13.9	84	*162	1.1	6.9	82
GOLF DIGEST/TENNIS (GROSS)	3610	**70	1.3	1.9	62	527	1.7	14.6	79	490	1.8	13.6	82	233	1.6	6.5	77
GOLF MAGAZINE	2046	**29	0.6	1.4	45	364	1.2	17.8	97	369	1.3	18.0	109	*124	0.9	6.1	72
GOLF MAGAZINE/SKI (GROSS)	3547	**78	1.5	2.2	70	648	2.1	18.3	99	626	2.2	17.6	106	*203	1.4	5.7	68
GOOD HOUSEKEEPING	20353	740	14.1	3.6	117	3937	12.8	19.3	105	3435	12.3	16.9	102	2001	14.2	9.8	117
HARPER'S BAZAAR	3362	*175	3.3	5.2	167	787	2.5	23.4	127	699	2.5	20.8	125	232	1.6	6.9	82
HEALTH	2987	*126	2.4	4.2	135	595	1.9	19.9	108	640	2.3	21.4	129	228	1.6	7.6	91
HEARST MAG CORP. BUY (GROSS)	67928	2702	51.6	4.0	127	13945	45.2	20.5	112	12579	45.1	18.5	111	6276	44.4	9.2	110
HEARST MAN POWER (GROSS)	11282	371	7.1	3.3	105	2385	7.7	21.1	115	1913	6.9	17.0	102	941	6.7	8.3	99
HEARST WOMAN POWER (GROSS)	40514	1667	31.9	4.1	132	8380	27.1	20.7	112	7734	27.8	19.1	115	3996	28.3	9.9	117
HOUSE BEAUTIFUL	4885	*163	3.1	3.3	107	920	3.0	18.8	102	818	2.9	16.7	101	394	2.8	8.1	96
INC.	1308	**26	0.5	2.0	64	*297	1.0	22.7	123	*236	0.8	18.0	109	**109	0.8	8.3	99
JET	6498	452	8.6	7.0	223	1627	5.3	25.0	136	1928	6.9	29.7	179	816	5.8	12.6	149
LADIES' HOME JOURNAL	14797	513	9.8	3.5	111	3241	10.5	21.9	119	2604	9.3	17.6	106	1369	9.7	9.3	110
LHJ FAMILY GRP COMBO(GROSS)	21743	808	15.4	3.7	119	4718	15.3	21.7	118	4092	14.7	18.8	113	2062	14.6	9.5	112
LIFE	9881	453	8.7	4.6	147	2163	7.0	21.9	119	1762	6.3	17.8	107	839	5.9	8.5	101
L.A. TIMES HOME MAGAZINE	2775	**57	1.1	2.1	66	631	2.0	22.7	124	322	1.2	11.6	70	**72	0.5	2.6	31
MADEMOISELLE	4219	*172	3.3	4.1	131	1191	3.9	28.2	153	1028	3.7	24.4	147	269	1.9	6.4	76
MC CALL'S	16422	668	12.8	4.1	130	3867	12.5	23.5	128	3091	11.1	18.8	113	1871	13.2	11.4	135
MC CALL'S/WRK MOTHER (GROSS)	17919	729	13.9	4.1	130	4331	14.0	24.2	131	3367	12.1	18.8	113	2027	14.3	11.3	134
MECHANIX ILLUSTRATED	4433	*98	1.9	2.2	71	765	2.5	17.3	94	652	2.3	14.7	89	280	2.0	6.3	75
METROPOLITAN HOME	1504	**43	0.8	2.9	92	342	1.1	22.7	124	264	0.9	17.6	106	*142	1.0	9.4	112
MONEY	4723	*203	3.9	4.3	138	967	3.1	20.5	111	727	2.6	15.4	93	249	1.8	5.3	63
MOTHER EARTH NEWS	2325	**24	0.5	1.0	33	524	1.7	22.5	122	469	1.7	20.2	121	**145	1.0	6.2	74
MS.	1189	**52	1.0	4.4	140	*246	0.8	20.7	112	286	1.0	24.1	145	**115	0.8	9.7	115
NATIONAL ENQUIRER	18892	748	14.3	4.0	127	4023	13.0	21.3	116	3546	12.7	18.8	113	1715	12.1	9.1	108
NATIONAL GEOGRAPHIC	22129	602	11.5	2.7	87	3889	12.6	17.6	95	3296	11.8	14.9	90	1723	12.2	7.8	92
NATIONAL SUNDAY MAGAZINE PKG	103750	3269	62.5	3.2	101	19047	61.7	18.4	100	16456	59.0	15.9	95	8331	58.9	8.0	95
NATURAL HISTORY	1379	**57	1.1	4.1	132	*285	0.9	20.7	112	*170	0.6	12.3	74	**86	0.6	6.2	74
NEW WOMAN	2289	**63	1.2	2.8	88	515	1.7	22.5	122	535	1.9	23.4	141	*170	1.2	7.4	88
NEW YORK INCLUDING CUE	1088	**23	0.4	2.1	68	*151	0.5	13.9	75	*149	0.5	13.7	82	**56	0.4	5.1	61
THE NEW YORKER	2459	**63	1.2	2.6	82	384	1.2	15.6	85	272	1.0	11.1	67	*201	1.4	8.2	97
NEWSWEEK	16527	403	7.7	2.4	78	3107	10.1	18.8	102	2566	9.2	15.5	93	1152	8.1	7.0	83
THE N.Y. TIMES DAILY EDITION	2739	**98	1.9	3.6	115	356	1.2	13.0	71	234	0.8	8.5	51	*123	0.9	4.5	53
THE N.Y. TIMES MAGAZINE	4443	*169	3.2	3.8	122	591	1.9	13.3	72	393	1.4	8.8	53	*176	1.2	4.0	47
OMNI	2799	**146	2.8	5.2	167	616	2.0	22.0	120	578	2.1	20.7	124	*178	1.3	6.4	75
ON CABLE	2209	**44	0.8	2.0	64	418	1.4	18.9	103	395	1.4	17.9	108	**126	0.9	5.7	68
1001 HOME IDEAS	3959	*170	3.2	4.3	138	882	2.9	22.3	121	848	3.0	21.4	129	465	3.3	11.7	139
ORGANIC GARDENING	3111	**90	1.7	2.9	93	511	1.7	16.4	89	441	1.6	14.2	85	328	2.3	10.5	125
OUTDOOR LIFE	5024	**106	2.0	2.1	68	1029	3.3	20.5	111	867	3.1	17.3	104	356	2.5	7.1	84
PARADE MAGAZINE	51292	1727	33.0	3.4	108	9781	31.7	19.1	104	7852	28.2	15.3	92	4214	29.8	8.2	97

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

0041
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	TOTAL U.S. '000	CHICLETS A '000	CHICLETS B % ACROSS DOWN	CHICLETS C % ACROSS %	CHICLETS D INDX	DENTYNE A '000	DENTYNE B % ACROSS DOWN	DENTYNE C % ACROSS %	DENTYNE D INDX	DOUBLEMINT A '000	DOUBLEMINT B % ACROSS DOWN	DOUBLEMINT C % ACROSS %	DOUBLEMINT D INDX	FREEDENT A '000	FREEDENT B % ACROSS DOWN	FREEDENT C % ACROSS %	FREEDENT D INDX
TOTAL ADULTS	167727	5233	100.0	3.1	100	30868	100.0	18.4	100	27870	100.0	16.6	100	14140	100.0	8.4	100
PARENTS	5298	*256	4.9	4.8	155	1256	4.1	23.7	129	1209	4.3	22.8	137	450	3.2	8.5	101
PENTHOUSE	5129	*201	3.8	3.9	126	1168	3.8	22.8	124	1098	3.9	21.4	129	398	2.8	7.8	92
PEOPLE	21070	754	14.4	3.6	115	4660	15.1	22.1	120	3956	14.2	18.8	113	1548	10.9	7.3	87
PLAYBOY	10562	349	6.7	3.3	106	2075	6.7	19.6	107	1887	6.8	17.9	108	699	4.9	6.6	79
POPULAR HOT RODDING	2498	**126	2.4	5.0	162	537	1.7	21.5	117	624	2.2	25.0	150	*172	1.2	6.9	82
POPULAR MECHANICS	5887	*184	3.5	3.1	100	1207	3.9	20.5	111	963	3.5	16.4	98	539	3.8	9.2	109
POPULAR SCIENCE	4317	**119	2.3	2.8	88	631	2.0	14.6	79	627	2.2	14.5	87	312	2.2	7.2	86
PREVENTION	5792	**90	1.7	1.6	50	887	2.9	15.3	83	646	2.3	11.2	67	523	3.7	9.0	107
PSYCHOLOGY TODAY	3284	**62	1.2	1.9	61	690	2.2	21.0	114	552	2.0	16.8	101	*245	1.7	7.5	88
READER'S DIGEST	40046	1055	20.2	2.6	84	7315	23.7	18.3	99	6526	23.4	16.3	98	3793	26.8	9.5	112
REDBOOK	9584	384	7.3	4.0	128	2056	6.7	21.5	117	1919	6.9	20.0	121	1037	7.3	10.8	128
ROAD & TRACK	2590	**76	1.5	2.9	94	584	1.9	22.5	123	438	1.6	16.9	102	*121	0.9	4.7	55
ROLLING STONE	3302	**167	3.2	5.1	162	709	2.3	21.5	117	897	3.2	27.2	163	*194	1.4	5.9	70
RUNNER'S WORLD	1229	**40	0.8	3.3	104	*195	0.6	15.9	86	*126	0.5	10.3	62	**73	0.5	5.9	70
SATURDAY EVENING POST	2110	**35	0.7	1.7	53	423	1.4	20.0	109	325	1.2	15.4	93	*128	0.9	6.1	72
SCIENCE 84	1543	**33	0.6	2.1	69	255	0.8	16.5	90	*213	0.8	13.8	83	**51	0.4	3.3	39
SCIENCE DIGEST	1747	**39	0.7	2.2	72	450	1.5	25.8	140	303	1.1	17.3	104	**118	0.8	6.8	80
SCIENTIFIC AMERICAN	1994	**75	1.4	3.8	121	374	1.2	18.8	102	256	0.9	12.8	77	**94	0.7	4.7	56
SELF	3119	**137	2.6	4.4	141	941	3.0	30.2	164	665	2.4	21.3	128	*207	1.5	6.6	79
SEVENTEEN	3923	*197	3.8	5.0	161	1157	3.7	29.5	160	831	3.0	21.2	127	275	1.9	7.0	83
SKI	1501	**49	0.9	3.3	105	284	0.9	18.9	103	*257	0.9	17.1	103	**79	0.6	5.3	62
SMITHSONIAN	5976	*116	2.2	1.9	62	1076	3.5	18.0	98	857	3.1	14.3	86	361	2.6	6.0	72
SOAP OPERA DIGEST	4228	*176	3.4	4.2	133	1093	3.5	25.9	140	951	3.4	22.5	135	474	3.4	11.2	133
SOUTHERN LIVING	6488	**147	2.8	2.3	73	1154	3.7	17.8	97	1173	4.2	18.1	109	735	5.2	11.3	134
SPORT	3500	**153	2.9	4.4	140	790	2.6	22.6	123	769	2.8	22.0	132	*220	1.6	6.3	75
THE SPORTING NEWS	2456	**99	1.9	4.0	129	666	2.2	27.1	147	495	1.8	20.2	121	*191	1.4	7.8	92
SPORTS AFIELD	3648	*148	2.8	4.1	130	728	2.4	20.0	108	647	2.3	17.7	107	284	2.0	7.8	92
SPORTS ILLUSTRATED	14484	392	7.5	2.7	87	2641	8.6	18.2	99	2298	8.2	15.9	95	860	6.1	5.9	70
STAR	12661	501	9.6	4.0	127	2718	8.8	21.5	117	2329	8.4	18.4	111	1243	8.8	9.8	116
SUNDAY	52799	1684	32.2	3.2	102	9116	29.5	17.3	94	8094	29.0	15.3	92	3627	25.7	6.9	81
SUNSET	3513	**55	1.1	1.6	50	658	2.1	18.7	102	562	2.0	16.0	96	*289	2.0	8.2	98
TV GUIDE	42766	1565	29.9	3.7	117	9092	29.5	21.3	116	7603	27.3	17.8	107	3866	27.3	9.0	107
TENNIS	1254	**18	0.3	1.4	46	*139	0.5	11.1	60	*163	0.6	13.0	78	**71	0.5	5.7	67
TIME	22054	763	14.6	3.5	111	3997	12.9	18.1	98	3441	12.3	15.6	94	1510	10.7	6.8	81
TOWN & COUNTRY	1555	**55	1.1	3.5	113	221	0.7	14.2	77	283	1.0	18.2	110	**114	0.8	7.3	87
TRAVEL & LEISURE	2173	**38	0.7	1.7	56	364	1.2	16.8	91	332	1.2	15.3	92	*192	1.4	8.8	105
TRUE STORY	4636	*319	6.1	6.9	221	1012	3.3	21.8	119	1118	4.0	24.1	145	533	3.8	11.5	136
U.S.NEWS & WORLD REPORT	10353	270	5.2	2.6	84	1757	5.7	17.0	92	1711	6.1	16.5	99	743	5.3	7.2	85
USA TODAY	4994	*214	4.1	4.3	137	882	2.9	17.7	96	806	2.9	16.1	97	326	2.3	6.5	77
US	3528	*207	4.0	5.9	188	955	3.1	27.1	147	844	3.0	23.9	144	256	1.8	7.3	86
VOGUE	5424	*232	4.4	4.3	137	1195	3.9	22.0	120	916	3.3	16.9	102	366	2.6	6.7	80
WALL STREET JOURNAL	6292	*148	2.8	2.4	75	1034	3.3	16.4	89	913	3.3	14.5	87	383	2.7	6.1	72
WEIGHT WATCHERS	2762	**74	1.4	2.7	86	591	1.9	21.4	116	549	2.0	19.9	120	370	2.6	13.4	159
WOMAN'S DAY	16320	729	13.9	4.5	143	3175	10.3	19.5	106	2695	9.7	16.5	99	1846	13.1	11.3	134
WORKING MOTHER	1496	**61	1.2	4.1	131	464	1.5	31.0	169	276	1.0	18.4	111	*156	1.1	10.4	124
WORKING WOMAN	1851	**88	1.7	4.8	152	455	1.5	24.6	134	489	1.8	26.4	159	*174	1.2	9.4	112
WORLD TENNIS	580	**17	0.3	2.9	94	**78	0.3	13.4	73	**104	0.4	17.9	108	**61	0.4	10.5	125
ZIFF-DAVIS MAG NETWK (GROSS)	12412	518	9.9	4.2	134	2354	7.6	19.0	103	2279	8.2	18.4	111	806	5.7	6.5	77
BLAIR INSERTS	91671	2864	54.7	3.1	100	16548	53.6	18.1	98	13918	49.9	15.2	91	6929	49.0	7.6	90
DAILY NEWSPAPERS																	
READ ANY	109190	3417	65.3	3.1	100	19629	63.6	18.0	98	17264	61.9	15.8	95	8997	63.6	8.2	98
READ ONE	89587	2938	56.1	3.3	105	16298	52.8	18.2	99	14348	51.5	16.0	96	7388	52.2	8.2	98
READ TWO OR MORE	19602	479	9.2	2.4	78	3330	10.8	17.0	92	2916	10.5	14.9	90	1609	11.4	8.2	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3476	66.4	3.2	102	20029	64.9	18.3	99	17502	62.8	16.0	96	8681	61.4	7.9	94
READ ONE	95074	3080	58.9	3.2	104	17391	56.3	18.3	99	15290	54.9	16.1	97	7582	53.6	8.0	95
READ TWO OR MORE	14588	396	7.6	2.7	87	2638	8.5	18.1	98	2212	7.9	15.2	91	1099	7.8	7.5	89
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.56				31.94				29.39				26.90			
30 DAY REACH	149706	4652	88.9	3.1	100	27886	90.3	18.6	101	25218	90.5	16.8	101	12310	87.1	8.2	98
50 SHWG - 30 DAY AV FREQ	15.16	16.06				16.75				15.53				14.31			
30 DAY REACH	142406	4436	84.8	3.1	100	26643	86.3	18.7	102	23892	85.7	16.8	101	11603	82.1	8.1	97
25 SHWG - 30 DAY AV FREQ	8.23	8.73				8.96				8.44				7.73			
30 DAY REACH	131152	4095	78.3	3.1	100	24871	80.6	19.0	103	21963	78.8	16.7	101	10758	76.1	8.2	97
CABLE TV: HOME WIRED	66879	2025	38.7	3.0	97	12759	41.3	19.1	104	11751	42.2	17.6	106	5840	41.3	8.7	104
HOME NOT WIRED	100848	3209	61.3	3.2	102	18109	58.7	18.0	98	16119	57.8	16.0	96	8300	58.7	8.2	98
HAVE PAY CABLE	35024	1157	22.1	3.3	106	7079	22.9	20.2	110	6587	23.6	18.8	113	2703	19.1	7.7	92

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	CHICLETS A '000	CHICLETS B % DOWN	CHICLETS C % ACROSS	CHICLETS D INDX	DENTYNE A '000	DENTYNE B % DOWN	DENTYNE C % ACROSS	DENTYNE D INDX	DOUBLEMINT A '000	DOUBLEMINT B % DOWN	DOUBLEMINT C % ACROSS	DOUBLEMINT D INDX	FREEDENT A '000	FREEDENT B % DOWN	FREEDENT C % ACROSS	FREEDENT D INDX
TOTAL ADULTS	167727	5233	100.0	3.1	100	30868	100.0	18.4	100	27870	100.0	16.6	100	14140	100.0	8.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2976	56.9	3.1	100	18665	60.5	19.5	106	16360	58.7	17.1	103	7690	54.4	8.0	95
10:00 AM - 3:00 PM	63599	2049	39.2	3.2	103	12642	41.0	19.9	108	10939	39.3	17.2	104	5289	37.4	8.3	99
3:00 PM - 7:00 PM	72097	2565	49.0	3.6	114	14398	46.6	20.0	109	12496	44.8	17.3	104	5443	38.5	7.5	90
7:00 PM - MIDNIGHT	36670	1503	28.7	4.1	131	7351	23.8	20.0	109	6542	23.5	17.8	107	2930	20.7	8.0	95
MIDNIGHT - 6:00 AM	21908	688	13.1	3.1	101	4333	14.0	19.8	107	4182	15.0	19.1	115	1991	14.1	9.1	108
6:00 AM - MIDNIGHT	127571	4192	80.1	3.3	105	24774	80.3	19.4	106	21894	78.6	17.2	103	10076	71.3	7.9	94
ENTIRE DAY	129239	4218	80.6	3.3	105	25144	81.5	19.5	106	22220	79.7	17.2	103	10285	72.7	8.0	94
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1052	20.1	3.1	99	6686	21.7	19.7	107	5477	19.7	16.1	97	2684	19.0	7.9	94
ALL NEWS	6062	242	4.6	4.0	128	934	3.0	15.4	84	856	3.1	14.1	85	372	2.6	6.1	73
AOR/PROGRESSIVE	11884	399	7.6	3.4	108	2467	8.0	20.8	113	2067	7.4	17.4	105	562	4.0	4.7	56
BEAUTIFUL MUSIC	11180	346	6.6	3.1	99	1882	6.1	16.8	91	1873	6.7	16.8	101	982	6.9	8.8	104
BLACK	4538	*169	3.2	3.7	119	1159	3.8	25.5	139	1341	4.8	29.6	178	647	4.6	14.3	169
CLASSICAL	3857	**102	1.9	2.6	85	685	2.2	17.8	97	596	2.1	15.5	93	254	1.8	6.6	78
CHR/ROCK	21946	1011	19.3	4.6	148	5057	16.4	23.0	125	4139	14.9	18.9	114	1630	11.5	7.4	88
COUNTRY	27262	700	13.4	2.6	82	5258	17.0	19.3	105	4698	16.9	17.2	104	2476	17.5	9.1	108
GOLDEN OLDIES	3339	**51	1.0	1.5	49	633	2.1	19.0	103	568	2.0	17.0	102	*156	1.1	4.7	55
MOR/NOSTALGIA	10346	282	5.4	2.7	87	1922	6.2	18.6	101	1595	5.7	15.4	93	667	4.7	6.4	76
NEWS/TALK	8929	*196	3.7	2.2	70	1393	4.5	15.6	85	1214	4.4	13.6	82	613	4.3	6.9	81
RELIGIOUS	5488	*297	5.7	5.4	173	1109	3.6	20.2	110	1029	3.7	18.8	113	562	4.0	10.2	121
SOFT ROCK	1232	**96	1.8	7.8	250	*323	1.0	26.2	142	*207	0.7	16.8	101	**102	0.7	8.3	98
URBAN CONTEMPORARY	3184	*182	3.5	5.7	183	667	2.2	20.9	114	882	3.2	27.7	167	404	2.9	12.7	151
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*188	3.6	2.7	87	1424	4.6	20.6	112	1378	4.9	19.9	120	624	4.4	9.0	107
ABC DIRECTION	5212	*244	4.7	4.7	150	885	2.9	17.0	92	840	3.0	16.1	97	431	3.0	8.3	98
ABC ENTERTAINMENT	10385	359	6.9	3.5	111	1814	5.9	17.5	95	1607	5.8	15.5	93	666	4.7	6.4	76
ABC FM	4762	*253	4.8	5.3	170	1240	4.0	26.0	141	974	3.5	20.5	123	405	2.9	8.5	101
ABC INFORMATION	11339	298	5.7	2.6	84	2202	7.1	19.4	106	1935	6.9	17.1	103	946	6.7	8.3	99
ABC ROCK	4878	*210	4.0	4.3	138	1162	3.8	23.8	129	999	3.6	20.5	123	307	2.2	6.3	75
CBS	10709	229	4.4	2.1	69	1815	5.9	16.9	92	1657	5.9	15.5	93	694	4.9	6.5	77
MUTUAL	10251	283	5.4	2.8	88	1630	5.3	15.9	86	1808	6.5	17.6	106	776	5.5	7.6	90
NBC	12243	361	6.9	2.9	95	2243	7.3	18.3	100	1658	5.9	13.5	82	1165	8.2	9.5	113
RADIORADIO	4606	*149	2.8	3.2	104	917	3.0	19.9	108	681	2.4	14.8	89	435	3.1	9.4	112
RKO ONE	5148	*195	3.7	3.8	121	1201	3.9	23.3	127	944	3.4	18.3	110	384	2.7	7.5	88
RKO TWO	7313	*215	4.1	2.9	94	1297	4.2	17.7	96	1110	4.0	15.2	91	624	4.4	8.5	101
THE SOURCE	5981	*194	3.7	3.2	104	1207	3.9	20.2	110	1006	3.6	16.8	101	390	2.8	6.5	77
NON-WIRED : BLAIR	19329	513	9.8	2.7	85	3787	12.3	19.6	106	3727	13.4	19.3	116	1483	10.5	7.7	91
INTERNET	27139	1065	20.4	3.9	126	5682	18.4	20.9	114	5225	18.7	19.3	116	2126	15.0	7.8	93
KATZ RADIO GROUP	36319	996	19.0	2.7	88	6401	20.7	17.6	96	5760	20.7	15.9	95	2513	17.8	6.9	82
SUPERNET	22361	849	16.2	3.8	122	4554	14.8	20.4	111	4099	14.7	18.3	110	1786	12.6	8.0	95
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	474	9.1	3.3	105	2573	8.3	17.7	96	2480	8.9	17.1	103	1469	10.4	10.1	120
MKDAY 9:00 AM - 1:00 PM	18688	643	12.3	3.4	110	3369	10.9	18.0	98	3316	11.9	17.7	107	1920	13.6	10.3	122
MKDAY 1:00 PM - 4:30 PM	24061	778	14.9	3.2	104	4702	15.2	19.5	106	4332	15.5	18.0	108	2482	17.6	10.3	122
MKDAY 4:30 PM - 7:30 PM	44079	1439	27.5	3.3	105	7574	24.5	17.2	93	7324	26.3	16.6	100	4133	29.2	9.4	111
MKDAY 7:30 PM - 8:00 PM	61979	2059	39.3	3.3	106	10698	34.7	17.3	94	10177	36.5	16.4	99	5717	40.4	9.2	109
MKDAY 11:00 PM - 11:30 PM	49084	1650	31.5	3.4	108	8756	28.4	17.8	97	8447	30.3	17.2	104	4468	31.6	9.1	108
MKDAY 11:30 PM - 1:00 AM	16560	564	10.8	3.4	109	3161	10.2	19.1	104	3098	11.1	18.7	113	1443	10.2	8.7	103
M-SAT 8-11 PM+SUN 7-11 PM	66967	2188	41.8	3.3	105	12139	39.3	18.1	98	11140	40.0	16.6	100	5927	41.9	8.9	105
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	317	6.1	3.4	110	1882	6.1	20.3	110	1912	6.9	20.6	124	1063	7.5	11.5	136
ANOTHER WORLD N	6138	172	3.3	2.8	90	1279	4.1	20.8	113	1092	3.9	17.8	107	685	4.8	11.2	132
AS THE WORLD TURNS C	7707	248	4.7	3.2	103	1467	4.8	19.0	103	1159	4.2	15.0	91	833	5.9	10.8	128
CAPITOL C	4688	*141	2.7	3.0	96	837	2.7	17.9	97	819	2.9	17.5	105	439	3.1	9.4	111
CBS MORN. NEWS 1 C	2792	*92	1.8	3.3	106	490	1.6	17.6	95	462	1.7	16.5	100	245	1.7	8.8	104
CBS MORN. NEWS 2 C	2071	*53	1.0	2.6	82	354	1.1	17.1	93	260	0.9	12.6	76	209	1.5	10.1	120
DAYS OF OUR LIVES N	8018	245	4.7	3.1	98	1606	5.2	20.0	109	1431	5.1	17.8	107	902	6.4	11.2	133
FACTS OF LIFE - DAYTIME N	3487	116	2.2	3.3	107	683	2.2	19.6	106	617	2.2	17.7	106	291	2.1	8.3	99
FAMILY FEUD A	4817	136	2.6	2.8	90	928	3.0	19.3	105	839	3.0	17.4	105	542	3.8	11.3	133
GENERAL HOSPITAL A	8333	234	4.5	2.8	90	1768	5.7	21.2	115	1645	5.9	19.7	119	949	6.7	11.4	135
GOOD MORNING, AMERICA-730 A	5472	166	3.2	3.0	97	1027	3.3	18.8	102	1009	3.6	18.4	111	583	4.1	10.7	126
GOOD MORNING, AMERICA-830 A	3965	110	2.1	2.8	89	635	2.1	16.0	87	636	2.3	16.0	97	408	2.9	10.3	122
GUIDING LIGHT C	7542	230	4.4	3.0	98	1349	4.4	17.9	97	1105	4.0	14.7	88	740	5.2	9.8	116
ONE LIFE TO LIVE A	6018	215	4.1	3.6	115	1397	4.5	23.2	126	1301	4.7	21.6	130	717	5.1	11.9	141
PRESS YOUR LUCK C	3589	*124	2.4	3.5	111	619	2.0	17.2	94	614	2.2	17.1	103	367	2.6	10.2	121
PRICE IS RIGHT 1 C	7418	196	3.7	2.6	85	1293	4.2	17.4	95	1336	4.8	18.0	108	706	5.0	9.5	113
PRICE IS RIGHT 2 C	8276	218	4.2	2.6	84	1533	5.0	18.5	101	1537	5.5	18.6	112	825	5.8	10.0	118
RYAN'S HOPE A	4358	166	3.2	3.8	122	958	3.1	22.0	119	840	3.0	19.3	116	515	3.6	11.8	140
SALE OF THE CENTURY N	3749	*145	2.8	3.9	124	771	2.5	20.6	112	743	2.7	19.8	119	423	3.0	11.3	134
SEARCH FOR TOMORROW N	2884	*143	2.7	5.0	159	556	1.8	19.3	105	605	2.2	21.0	126	266	1.9	9.2	109
TODAY SHOW 1 N	4869	158	3.0	3.2	104	819	2.7	16.8	91	842	3.0	17.3	104	500	3.5	10.3	122
TODAY SHOW 2 N	4135	107	2.0	2.6	83	646	2.1	15.6	85	698	2.5	16.9	102	382	2.7	9.2	110
$25,000 PYRAMID C	4361	185	3.5	4.2	136	812	2.6	18.6	101	699	2.5	16.0	96	419	3.0	9.6	114
WHEEL OF FORTUNE N	6187	228	4.4	3.7	118	1102	3.6	17.8	97	1150	4.1	18.6	112	662	4.7	10.7	127
YOUNG AND THE RESTLESS C	8186	269	5.1	3.3	105	1547	5.0	18.9	103	1437	5.2	17.6	106	896	6.3	10.9	130
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*161	3.1	3.4	109	660	2.1	14.0	76	703	2.5	14.9	90	418	3.0	8.8	105
NBA PLAYOFF GAME -1 C	5127	177	3.4	3.5	111	842	2.7	16.4	89	833	3.0	16.2	98	328	2.3	6.4	76
NBC MAJOR LEAGUE PRE-GAME N	3945	**175	3.3	4.4	142	675	2.2	17.1	93	755	2.7	19.1	115	396	2.8	10.0	119
SPORTSWORLD - SUN N	3370	*120	2.3	3.6	114	568	1.8	16.9	92	558	2.0	16.6	100	248	1.8	7.4	87
SUNDAY MORNING C	4200	*108	2.1	2.6	82	886	2.9	21.1	115	632	2.3	15.0	91	400	2.8	9.5	113

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

0043
P-22

		TOTAL U.S. '000	CHICLETS A '000	CHICLETS B % DOWN	CHICLETS C % ACROSS	CHICLETS D INDX	DENTYNE A '000	DENTYNE B % DOWN	DENTYNE C % ACROSS	DENTYNE D INDX	DOUBLEMINT A '000	DOUBLEMINT B % DOWN	DOUBLEMINT C % ACROSS	DOUBLEMINT D INDX	FREEDENT A '000	FREEDENT B % DOWN	FREEDENT C % ACROSS	FREEDENT D INDX
TOTAL ADULTS		167727	5233	100.0	3.1	100	30868	100.0	18.4	100	27870	100.0	16.6	100	14140	100.0	8.4	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1476	28.2	2.8	90	8621	27.9	16.5	90	8258	29.6	15.8	95	5193	36.7	9.9	118
NETWORK AFFILIATES - LATE		39164	1216	23.2	3.1	100	6993	22.7	17.9	97	6719	24.1	17.2	103	3679	26.0	9.4	111
INDEPENDENTS - LATE		5133	204	3.9	4.0	127	866	2.8	16.9	92	733	2.6	14.3	86	335	2.4	6.5	77
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	699	13.4	3.1	98	4222	13.7	18.5	101	4011	14.4	17.6	106	1961	13.9	8.6	102
ABC MONDAY NIGHT MOVIE	A	11258	309	5.9	2.7	88	2155	7.0	19.1	104	1939	7.0	17.2	104	882	6.2	7.8	93
ABC SUNDAY NIGHT MOVIE	A	23600	723	13.8	3.1	98	4250	13.8	18.0	98	3995	14.3	16.9	102	2141	15.1	9.1	108
ABC WORLD NEWS TONIGHT	A	12801	478	9.1	3.7	120	2177	7.1	17.0	92	2208	7.9	17.2	104	1347	9.5	10.5	125
AFTERMASH	C	10966	*389	7.4	3.5	114	1868	6.1	17.0	93	1842	6.6	16.8	101	1119	7.9	10.2	121
ALICE	C	17050	588	11.2	3.4	111	3166	10.3	18.6	101	2848	10.2	16.7	101	1745	12.3	10.2	121
AMERICAN PARADE	C	11998	337	6.4	2.8	90	1921	6.2	16.0	87	1797	6.4	15.0	90	1138	8.0	9.5	113
BENSON	A	19258	696	13.3	3.6	116	3434	11.1	17.8	97	3218	11.5	16.7	101	2094	14.8	10.9	129
BLUE THUNDER	A	11478	395	7.5	3.4	110	2199	7.1	19.2	104	1974	7.1	17.2	104	1049	7.4	9.1	108
CAGNEY & LACEY	C	18263	650	12.4	3.6	114	3533	11.4	19.3	105	3006	10.8	16.5	99	1863	13.2	10.2	121
CBS EVENING NEWS-DEAN	C	7733	*265	5.1	3.4	110	1233	4.0	15.9	87	1085	3.9	14.0	84	779	5.5	10.1	119
CBS EVENING NEWS-RATHER	C	15653	457	8.7	2.9	94	2608	8.4	16.7	91	2389	8.6	15.3	92	1358	9.6	8.7	103
CBS SAT. NEWS-SCHIEFFER	C	8744	296	5.7	3.4	109	1498	4.9	17.1	93	1429	5.1	16.3	98	1017	7.2	11.6	138
CBS SATURDAY NIGHT MOVIE	C	12000	355	6.8	3.0	95	2188	7.1	18.2	99	2114	7.6	17.6	106	810	5.7	6.8	80
CBS WEDNESDAY NIGHT MOVIE	C	11522	390	7.5	3.4	108	2052	6.6	17.8	97	1891	6.8	16.4	99	1033	7.3	9.0	106
CHEERS	N	16818	544	10.4	3.2	104	3177	10.3	18.9	103	2771	9.9	16.5	99	1457	10.3	8.7	103
DALLAS	C	37510	1078	20.6	2.9	92	6701	21.7	17.9	97	6605	23.7	17.6	106	3873	27.4	10.3	122
DIFF'RENT STROKES	N	11258	437	8.4	3.9	124	2094	6.8	18.6	101	2047	7.3	18.2	109	1083	7.7	9.6	114
DOUBLE TROUBLE	N	12248	421	8.0	3.4	110	2317	7.5	18.9	103	2187	7.8	17.9	107	1154	8.2	9.4	112
DUCK FACTORY	N	11100	335	6.4	3.0	97	2183	7.1	19.7	107	1776	6.4	16.0	96	920	6.5	8.3	98
DUKES OF HAZZARD	C	12353	338	6.5	2.7	88	2400	7.8	19.4	106	1922	6.9	15.6	94	1291	9.1	10.5	124
DYNASTY	A	33279	1150	22.0	3.5	111	6408	20.8	19.3	105	6099	21.9	18.3	110	3354	23.7	10.1	120
FACTS OF LIFE	N	13410	465	8.9	3.5	111	2457	8.0	18.3	100	2386	8.6	17.8	107	1230	8.7	9.2	109
FALCON CREST	C	31093	1007	19.2	3.2	104	5459	17.7	17.6	95	5501	19.7	17.7	106	3348	23.7	10.8	128
FALL GUY	A	18649	594	11.4	3.2	102	3496	11.3	18.7	102	3217	11.5	17.3	104	1853	13.1	9.9	118
FAMILY TIES	N	13101	394	7.5	3.0	96	2250	7.3	17.2	93	2212	7.9	16.9	102	1118	7.9	8.5	101
FANTASY ISLAND	A	13069	517	9.9	4.0	127	2241	7.3	17.1	93	2130	7.6	16.3	98	1274	9.0	9.7	116
FOULUPS,BLEEPS & BLUNDERS	A	16588	643	12.3	3.9	124	3185	10.3	19.2	104	2873	10.3	17.3	104	1375	9.7	8.3	98
FOUR SEASONS	C	9302	*277	5.3	3.0	95	1639	5.3	17.6	96	1640	5.9	17.6	106	909	6.4	9.8	116
GIMME A BREAK	N	13955	384	7.3	2.8	88	2279	7.4	16.3	89	2542	9.1	18.2	110	1297	9.2	9.3	110
HART TO HART	A	15735	605	11.6	3.8	123	2746	8.9	17.5	95	2825	10.1	18.0	108	1440	10.2	9.2	109
HILL STREET BLUES	N	18257	541	10.3	3.0	95	3604	11.7	19.7	107	3116	11.2	17.1	103	1571	11.1	8.6	102
HOTEL	A	24236	591	11.3	2.4	78	4333	14.0	17.9	97	4262	15.3	17.6	106	2373	16.8	9.8	116
JEFFERSONS	C	17010	600	11.5	3.5	113	3169	10.3	18.6	101	2936	10.5	17.3	104	1815	12.8	10.7	127
JENNIFER SLEPT HERE	N	9397	404	7.7	4.3	138	1817	5.9	19.3	105	1547	5.6	16.5	99	912	6.4	9.7	115
KATE & ALLIE	C	16762	531	10.1	3.2	102	3097	10.0	18.5	100	2599	9.3	15.5	93	1576	11.1	9.4	112
KNIGHT RIDER	N	13164	438	8.4	3.3	107	2491	8.1	18.9	103	2208	7.9	16.8	101	1243	8.8	9.4	112
LOVE BOAT	A	20400	675	12.9	3.3	106	3528	11.4	17.3	94	2964	10.6	14.5	87	2228	15.8	10.9	130
MAGNUM PI	C	22543	626	12.0	2.8	89	4338	14.1	19.2	105	3715	13.3	16.5	99	2109	14.9	9.4	111
MAMA'S FAMILY	N	9852	302	5.8	3.1	98	1790	5.8	18.2	99	1778	6.4	18.0	109	1047	7.4	10.6	126
MASTER, THE	N	8082	*204	3.9	2.5	81	1357	4.4	16.8	91	1238	4.4	15.3	92	614	4.3	7.6	90
MATT HOUSTON	A	12881	428	8.2	3.3	106	2414	7.8	18.7	102	2245	8.1	17.4	105	1140	8.1	8.9	105
NBC MONDAY NIGHT MOVIE	N	23889	686	13.1	2.9	92	4498	14.6	18.8	102	4308	15.5	18.0	109	1983	14.0	8.3	98
NBC NIGHTLY NEWS	N	11156	298	5.7	2.7	86	1814	5.9	16.3	88	1700	6.1	15.2	92	1061	7.5	9.5	113
NBC NIGHTLY NEWS-SAT	N	7363	*197	3.8	2.7	86	1044	3.4	14.2	77	1156	4.1	15.7	94	665	4.7	9.0	107
NBC NIGHTLY NEWS-SUN	N	6214	*166	3.2	2.7	86	1042	3.4	16.8	91	935	3.4	15.0	91	544	3.8	8.8	104
NBC SUNDAY NIGHT MOVIE	N	17590	533	10.2	3.0	97	3444	11.2	19.6	106	3312	11.9	18.8	113	1575	11.1	9.0	106
NEWHART	C	16740	594	11.4	3.5	114	3184	10.3	19.0	103	2671	9.6	16.0	96	1683	11.9	10.1	119
ONE DAY AT A TIME	C	11820	488	9.3	4.1	132	2205	7.1	18.7	101	2027	7.3	17.1	103	1177	8.3	10.0	118
PEOPLE ARE FUNNY	N	9138	334	6.4	3.7	117	1651	5.3	18.1	98	1672	6.0	18.3	110	877	6.2	9.6	114
REAL PEOPLE	N	15979	441	8.4	2.8	88	2726	8.8	17.1	93	2571	9.2	16.1	97	1665	11.8	10.4	124
REMINGTON STEELE	N	14395	467	8.9	3.2	104	2597	8.4	18.0	98	2381	8.5	16.5	100	1311	9.3	9.1	108
RIPLEY'S BELIEVE IT - NOT	A	11362	349	6.7	3.1	98	2057	6.7	18.1	98	1758	6.3	15.5	93	860	6.1	7.6	90
RIPTIDE	N	13920	478	9.1	3.4	110	2877	9.3	20.7	112	2234	8.0	16.0	97	1281	9.1	9.2	109
SCARECROW & MRS. KING	C	17571	520	9.9	3.0	95	3281	10.6	18.7	101	2678	9.6	15.2	92	1617	11.4	9.2	109
SIMON & SIMON	C	20208	555	10.6	2.7	88	3835	12.4	19.0	103	3518	12.6	17.4	105	1811	12.8	9.0	106
60 MINUTES	C	27668	884	16.9	3.2	102	4389	14.2	15.9	86	3983	14.3	14.4	87	2546	18.0	9.2	109
ST. ELSEWHERE	N	13699	402	7.7	2.9	94	2655	8.6	19.4	105	2388	8.6	17.4	105	1113	7.9	8.1	96
THREE'S COMPANY	A	20632	661	12.6	3.2	103	3835	12.4	18.6	101	3817	13.7	18.5	111	1800	12.7	8.7	103
T.J. HOOKER	A	17136	612	11.7	3.6	114	3148	10.2	18.4	100	2949	10.6	17.2	104	1706	12.1	10.0	118
TONIGHT SHOW	N	4963	130	2.5	2.6	84	842	2.7	17.0	92	863	3.1	17.4	105	402	2.8	8.1	96
TRAPPER JOHN, M.D.	C	16332	496	9.5	3.0	97	3039	9.8	18.6	101	2541	9.1	15.6	94	1671	11.8	10.2	121
TV BLOOPERS & PRAC. JOKES	N	18881	475	9.1	2.5	81	3743	12.1	19.8	108	3345	12.0	17.7	107	1494	10.6	7.9	94
20/20	A	18315	531	10.1	2.9	93	3009	9.7	16.4	89	3046	10.9	16.6	100	1315	9.3	7.2	85
WEBSTER	A	18722	679	13.0	3.6	116	3170	10.3	16.9	92	3130	11.2	16.7	101	2062	14.6	11.0	131
WORLD NEWS - SUN	A	5327	*165	3.2	3.1	99	776	2.5	14.6	79	671	2.4	12.6	76	529	3.7	9.9	118
YELLOW ROSE	N	8370	241	4.6	2.9	92	1704	5.5	20.4	111	1492	5.4	17.8	107	829	5.9	9.9	117
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	710	13.6	2.7	88	5111	16.6	19.8	107	4414	15.8	17.1	103	2438	17.2	9.4	112
BASKETBALL - COLLEGE GAMES		14468	*496	9.5	3.4	110	3417	11.1	23.6	128	2913	10.5	20.1	121	1454	10.3	10.0	119
BASKETBALL - PRO GAMES		12124	*492	9.4	4.1	130	2799	9.1	23.1	125	2530	9.1	20.9	126	1245	8.8	10.3	122
BOWLING		9412	*377	7.2	4.0	128	1915	6.2	20.3	111	1671	6.0	17.8	107	1049	7.4	11.1	132
BOXING		15409	519	9.9	3.4	108	3152	10.2	20.5	111	2813	10.1	18.3	110	1142	8.1	7.4	88
FOOTBALL - COLLEGE GAMES		21400	639	12.2	3.0	96	4610	14.9	21.5	117	4208	15.1	19.7	118	1831	12.9	8.6	101
FOOTBALL - PRO GAMES		35944	1167	22.3	3.2	104	7319	23.7	20.4	111	6524	23.4	18.2	109	3156	22.3	8.8	104
GOLF		9759	**309	5.9	3.2	101	1766	5.7	18.1	98	1544	5.5	15.8	95	884	6.3	9.1	107
POST-SEASON COLL. FOOTBALL		18123	*608	11.6	3.4	108	4072	13.2	22.5	122	3436	12.3	19.0	114	1507	10.7	8.3	99
POST-SEASON PRO FOOTBALL		22091	666	12.7	3.0	97	4382	14.2	19.8	108	3893	14.0	17.6	106	1864	13.2	8.4	100
TENNIS		6764	**202	3.9	3.0	96	1683	5.5	24.9	135	1194	4.3	17.7	106	818	5.8	12.1	143
WRESTLING - PROFESSIONAL		9695	*363	6.9	3.7	120	2285	7.4	23.6	128	2213	7.9	22.8	137	1139	8.1	11.7	139

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

0044
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	TOTAL U.S. '000	FRESHEN-UP A '000	FRESHEN-UP B % DOWN	FRESHEN-UP C % ACROSS	FRESHEN-UP D INDX	HUBBA BUBBA A '000	HUBBA BUBBA B % DOWN	HUBBA BUBBA C % ACROSS	HUBBA BUBBA D INDX	JUICY FRUIT A '000	JUICY FRUIT B % DOWN	JUICY FRUIT C % ACROSS	JUICY FRUIT D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX
TOTAL ADULTS	167727	10899	100.0	6.5	100	9504	100.0	5.7	100	23554	100.0	14.0	100	24051	100.0	14.3	100
MALES	79263	4266	39.1	5.4	83	4312	45.4	5.4	96	10824	46.0	13.7	97	8452	35.1	10.7	74
FEMALES	88464	6633	60.9	7.5	115	5192	54.6	5.9	104	12730	54.0	14.4	102	15599	64.9	17.6	123
18 - 24	28671	3481	31.9	12.1	187	3235	34.0	11.3	199	6381	27.1	22.3	158	6124	25.5	21.4	149
25 - 34	39536	3320	30.5	8.4	129	3131	32.9	7.9	140	6962	29.6	17.6	125	7383	30.7	18.7	130
35 - 44	28978	1801	16.5	6.2	96	1684	17.7	5.8	103	4255	18.1	14.7	105	4470	18.6	15.4	108
45 - 54	22345	939	8.6	4.2	65	623	6.6	2.8	49	2362	10.0	10.6	75	2588	10.8	11.6	81
55 - 64	22224	795	7.3	3.6	55	*382	4.0	1.7	30	1799	7.6	8.1	58	2132	8.9	9.6	67
65 OR OLDER	25973	564	5.2	2.2	33	*451	4.7	1.7	31	1795	7.6	6.9	49	1354	5.6	5.2	36
18 - 34	68207	6801	62.4	10.0	153	6365	67.0	9.3	165	13344	56.7	19.6	139	13507	56.2	19.8	138
18 - 49	108058	9258	84.9	8.6	132	8406	88.4	7.8	137	18845	80.0	17.4	124	19374	80.6	17.9	125
25 - 54	90859	6059	55.6	6.7	103	5437	57.2	6.0	106	13579	57.7	14.9	106	14441	60.0	15.9	111
35 - 49	39851	2457	22.5	6.2	95	2041	21.5	5.1	90	5502	23.4	13.8	98	5867	24.4	14.7	103
50 OR OLDER	59669	1641	15.1	2.8	42	1098	11.6	1.8	32	4709	20.0	7.9	56	4677	19.4	7.8	55
GRADUATED COLLEGE	28091	1012	9.3	3.6	55	1020	10.7	3.6	64	2999	12.7	10.7	76	4645	19.3	16.5	115
ATTENDED COLLEGE	28938	2005	18.4	6.9	107	1454	15.3	5.0	89	4123	17.5	14.2	101	5194	21.6	17.9	125
GRADUATED HIGH SCHOOL	65503	4792	44.0	7.3	113	4041	42.5	6.2	109	9862	41.9	15.1	107	9535	39.6	14.6	102
DID NOT GRADUATE HIGH SCHOOL	45195	3091	28.4	6.8	105	2989	31.4	6.6	117	6570	27.9	14.5	104	4677	19.4	10.3	72
EMPLOYED MALES	56429	3044	27.9	5.4	83	3011	31.7	5.3	94	8375	35.6	14.8	106	6603	27.5	11.7	82
EMPLOYED FEMALES	43971	3593	33.0	8.2	126	2640	27.8	6.0	106	6412	27.2	14.6	104	9248	38.5	21.0	147
EMPLOYED FULL-TIME	87773	5559	51.0	6.3	97	4772	50.2	5.4	96	12398	52.6	14.1	101	13182	54.8	15.0	105
EMPLOYED PART-TIME	12627	1078	9.9	8.5	131	880	9.3	7.0	123	2389	10.1	18.9	135	2668	11.1	21.1	147
NOT EMPLOYED	67327	4262	39.1	6.3	97	3852	40.5	5.7	101	8767	37.2	13.0	93	8200	34.1	12.2	85
PROFESSIONAL/MANAGER	25845	1069	9.8	4.1	64	914	9.6	3.5	62	2731	11.6	10.6	75	4017	16.7	15.5	108
TECH/CLERICAL/SALES	30895	1969	18.1	6.4	98	1650	17.4	5.3	94	4485	19.0	14.5	103	5854	24.3	18.9	132
PRECISION/CRAFT	12629	944	8.7	7.5	115	844	8.9	6.7	118	1720	7.3	13.6	97	1662	6.9	13.2	92
OTHER EMPLOYED	31031	2655	24.4	8.6	132	2244	23.6	7.2	128	5851	24.8	18.9	134	4318	18.0	13.9	97
SINGLE	35557	3649	33.5	10.3	158	3399	35.8	9.6	169	6725	28.6	18.9	135	7124	29.6	20.0	140
MARRIED	103585	5673	52.1	5.5	84	4996	52.6	4.8	85	13736	58.3	13.3	94	13999	58.2	13.5	94
DIVORCED/SEPARATED/WIDOWED	28585	1578	14.5	5.5	85	1108	11.7	3.9	68	3094	13.1	10.8	77	2928	12.2	10.2	71
PARENTS	59295	4822	44.2	8.1	125	4644	48.9	7.8	138	10401	44.2	17.5	125	9930	41.3	16.7	117
WHITE	146081	8748	80.3	6.0	92	7326	77.1	5.0	89	19274	81.8	13.2	94	21082	87.7	14.4	101
BLACK	17974	1980	18.2	11.0	170	1862	19.6	10.4	183	3635	15.4	20.2	144	2234	9.3	12.4	87
OTHER	3672	**171	1.6	4.7	72	**315	3.3	8.6	151	*646	2.7	17.6	125	*735	3.1	20.0	140
NORTHEAST-CENSUS	37005	1901	17.4	5.1	79	1436	15.1	3.9	68	3887	16.5	10.5	75	6111	25.4	16.5	115
NORTH CENTRAL	42642	2823	25.9	6.6	102	2310	24.3	5.4	96	6353	27.0	14.9	106	6378	26.5	15.0	104
SOUTH	56777	4616	42.4	8.1	125	4133	43.5	7.3	128	9605	40.8	16.9	120	6225	25.9	11.0	76
WEST	31303	1559	14.3	5.0	77	1625	17.1	5.2	92	3709	15.7	11.8	84	5337	22.2	17.0	119
NORTHEAST-MKTG.	38125	1971	18.1	5.2	80	1387	14.6	3.6	64	3589	15.2	9.4	67	6026	25.1	15.8	110
EAST CENTRAL	24794	1766	16.2	7.1	110	1425	15.0	5.7	101	3885	16.5	15.7	112	3614	15.0	14.6	102
WEST CENTRAL	28511	1844	16.9	6.5	100	1468	15.4	5.1	91	4231	18.0	14.8	106	4394	18.3	15.4	107
SOUTH	48953	3952	36.3	8.1	124	3786	39.8	7.7	136	8774	37.3	17.9	128	5415	22.5	11.1	77
PACIFIC	27344	1365	12.5	5.0	77	1438	15.1	5.3	93	3075	13.1	11.2	80	4602	19.1	16.8	117
COUNTY SIZE A	69301	4227	38.8	6.1	94	3460	36.4	5.0	88	8465	35.9	12.2	87	10486	43.6	15.1	106
COUNTY SIZE B	50633	3311	30.4	6.5	101	3069	32.3	6.1	107	7284	30.9	14.4	102	7536	31.3	14.9	104
COUNTY SIZE C	26259	1577	14.5	6.0	92	1541	16.2	5.9	104	4191	17.8	16.0	114	3117	13.0	11.9	83
COUNTY SIZE D	21534	1784	16.4	8.3	127	1435	15.1	6.7	118	3615	15.3	16.8	120	2912	12.1	13.5	94
METRO CENTRAL CITY	50014	3070	28.2	6.1	94	3136	33.0	6.3	111	7150	30.4	14.3	102	7780	32.3	15.6	108
METRO SUBURBAN	76832	4811	44.1	6.3	96	3929	41.3	5.1	90	9498	40.3	12.4	88	11350	47.2	14.8	103
NON METRO	40881	3018	27.7	7.4	114	2439	25.7	6.0	105	6907	29.3	16.9	120	4921	20.5	12.0	84
TOP 5 ADI'S	39550	2021	18.5	5.1	79	1993	21.0	5.0	89	4583	19.5	11.6	83	6497	27.0	16.4	115
TOP 10 ADI'S	54877	3035	27.8	5.5	85	2646	27.8	4.8	85	6446	27.4	11.7	84	8286	34.5	15.1	105
TOP 20 ADI'S	77516	4369	40.1	5.6	87	3752	39.5	4.8	85	9486	40.3	12.2	87	11559	48.1	14.9	104
HSHLD INC. $50,000 OR MORE	17257	*565	5.2	3.3	50	*750	7.9	4.3	77	1970	8.4	11.4	81	2527	10.5	14.6	102
$40,000 OR MORE	33235	1576	14.5	4.7	73	1714	18.0	5.2	91	3896	16.5	11.7	83	5576	23.2	16.8	117
$30,000 OR MORE	59693	3136	28.8	5.3	81	2990	31.5	5.0	88	7037	29.9	11.8	84	10051	41.8	16.8	117
$25,000 OR MORE	76275	4093	37.6	5.4	83	3772	39.7	4.9	87	9253	39.3	12.1	86	12761	53.1	16.7	117
$20,000 - $24,999	18607	1460	13.4	7.8	121	1059	11.1	5.7	100	2971	12.6	16.0	114	2642	11.0	14.2	99
$15,000 - $19,999	17175	1061	9.7	6.2	95	1021	10.7	5.9	105	2324	9.9	13.5	96	2308	9.6	13.4	94
$10,000 - $14,999	24569	1861	17.1	7.6	117	1510	15.9	6.1	108	4067	17.3	16.6	118	2969	12.3	12.1	84
UNDER $10,000	31101	2424	22.2	7.8	120	2143	22.5	6.9	122	4940	21.0	15.9	113	3370	14.0	10.8	76
HOUSEHOLD OF 1 PERSON	19441	740	6.8	3.8	59	453	4.8	2.3	41	1620	6.9	8.3	59	2000	8.3	10.3	72
2 PEOPLE	51803	2369	21.7	4.6	70	1838	19.3	3.5	63	5803	24.6	11.2	80	5970	24.8	11.5	80
3 OR 4 PEOPLE	66933	5034	46.2	7.5	116	4346	45.7	6.5	115	10723	45.5	16.0	114	10979	45.6	16.4	114
5 OR MORE PEOPLE	29550	2756	25.3	9.3	144	2868	30.2	9.7	171	5408	23.0	18.3	130	5102	21.2	17.3	120
NO CHILD IN HSHLD	96587	4565	41.9	4.7	73	3540	37.2	3.7	65	11025	46.8	11.4	81	11834	49.2	12.3	85
CHILD(REN) UNDER 2 YRS	10844	1047	9.6	9.7	149	1010	10.6	9.3	164	2048	8.7	18.9	134	2025	8.4	18.7	130
2 - 5 YEARS	26358	2530	23.2	9.6	148	2205	23.2	8.4	148	5456	23.2	20.7	147	5234	21.8	19.9	138
6 - 11 YEARS	30453	2462	22.6	8.1	124	2793	29.4	9.2	162	5563	23.6	18.3	130	5019	20.9	16.5	115
12 - 17 YEARS	36575	3305	30.3	9.0	139	3170	33.4	8.7	153	6293	26.7	17.2	123	5624	23.4	15.4	107
RESIDENCE OWNED	117770	6737	61.8	5.7	88	5984	63.0	5.1	90	15095	64.1	12.8	91	16277	67.7	13.8	96
VALUE: $50,000 OR MORE	70166	3542	32.5	5.0	78	3286	34.6	4.7	83	7803	33.1	11.1	79	10597	44.1	15.1	105
VALUE: UNDER $50,000	47604	3195	29.3	6.7	103	2698	28.4	5.7	100	7292	31.0	15.3	109	5679	23.6	11.9	83

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CHEWING GUM - BRANDS USED
(ADULTS)

0045
P-22

		TOTAL U.S. '000	FRESHEN-UP A '000	FRESHEN-UP B % DOWN	FRESHEN-UP C % ACROSS	FRESHEN-UP D INDX	HUBBA BUBBA A '000	HUBBA BUBBA B % DOWN	HUBBA BUBBA C % ACROSS	HUBBA BUBBA D INDX	JUICY FRUIT A '000	JUICY FRUIT B % DOWN	JUICY FRUIT C % ACROSS	JUICY FRUIT D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX
TOTAL ADULTS		167727	10899	100.0	6.5	100	9504	100.0	5.7	100	23554	100.0	14.0	100	24051	100.0	14.3	100
MAGAZINES	QUINTILE 1	34022	2336	21.4	6.9	106	2191	23.1	6.4	114	5354	22.7	15.7	112	6163	25.6	18.1	126
	QUINTILE 2	34800	2640	24.2	7.6	117	1959	20.6	5.6	99	4977	21.1	14.3	102	5819	24.2	16.7	117
	QUINTILE 3	30514	1660	15.2	5.4	84	1628	17.1	5.3	94	3974	16.9	13.0	93	3768	15.7	12.3	86
	QUINTILE 4	33324	2230	20.5	6.7	103	1803	19.0	5.4	95	4901	20.8	14.7	105	4475	18.6	13.4	94
	QUINTILE 5	35066	2033	18.7	5.8	89	1923	20.2	5.5	97	4348	18.5	12.4	88	3825	15.9	10.9	76
NEWSPAPERS	QUINTILE 1	29107	1249	11.5	4.3	66	1275	13.4	4.4	77	3284	13.9	11.3	80	4431	18.4	15.2	106
	QUINTILE 2	49095	2674	24.5	5.4	84	2334	24.6	4.8	84	6505	27.6	13.2	94	7108	29.6	14.5	101
	QUINTILE 3	23107	1757	16.1	7.6	117	1463	15.4	6.3	112	3306	14.0	14.3	102	3569	14.8	15.4	108
	QUINTILE 4	33556	2473	22.7	7.4	113	1957	20.6	5.8	103	4872	20.7	14.5	103	5115	21.3	15.2	106
	QUINTILE 5	32863	2746	25.2	8.4	129	2474	26.0	7.5	133	5588	23.7	17.0	121	3828	15.9	11.6	81
OUTDOOR	QUINTILE 1	33431	2244	20.6	6.7	103	2318	24.4	6.9	122	5314	22.6	15.9	113	5646	23.5	16.9	118
	QUINTILE 2	33478	2521	23.1	7.5	116	2277	24.0	6.8	120	4917	20.9	14.7	105	4981	20.7	14.9	104
	QUINTILE 3	33574	2142	19.7	6.4	98	1658	17.4	4.9	87	4585	19.5	13.7	97	4592	19.1	13.7	95
	QUINTILE 4	33935	2180	20.0	6.4	99	1631	17.2	4.8	85	4581	19.4	13.5	96	4762	19.8	14.0	98
	QUINTILE 5	33310	1812	16.6	5.4	84	1620	17.0	4.9	86	4158	17.7	12.5	89	4070	16.9	12.2	85
RADIO-DRIVE TIME	QUINTILE 1	33136	2331	21.4	7.0	108	1974	20.8	6.0	105	4866	20.7	14.7	105	4963	20.6	15.0	104
	QUINTILE 2	31658	2532	23.2	8.0	123	1694	17.8	5.4	94	4291	18.2	13.6	97	4604	19.1	14.5	101
	QUINTILE 3	32541	2013	18.5	6.2	95	1871	19.7	5.7	101	4786	20.3	14.7	105	4732	19.7	14.5	101
	QUINTILE 4	34247	2081	19.1	6.1	94	2153	22.7	6.3	111	5083	21.6	14.8	106	5388	22.4	15.7	110
	QUINTILE 5	36144	1943	17.8	5.4	83	1812	19.1	5.0	88	4527	19.2	12.5	89	4365	18.1	12.1	84
RADIO-MID-DAY	TERCILE 1	45037	3185	29.2	7.1	109	2760	29.0	6.1	108	6269	26.6	13.9	99	6608	27.5	14.7	102
	TERCILE 2	44819	3192	29.3	7.1	110	2603	27.4	5.8	102	6661	28.3	14.9	106	6612	27.5	14.8	103
	TERCILE 3	77872	4522	41.5	5.8	89	4141	43.6	5.3	94	10624	45.1	13.6	97	10831	45.0	13.9	97
RADIO-TOTAL	QUINTILE 1	33763	2555	23.4	7.6	116	2223	23.4	6.6	116	4875	20.7	14.4	103	5280	22.0	15.6	109
	QUINTILE 2	33240	2576	23.6	7.7	119	2016	21.2	6.1	107	5094	21.6	15.3	109	4614	19.2	13.9	97
	QUINTILE 3	33408	2066	19.0	6.2	95	1674	17.6	5.0	88	4704	20.0	14.1	100	5120	21.3	15.3	107
	QUINTILE 4	34792	2106	19.3	6.1	93	1937	20.4	5.6	98	4901	20.8	14.1	100	5314	22.1	15.3	107
	QUINTILE 5	32524	1595	14.6	4.9	75	1654	17.4	5.1	90	3979	16.9	12.2	87	3723	15.5	11.4	80
TV-PRIME TIME	QUINTILE 1	33090	1913	17.6	5.8	89	1913	20.1	5.8	102	4506	19.1	13.6	97	4065	16.9	12.3	86
	QUINTILE 2	33357	2109	19.4	6.3	97	1987	20.9	6.0	105	4065	17.3	12.2	87	4889	20.3	14.7	102
	QUINTILE 3	33980	2445	22.4	7.2	111	1787	18.8	5.3	93	4809	20.4	14.2	101	5303	22.0	15.6	109
	QUINTILE 4	33854	2165	19.9	6.4	98	1949	20.5	5.8	102	5038	21.4	14.9	106	5166	21.5	15.3	106
	QUINTILE 5	33444	2267	20.8	6.8	104	1869	19.7	5.6	99	5137	21.8	15.4	109	4629	19.2	13.8	97
TV-DAYTIME	TERCILE 1	49121	3374	31.0	6.9	106	2856	30.1	5.8	103	7306	31.0	14.9	106	6704	27.9	13.6	95
	TERCILE 2	48823	3660	33.6	7.5	115	3073	32.3	6.3	111	7617	32.3	15.6	111	7612	31.6	15.6	109
	TERCILE 3	69782	3865	35.5	5.5	85	3575	37.6	5.1	90	8631	36.6	12.4	88	9735	40.5	14.0	97
TV-TOTAL	QUINTILE 1	33584	2253	20.7	6.7	103	2163	22.8	6.4	114	4874	20.7	14.5	103	4050	16.8	12.1	84
	QUINTILE 2	33441	2008	18.4	6.0	92	1813	19.1	5.4	96	4551	19.3	13.6	97	4547	18.9	13.6	95
	QUINTILE 3	33505	2145	19.7	6.4	99	1827	19.2	5.5	96	4281	18.2	12.8	91	4927	20.5	14.7	103
	QUINTILE 4	33466	2185	20.0	6.5	100	1715	18.0	5.1	90	4804	20.4	14.4	102	5448	22.7	16.3	114
	QUINTILE 5	33731	2308	21.2	6.8	105	1985	20.9	5.9	104	5045	21.4	15.0	107	5079	21.1	15.1	105
MAGAZINES-NEWSPAPERS: DUAL		44503	2556	23.5	5.7	88	2275	23.9	5.1	90	6204	26.3	13.9	99	7395	30.7	16.6	116
MAGAZINE IMPERATIVE		39363	3411	31.3	8.7	133	2797	29.4	7.1	125	6317	26.8	16.0	114	6393	26.6	16.2	113
NEWSPAPER IMPERATIVE		46441	2173	19.9	4.7	72	1997	21.0	4.3	76	5528	23.5	11.9	85	5794	24.1	12.5	87
MAGAZINES-OUTDOOR: DUAL		33726	2373	21.8	7.0	108	2033	21.4	6.0	106	5238	22.2	15.5	111	5860	24.4	17.4	121
MAGAZINE IMPERATIVE		52846	3510	32.2	6.6	102	3059	32.2	5.8	102	7409	31.5	14.0	100	8002	33.3	15.1	106
OUTDOOR IMPERATIVE		52140	3481	31.9	6.7	103	3304	34.8	6.3	112	7443	31.6	14.3	102	6759	28.1	13.0	90
MAGAZINES-RADIO: DUAL		37081	3092	28.4	8.3	128	2327	24.5	6.3	111	5900	25.0	15.9	113	6485	27.0	17.5	122
MAGAZINE IMPERATIVE		49747	2806	25.7	5.6	87	2717	28.6	5.5	96	6814	28.9	13.7	98	7930	33.0	15.9	111
RADIO IMPERATIVE		49208	3243	29.8	6.6	101	2845	29.9	5.8	102	6746	28.6	13.7	98	6080	25.3	12.4	86
MAGAZINES-TELEVISION: DUAL		33103	2184	20.0	6.6	102	2249	23.7	6.8	120	4940	21.0	14.9	106	4529	18.8	13.7	95
MAGAZINE IMPERATIVE		54575	3708	34.0	6.8	105	2961	31.2	5.4	96	7917	33.6	14.5	103	9754	40.6	17.9	125
TELEVISION IMPERATIVE		53249	3168	29.1	5.9	92	2750	28.9	5.2	91	6756	28.7	12.7	90	6168	25.6	11.6	81
NEWSPAPERS-OUTDOOR: DUAL		36255	2062	18.9	5.7	88	2079	21.9	5.7	101	5211	22.1	14.4	102	5623	23.4	15.5	108
NEWSPAPER IMPERATIVE		55591	2878	26.4	5.2	80	2388	25.1	4.3	76	6715	28.5	12.1	86	7867	32.7	14.2	99
OUTDOOR IMPERATIVE		48319	4029	37.0	8.3	128	3598	37.9	7.4	131	7725	32.8	16.0	114	7379	30.7	15.3	106
NEWSPAPERS-RADIO: DUAL		37242	2230	20.5	6.0	92	1905	20.0	5.1	90	5046	21.4	13.5	96	5615	23.3	15.1	105
NEWSPAPER IMPERATIVE		54423	2537	23.3	4.7	72	2439	25.7	4.5	79	6645	28.2	12.2	87	8021	33.3	14.7	103
RADIO IMPERATIVE		46650	4202	38.6	9.0	139	3294	34.7	7.1	125	7731	32.8	16.6	118	6857	28.5	14.7	103
NEWSPAPERS-TELEVISION: DUAL		35974	1910	17.5	5.3	82	1894	19.9	5.3	93	4492	19.1	12.5	89	5003	20.8	13.9	97
NEWSPAPER IMPERATIVE		56095	3020	27.7	5.4	83	2672	28.1	4.8	84	7258	30.8	12.9	92	8906	37.0	15.9	111
TELEVISION IMPERATIVE		47170	3686	33.8	7.8	120	3144	33.1	6.7	118	7369	31.3	15.6	111	6113	25.4	13.0	90
OUTDOOR-RADIO: DUAL		33748	2602	23.9	7.7	119	2366	24.9	7.0	124	5303	22.5	15.7	112	5265	21.9	15.6	109
OUTDOOR IMPERATIVE		52785	3131	28.7	5.9	91	3167	33.3	6.0	106	7553	32.1	14.3	102	7840	32.6	14.9	104
RADIO IMPERATIVE		52882	3759	34.5	7.1	109	2686	28.3	5.1	90	7291	31.0	13.8	98	7378	30.7	14.0	97
OUTDOOR-TELEVISION: DUAL		32030	2062	18.9	6.4	99	2277	24.0	7.1	125	5019	21.3	15.7	112	4482	18.6	14.0	98
OUTDOOR IMPERATIVE		54626	3842	35.3	7.0	108	3273	34.4	6.0	106	8041	34.1	14.7	105	9081	37.8	16.6	116
TELEVISION IMPERATIVE		54874	3439	31.6	6.3	96	2764	29.1	5.0	89	6936	29.4	12.6	90	6925	28.8	12.6	88
RADIO-TELEVISION: DUAL		33386	2498	22.9	7.5	115	2257	23.7	6.8	119	5176	22.0	15.5	110	4487	18.7	13.4	94
RADIO IMPERATIVE		53810	3999	36.7	7.4	114	2976	31.3	5.5	98	7660	32.5	14.2	101	8655	36.0	16.1	112
TELEVISION IMPERATIVE		54023	2935	26.9	5.4	84	2767	29.1	5.1	90	6929	29.4	12.8	91	6916	28.8	12.8	89

*=PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION .
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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	FRESHEN-UP A '000	FRESHEN-UP B % DOWN	FRESHEN-UP C % ACROSS	FRESHEN-UP D INDX	HUBBA BUBBA A '000	HUBBA BUBBA B % DOWN	HUBBA BUBBA C % ACROSS	HUBBA BUBBA D INDX	JUICY FRUIT A '000	JUICY FRUIT B % DOWN	JUICY FRUIT C % ACROSS	JUICY FRUIT D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX
TOTAL ADULTS	167727	10899	100.0	6.5	100	9504	100.0	5.7	100	23554	100.0	14.0	100	24051	100.0	14.3	100
ATLANTIC MONTHLY	867	**41	0.4	4.7	73	**23	0.2	2.7	47	**95	0.4	11.0	78	*201	0.8	23.2	162
BARRON'S	1580	**10	0.1	0.6	10	**106	1.1	6.7	118	**203	0.9	12.8	91	*202	0.8	12.8	89
BETTER HOMES & GARDENS	22203	1547	14.2	7.0	107	1297	13.6	5.8	103	3218	13.7	14.5	103	3948	16.4	17.8	124
BON APPETIT	3810	*175	1.6	4.6	71	*173	1.8	4.5	80	420	1.8	11.0	78	596	2.5	15.6	109
BUSINESS WEEK	4663	*272	2.5	5.8	90	*243	2.6	5.2	92	756	3.2	16.2	115	643	2.7	13.8	96
CAR AND DRIVER	3102	*251	2.3	8.1	125	*295	3.1	9.5	168	458	1.9	14.8	105	352	1.5	11.3	79
CBS MAGAZINE NETWORK (GROSS)	7311	616	5.7	8.4	130	705	7.4	9.6	170	1291	5.5	17.7	126	1119	4.7	15.3	107
CHANGING TIMES	3400	*240	2.2	7.1	109	*187	2.0	5.5	97	423	1.8	12.4	89	377	1.6	11.1	77
COLONIAL HOMES	1796	*151	1.4	8.4	129	**141	1.5	7.9	139	363	1.5	20.2	144	263	1.1	14.6	102
CONDE NAST MAG. PKG. (GROSS)	19924	2003	18.4	10.1	155	1328	14.0	6.7	118	3598	15.3	18.1	129	4673	19.4	23.5	164
CONSUMERS DIGEST	3125	**71	0.7	2.3	35	*130	1.4	4.2	73	404	1.7	12.9	92	377	1.6	12.1	84
COSMOPOLITAN	10577	992	9.1	9.4	144	750	7.9	7.1	125	1788	7.6	16.9	120	2231	9.3	21.1	147
COUNTRY LIVING	3746	304	2.8	8.1	125	*280	2.9	7.5	132	586	2.5	15.6	111	831	3.5	22.2	155
CUISINE	2214	**97	0.9	4.4	67	**130	1.4	5.9	104	*287	1.2	13.0	92	365	1.5	16.5	115
CYCLE WORLD	2394	*211	1.9	8.8	136	*262	2.8	10.9	193	463	2.0	19.3	138	415	1.7	17.3	121
DCI:CREATIVE IDEAS FOR LIV	3068	289	2.7	9.4	145	*223	2.3	7.3	128	659	2.8	21.5	153	639	2.7	20.8	145
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	774	7.1	8.1	125	573	6.0	6.0	106	1654	7.0	17.3	123	1517	6.3	15.9	111
DISCOVER	2277	**125	1.1	5.5	84	*229	2.4	10.1	177	500	2.1	22.0	156	417	1.7	18.3	128
EBONY	7187	866	7.9	12.0	185	903	9.5	12.6	222	1736	7.4	24.2	172	1062	4.4	14.8	103
ESQUIRE	2560	*194	1.8	7.6	117	*299	3.1	11.7	206	560	2.4	21.9	156	319	1.3	12.5	87
ESSENCE	3242	406	3.7	12.5	193	419	4.4	12.9	228	824	3.5	25.4	181	511	2.1	15.8	110
FAMILY CIRCLE	19639	1270	11.7	6.5	100	1018	10.7	5.2	91	2873	12.2	14.6	104	3744	15.6	19.1	133
THE FAMILY HANDYMAN	3540	*247	2.3	7.0	107	*265	2.8	7.5	132	656	2.8	18.5	132	401	1.7	11.3	79
FAMILY WEEKLY	23924	1344	12.3	5.6	86	1433	15.1	6.0	106	3548	15.1	14.8	106	3364	14.0	14.1	98
FIELD & STREAM	9883	683	6.3	6.9	106	722	7.6	7.3	129	1892	8.0	19.1	136	1196	5.0	12.1	84
FOOD & WINE	1030	**80	0.7	7.8	120	**67	0.7	6.5	115	*151	0.6	14.7	104	*194	0.8	18.8	131
FORBES	2679	**61	0.6	2.3	35	**135	1.4	5.0	89	391	1.7	14.6	104	517	2.1	19.3	135
FORTUNE	2931	**89	0.8	3.0	47	**162	1.7	5.5	98	458	1.9	15.6	111	455	1.9	15.5	108
GENTLEMEN'S QUARTERLY	3481	508	4.7	14.6	225	412	4.3	11.8	209	763	3.2	21.9	156	723	3.0	20.8	145
GLAMOUR	7163	765	7.0	10.7	164	510	5.4	7.1	126	1388	5.9	19.4	138	1790	7.4	25.0	174
GOLF DIGEST	2355	**91	0.8	3.9	59	**96	1.0	4.1	72	279	1.2	11.8	84	275	1.1	11.7	81
GOLF DIGEST/TENNIS (GROSS)	3610	*161	1.5	4.5	69	*158	1.7	4.4	77	365	1.5	10.1	72	443	1.8	12.3	86
GOLF MAGAZINE	2046	**86	0.8	4.2	65	**93	1.0	4.5	80	*248	1.1	12.1	86	*256	1.1	12.5	87
GOLF MAGAZINE/SKI (GROSS)	3547	*120	1.1	3.4	52	*147	1.5	4.1	73	406	1.7	11.4	82	504	2.1	14.2	99
GOOD HOUSEKEEPING	20353	1397	12.8	6.9	106	1017	10.7	5.0	88	2883	12.2	14.2	101	3975	16.5	19.5	136
HARPER'S BAZAAR	3362	*244	2.2	7.3	112	*276	2.9	8.2	145	585	2.5	17.4	124	745	3.1	22.2	155
HEALTH	2987	*190	1.7	6.4	98	*211	2.2	7.1	125	478	2.0	16.0	114	562	2.3	18.8	131
HEARST MAG CORP. BUY (GROSS)	67928	5149	47.2	7.6	117	4361	45.9	6.4	113	10714	45.5	15.8	112	12915	53.7	19.0	133
HEARST MAN POWER (GROSS)	11282	866	7.9	7.7	118	821	8.6	7.3	128	1969	8.4	17.5	124	1647	6.8	14.6	102
HEARST WOMAN POWER (GROSS)	40514	3065	28.1	7.6	116	2439	25.7	6.0	106	6196	26.3	15.3	109	8153	33.9	20.1	140
HOUSE BEAUTIFUL	4885	389	3.6	8.0	123	*294	3.1	6.0	106	766	3.3	15.7	112	980	4.1	20.1	140
INC.	1308	**53	0.5	4.1	62	**99	1.0	7.6	134	*266	1.1	20.3	145	*293	1.2	22.4	156
JET	6498	928	8.5	14.3	220	843	8.9	13.0	229	1470	6.2	22.6	161	990	4.1	15.2	106
LADIES' HOME JOURNAL	14797	1127	10.3	7.6	117	839	8.8	5.7	100	2311	9.8	15.6	111	2955	12.3	20.0	139
LHJ FAMILY GRP COMBO(GROSS)	21743	1756	16.1	8.1	124	1313	13.8	6.0	107	3498	14.9	16.1	115	4327	18.0	19.9	139
LIFE	9881	897	8.2	9.1	140	744	7.8	7.5	133	1606	6.8	16.3	116	1720	7.2	17.4	121
L.A. TIMES HOME MAGAZINE	2775	**106	1.0	3.8	59	**109	1.1	3.9	69	349	1.5	12.6	90	456	1.9	16.4	115
MADEMOISELLE	4219	524	4.8	12.4	191	*261	2.7	6.2	109	754	3.2	17.9	127	941	3.9	22.3	156
MC CALL'S	16422	1205	11.1	7.3	113	965	10.2	5.9	104	2512	10.7	15.3	109	3500	14.6	21.3	149
MC CALL'S/WRK MOTHER (GROSS)	17919	1290	11.8	7.2	111	1085	11.4	6.1	107	2789	11.8	15.6	111	3807	15.8	21.2	148
MECHANIX ILLUSTRATED	4433	*377	3.5	8.5	131	*235	2.5	5.3	94	669	2.8	15.1	107	501	2.1	11.3	79
METROPOLITAN HOME	1504	**94	0.9	6.3	96	**80	0.8	5.3	94	*185	0.8	12.3	88	227	0.9	15.1	105
MONEY	4723	*283	2.6	6.0	92	*282	3.0	6.0	105	659	2.8	14.0	99	793	3.3	16.8	117
MOTHER EARTH NEWS	2325	**175	1.6	7.5	116	**166	1.7	7.1	126	377	1.6	16.2	115	503	2.1	21.6	151
MS.	1189	**79	0.7	6.6	102	**118	1.2	9.9	175	*186	0.8	15.6	111	*241	1.0	20.3	141
NATIONAL ENQUIRER	18892	1660	15.2	8.8	135	1436	15.1	7.6	134	3111	13.2	16.5	117	2650	11.0	14.0	98
NATIONAL GEOGRAPHIC	22129	1119	10.3	5.1	78	1127	11.9	5.1	90	2876	12.2	13.0	93	3313	13.8	15.0	104
NATIONAL SUNDAY MAGAZINE PKG	103750	6063	55.6	5.8	90	5300	55.8	5.1	90	13781	58.5	13.3	95	15722	65.4	15.2	106
NATURAL HISTORY	1379	**93	0.9	6.7	104	**139	1.5	10.1	178	*191	0.8	13.9	99	*140	0.6	10.2	71
NEW WOMAN	2289	*198	1.8	8.7	133	*161	1.7	7.0	124	408	1.7	17.8	127	415	1.7	18.1	126
NEW YORK INCLUDING CUE	1088	**39	0.4	3.6	55	**34	0.4	3.1	55	**116	0.5	10.7	76	*162	0.7	14.9	104
THE NEW YORKER	2459	**111	1.0	4.5	69	**86	0.9	3.5	62	*184	0.8	7.5	53	382	1.6	15.5	108
NEWSWEEK	16527	931	8.5	5.6	87	908	9.6	5.5	97	2397	10.2	14.5	103	2779	11.6	16.8	117
THE N.Y. TIMES DAILY EDITION	2739	**63	0.6	2.3	35	**61	0.6	2.2	39	171	0.7	6.2	44	411	1.7	15.0	105
THE N.Y. TIMES MAGAZINE	4443	**82	0.8	1.8	28	*90	0.9	2.0	36	337	1.4	7.6	54	698	2.9	15.7	110
OMNI	2799	*164	1.5	5.9	90	*265	2.8	9.5	167	554	2.4	19.8	141	461	1.9	16.5	115
ON CABLE	2209	**119	1.1	5.4	83	*211	2.2	9.6	169	332	1.4	15.0	107	295	1.2	13.4	93
1001 HOME IDEAS	3959	439	4.0	11.1	171	*263	2.8	6.6	117	709	3.0	17.9	128	811	3.4	20.5	143
ORGANIC GARDENING	3111	**137	1.3	4.4	68	**121	1.3	3.9	69	387	1.6	12.4	89	378	1.6	12.2	85
OUTDOOR LIFE	5024	391	3.6	7.8	120	397	4.2	7.9	139	1064	4.5	21.2	151	685	2.8	13.6	95
PARADE MAGAZINE	51292	2951	27.1	5.8	89	2583	27.2	5.0	89	6461	27.4	12.6	90	7852	32.6	15.3	107

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	FRESHEN-UP A '000	FRESHEN-UP B % DOWN	FRESHEN-UP C % ACROSS	FRESHEN-UP D INDX	BUBBA A '000	BUBBA B % DOWN	BUBBA C % ACROSS	BUBBA D INDX	JUICY FRUIT A '000	JUICY FRUIT B % DOWN	JUICY FRUIT C % ACROSS	JUICY FRUIT D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX
TOTAL ADULTS	167727	10899	100.0	6.5	100	9504	100.0	5.7	100	23554	100.0	14.0	100	24051	100.0	14.3	100
PARENTS	5298	447	4.1	8.4	130	436	4.6	8.2	145	1063	4.5	20.1	143	1380	5.7	26.0	182
PENTHOUSE	5129	515	4.7	10.0	155	583	6.1	11.4	201	1132	4.8	22.1	157	838	3.5	16.3	114
PEOPLE	21070	1770	16.2	8.4	129	1352	14.2	6.4	113	3385	14.4	16.1	114	4180	17.4	19.8	138
PLAYBOY	10562	804	7.4	7.6	117	795	8.4	7.5	133	1837	7.8	17.4	124	1499	6.2	14.2	99
POPULAR HOT RODDING	2498	*339	3.1	13.6	209	*359	3.8	14.4	254	530	2.3	21.2	151	401	1.7	16.1	112
POPULAR MECHANICS	5887	433	4.0	7.4	113	*426	4.5	7.2	128	974	4.1	16.5	118	845	3.5	14.4	100
POPULAR SCIENCE	4317	*209	1.9	4.8	75	**213	2.2	4.9	87	571	2.4	13.2	94	505	2.1	11.7	82
PREVENTION	5792	*273	2.5	4.7	73	*272	2.9	4.7	83	632	2.7	10.9	78	884	3.7	15.3	106
PSYCHOLOGY TODAY	3284	*144	1.3	4.4	67	*162	1.7	4.9	87	469	2.0	14.3	102	676	2.8	20.6	144
READER'S DIGEST	40046	2491	22.9	6.2	96	1760	18.5	4.4	78	5363	22.8	13.4	95	5580	23.2	13.9	97
REDBOOK	9584	676	6.2	7.1	109	672	7.1	7.0	124	1525	6.5	15.9	113	1947	8.1	20.3	142
ROAD & TRACK	2590	*238	2.2	9.2	141	*261	2.7	10.1	178	399	1.7	15.4	110	351	1.5	13.6	95
ROLLING STONE	3302	*254	2.3	7.7	118	*247	2.6	7.5	132	696	3.0	21.1	150	715	3.0	21.7	151
RUNNER'S WORLD	1229	**100	0.9	8.1	125	**94	1.0	7.6	135	*242	1.0	19.7	140	*152	0.6	12.4	86
SATURDAY EVENING POST	2110	**123	1.1	5.8	90	*189	2.0	9.0	158	328	1.4	15.5	111	404	1.7	19.1	134
SCIENCE 84	1543	**85	0.8	5.5	85	**67	0.7	4.3	77	*199	0.8	12.9	92	*227	0.9	14.7	103
SCIENCE DIGEST	1747	**121	1.1	6.9	107	**139	1.5	8.0	140	*348	1.5	19.9	142	360	1.5	20.6	144
SCIENTIFIC AMERICAN	1994	**101	0.9	5.1	78	**81	0.9	4.1	72	*213	0.9	10.7	76	*301	1.3	15.1	105
SELF	3119	*268	2.5	8.6	132	*253	2.7	8.1	143	582	2.5	18.7	133	845	3.5	27.1	189
SEVENTEEN	3923	454	4.2	11.6	178	338	3.6	8.6	152	797	3.4	20.3	145	969	4.0	24.7	172
SKI	1501	**34	0.3	2.3	35	**54	0.6	3.6	63	*159	0.7	10.6	75	248	1.0	16.5	115
SMITHSONIAN	5976	323	3.0	5.4	83	*275	2.9	4.6	81	748	3.2	12.5	89	974	4.0	16.3	114
SOAP OPERA DIGEST	4228	450	4.1	10.6	164	514	5.4	12.2	215	938	4.0	22.2	158	905	3.8	21.4	149
SOUTHERN LIVING	6488	485	4.4	7.5	115	*350	3.7	5.4	95	995	4.2	15.3	109	879	3.7	13.5	94
SPORT	3500	408	3.7	11.7	179	432	4.5	12.3	218	705	3.0	20.1	143	526	2.2	15.0	105
THE SPORTING NEWS	2456	*263	2.4	10.7	165	*269	2.8	11.0	193	501	2.1	20.4	145	398	1.7	16.2	113
SPORTS AFIELD	3648	*312	2.9	8.6	132	*255	2.7	7.0	123	647	2.7	17.7	126	443	1.8	12.1	85
SPORTS ILLUSTRATED	14484	998	9.2	6.9	106	903	9.5	6.2	110	2189	9.3	15.1	108	1978	8.2	13.7	95
STAR	12661	937	8.6	7.4	114	856	9.0	6.8	119	2174	9.2	17.2	122	1878	7.8	14.8	103
SUNDAY	52799	3192	29.3	6.0	93	2428	25.5	4.6	81	6750	28.7	12.8	91	8117	33.7	15.4	107
SUNSET	3513	**141	1.3	4.0	62	**135	1.4	3.8	68	*234	1.0	6.7	47	616	2.6	17.5	122
TV GUIDE	42766	2988	27.4	7.0	108	2976	31.3	7.0	123	6706	28.5	15.7	112	7166	29.8	16.8	117
TENNIS	1254	**70	0.6	5.6	86	**62	0.7	4.9	87	**86	0.4	6.9	49	*168	0.7	13.4	93
TIME	22054	1396	12.8	6.3	97	1358	14.3	6.2	109	2891	12.3	13.1	93	3449	14.3	15.6	109
TOWN & COUNTRY	1555	**98	0.9	6.3	97	**62	0.7	4.0	70	*148	0.6	9.5	68	231	1.0	14.9	104
TRAVEL & LEISURE	2173	**87	0.8	4.0	62	**121	1.3	5.6	98	*247	1.0	11.4	81	263	1.1	12.1	84
TRUE STORY	4636	517	4.7	11.2	172	556	5.9	12.0	212	1070	4.5	23.1	164	699	2.9	15.1	105
U.S.NEWS & WORLD REPORT	10353	604	5.5	5.8	90	590	6.2	5.7	101	1448	6.1	14.0	100	1273	5.3	12.3	86
USA TODAY	4994	*232	2.1	4.6	71	*225	2.4	4.5	80	629	2.7	12.6	90	773	3.2	15.5	108
US	3528	361	3.3	10.2	157	*337	3.5	9.6	169	578	2.5	16.4	117	667	2.8	18.9	132
VOGUE	5424	447	4.1	8.2	127	304	3.2	5.6	99	873	3.7	16.1	115	1098	4.6	20.2	141
WALL STREET JOURNAL	6292	*239	2.2	3.8	58	305	3.2	4.8	86	722	3.1	11.5	82	851	3.5	13.5	94
WEIGHT WATCHERS	2762	*182	1.7	6.6	101	*265	2.8	9.6	169	408	1.7	14.8	105	557	2.3	20.2	141
WOMAN'S DAY	16320	972	8.9	6.0	92	923	9.7	5.7	100	2432	10.3	14.9	106	2974	12.4	18.2	127
WORKING MOTHER	1496	**84	0.8	5.6	86	*120	1.3	8.0	142	277	1.2	18.5	132	307	1.3	20.5	143
WORKING WOMAN	1851	*110	1.0	5.9	91	*186	2.0	10.0	177	334	1.4	18.0	128	366	1.5	19.8	138
WORLD TENNIS	580	**34	0.3	5.9	90	**59	0.6	10.2	180	**79	0.3	13.6	97	**62	0.3	10.7	75
ZIFF-DAVIS MAG NETWK (GROSS)	12412	909	8.3	7.3	113	1036	10.9	8.3	147	1936	8.2	15.6	111	1666	6.9	13.4	94
BLAIR INSERTS	91671	5430	49.8	5.9	91	4416	46.5	4.8	85	11652	49.5	12.7	91	14219	59.1	15.5	108
DAILY NEWSPAPERS																	
READ ANY	109190	6175	56.7	5.7	87	5567	58.6	5.1	90	14300	60.7	13.1	93	15997	66.5	14.7	102
READ ONE	89587	5298	48.6	5.9	91	4820	50.7	5.4	95	12074	51.3	13.5	96	13141	54.6	14.7	102
READ TWO OR MORE	19602	878	8.1	4.5	69	746	7.8	3.8	67	2226	9.5	11.4	81	2856	11.9	14.6	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6449	59.2	5.9	91	5533	58.2	5.0	89	14417	61.2	13.1	94	16530	68.7	15.1	105
READ ONE	95074	5801	53.2	6.1	94	4847	51.0	5.1	90	12746	54.1	13.4	95	14283	59.4	15.0	105
READ TWO OR MORE	14588	648	5.9	4.4	68	686	7.2	4.7	83	1670	7.1	11.4	82	2246	9.3	15.4	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.70				32.69				30.77				31.84			
30 DAY REACH	149706	9925	91.1	6.6	102	8567	90.1	5.7	101	21163	89.8	14.1	101	21692	90.2	14.5	101
50 SHWG - 30 DAY AV FREQ	15.16	16.15				17.04				16.09				16.67			
30 DAY REACH	142406	9451	86.7	6.6	102	8254	86.8	5.8	102	20261	86.0	14.2	101	20745	86.3	14.6	102
25 SHWG - 30 DAY AV FREQ	8.23	8.56				9.07				8.57				8.92			
30 DAY REACH	131152	8910	81.8	6.8	105	7759	81.6	5.9	104	19010	80.7	14.5	103	19372	80.5	14.8	103
CABLE TV: HOME WIRED	66879	3865	35.5	5.8	89	4178	44.0	6.2	110	10051	42.7	15.0	107	10359	43.1	15.5	108
HOME NOT WIRED	100848	7034	64.5	7.0	107	5326	56.0	5.3	93	13504	57.3	13.4	95	13692	56.9	13.6	95
HAVE PAY CABLE	35024	2423	22.2	6.9	106	2571	27.1	7.3	130	5563	23.6	15.9	113	5872	24.4	16.8	117

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	FRESHEN-UP A '000	FRESHEN-UP B % DOWN	FRESHEN-UP C % ACROSS	FRESHEN-UP D INDX	HUBBA BUBBA A '000	HUBBA BUBBA B % DOWN	HUBBA BUBBA C % ACROSS	HUBBA BUBBA D INDX	JUICY FRUIT A '000	JUICY FRUIT B % DOWN	JUICY FRUIT C % ACROSS	JUICY FRUIT D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX
TOTAL ADULTS	167727	10899	100.0	6.5	100	9504	100.0	5.7	100	23554	100.0	14.0	100	24051	100.0	14.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	6102	56.0	6.4	98	5347	56.3	5.6	99	13366	56.7	14.0	100	14033	58.3	14.7	102
10:00 AM - 3:00 PM	63599	4409	40.5	6.9	107	3792	39.9	6.0	105	8968	38.1	14.1	100	9502	39.5	14.9	104
3:00 PM - 7:00 PM	72097	5124	47.0	7.1	109	4195	44.1	5.8	103	10732	45.6	14.9	106	11057	46.0	15.3	107
7:00 PM - MIDNIGHT	36670	2815	25.8	7.7	118	2448	25.8	6.7	118	5813	24.7	15.9	113	5780	24.0	15.8	110
MIDNIGHT - 6:00 AM	21908	1611	14.8	7.4	113	1183	12.4	5.4	95	3475	14.8	15.9	113	3379	14.0	15.4	108
6:00 AM - MIDNIGHT	127571	8715	80.0	6.8	105	7409	78.0	5.8	102	18499	78.5	14.5	103	19105	79.4	15.0	104
ENTIRE DAY	129239	8845	81.2	6.8	105	7467	78.6	5.8	102	18732	79.5	14.5	103	19486	81.0	15.1	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2197	20.2	6.5	99	1882	19.8	5.5	98	4912	20.9	14.4	103	5423	22.5	15.9	111
ALL NEWS	6062	*228	2.1	3.8	58	*210	2.2	3.5	61	595	2.5	9.8	70	888	3.7	14.6	102
AOR/PROGRESSIVE	11884	930	8.5	7.8	120	805	8.5	6.8	120	1911	8.1	16.1	115	2173	9.0	18.3	128
BEAUTIFUL MUSIC	11180	657	6.0	5.9	90	574	6.0	5.1	91	1348	5.7	12.1	86	1490	6.2	13.3	93
BLACK	4538	509	4.7	11.2	173	486	5.1	10.7	189	935	4.0	20.6	147	709	2.9	15.6	109
CLASSICAL	3857	*183	1.7	4.7	73	*160	1.7	4.1	73	416	1.8	10.8	77	474	2.0	12.3	86
CHR/ROCK	21946	1954	17.9	8.9	137	1640	17.3	7.5	132	3946	16.8	18.0	128	3852	16.0	17.6	122
COUNTRY	27262	1875	17.2	6.9	106	1522	16.0	5.6	99	4079	17.3	15.0	107	3483	14.5	12.8	89
GOLDEN OLDIES	3339	*267	2.4	8.0	123	*257	2.7	7.7	136	430	1.8	12.9	92	369	1.5	11.1	77
MOR/NOSTALGIA	10346	491	4.5	4.7	73	425	4.5	4.1	72	1201	5.1	11.6	83	1406	5.8	13.6	95
NEWS/TALK	8929	305	2.8	3.4	53	*339	3.6	3.8	67	888	3.8	9.9	71	1150	4.8	12.9	90
RELIGIOUS	5488	546	5.0	9.9	153	424	4.5	7.7	136	910	3.9	16.6	118	951	4.0	17.3	121
SOFT ROCK	1232	**132	1.2	10.7	165	**151	1.6	12.3	216	*215	0.9	17.5	124	*257	1.1	20.9	145
URBAN CONTEMPORARY	3184	321	2.9	10.1	155	*261	2.7	8.2	145	552	2.3	17.3	123	518	2.2	16.3	113
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	697	6.4	10.1	155	663	7.0	9.6	169	1313	5.6	19.0	135	1242	5.2	18.0	125
ABC DIRECTION	5212	376	3.4	7.2	111	346	3.6	6.6	117	736	3.1	14.1	101	641	2.7	12.3	86
ABC ENTERTAINMENT	10385	690	6.3	6.6	102	458	4.8	4.4	78	1475	6.3	14.2	101	1180	4.9	11.4	79
ABC FM	4762	419	3.8	8.8	135	483	5.1	10.1	179	876	3.7	18.4	131	667	2.8	14.0	98
ABC INFORMATION	11339	531	4.9	4.7	72	522	5.5	4.6	81	1427	6.1	12.6	90	1605	6.7	14.2	99
ABC ROCK	4878	422	3.9	8.7	133	356	3.7	7.3	129	865	3.7	17.7	126	959	4.0	19.7	137
CBS	10709	419	3.8	3.9	60	347	3.7	3.2	57	1106	4.7	10.3	74	1421	5.9	13.3	93
MUTUAL	10251	506	4.6	4.9	76	555	5.8	5.4	96	1410	6.0	13.8	98	1351	5.6	13.2	92
NBC	12243	528	4.8	4.3	66	521	5.5	4.3	75	1482	6.3	12.1	86	1586	6.6	13.0	90
RADIORADIO	4606	283	2.6	6.1	95	*189	2.0	4.1	72	754	3.2	16.4	117	779	3.2	16.9	118
RKO ONE	5148	573	5.3	11.1	171	544	5.7	10.6	186	888	3.8	17.2	123	939	3.9	18.2	127
RKO TWO	7313	447	4.1	6.1	94	395	4.2	5.4	95	1019	4.3	13.9	99	1026	4.3	14.0	98
THE SOURCE	5981	469	4.3	7.8	121	408	4.3	6.8	120	998	4.2	16.7	119	919	3.8	15.4	107
NON-WIRED : BLAIR	19329	1205	11.1	6.2	96	1057	11.1	5.5	97	2967	12.6	15.3	109	2829	11.8	14.6	102
INTERNET	27139	1986	18.2	7.3	113	1783	18.8	6.6	116	4241	18.0	15.6	111	4306	17.9	15.9	111
KATZ RADIO GROUP	36319	2160	19.8	5.9	92	2033	21.4	5.6	99	4860	20.6	13.4	95	5217	21.7	14.4	100
SUPERNET	22361	1764	16.2	7.9	121	1337	14.1	6.0	106	3333	14.2	14.9	106	3655	15.2	16.3	114
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	929	8.5	6.4	98	869	9.1	6.0	106	1996	8.5	13.7	98	1947	8.1	13.4	93
MKDAY 9:00 AM - 1:00 PM	18688	1335	12.2	7.1	110	1170	12.3	6.3	110	2792	11.9	14.9	106	2660	11.1	14.2	99
MKDAY 1:00 PM - 4:30 PM	24061	1837	16.9	7.6	117	1537	16.2	6.4	113	3752	15.9	15.6	111	3448	14.3	14.3	100
MKDAY 4:30 PM - 7:30 PM	44079	2765	25.4	6.3	97	2585	27.2	5.9	103	5887	25.0	13.4	95	5819	24.2	13.2	92
MKDAY 7:30 PM - 8:00 PM	61979	3780	34.7	6.1	94	3425	36.0	5.5	98	8291	35.2	13.4	95	8208	34.1	13.2	92
MKDAY 11:00 PM - 11:30 PM	49084	3154	28.9	6.4	99	2834	29.8	5.8	102	7139	30.3	14.5	104	6937	28.8	14.1	99
MKDAY 11:30 PM - 1:00 AM	16560	1146	10.5	6.9	106	965	10.2	5.8	103	2503	10.6	15.1	108	2425	10.1	14.6	102
M-SAT 8-11 PM+SUN 7-11 PM	66967	4280	39.3	6.4	98	3821	40.2	5.7	101	9095	38.6	13.6	97	9558	39.7	14.3	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	854	7.8	9.2	142	650	6.8	7.0	124	1545	6.6	16.7	119	1570	6.5	16.9	118
ANOTHER WORLD N	6138	479	4.4	7.8	120	449	4.7	7.3	129	1104	4.7	18.0	128	857	3.6	14.0	97
AS THE WORLD TURNS C	7707	477	4.4	6.2	95	514	5.4	6.7	118	998	4.2	12.9	92	934	3.9	12.1	85
CAPITOL C	4688	397	3.6	8.5	130	401	4.2	8.6	151	689	2.9	14.7	105	635	2.6	13.5	94
CBS MORN. NEWS 1 C	2792	158	1.4	5.7	87	*91	1.0	3.3	58	340	1.4	12.2	87	334	1.4	12.0	83
CBS MORN. NEWS 2 C	2071	98	0.9	4.7	73	*82	0.9	4.0	70	196	0.8	9.5	67	268	1.1	12.9	90
DAYS OF OUR LIVES N	8018	629	5.8	7.8	121	499	5.3	6.2	110	1181	5.0	14.7	105	1174	4.9	14.6	102
FACTS OF LIFE - DAYTIME N	3487	252	2.3	7.2	111	312	3.3	8.9	158	447	1.9	12.8	91	523	2.2	15.0	105
FAMILY FEUD A	4817	349	3.2	7.2	111	301	3.2	6.2	110	747	3.2	15.5	110	537	2.2	11.1	78
GENERAL HOSPITAL A	8333	756	6.9	9.1	140	509	5.4	6.1	108	1359	5.8	16.3	116	1460	6.1	17.5	122
GOOD MORNING, AMERICA-730 A	5472	253	2.3	4.6	71	288	3.0	5.3	93	695	3.0	12.7	90	702	2.9	12.8	89
GOOD MORNING, AMERICA-830 A	3965	217	2.0	5.5	84	227	2.4	5.7	101	524	2.2	13.2	94	577	2.4	14.6	101
GUIDING LIGHT C	7542	587	5.4	7.8	120	591	6.2	7.8	138	1168	5.0	15.5	110	925	3.8	12.3	86
ONE LIFE TO LIVE A	6018	526	4.8	8.7	135	295	3.1	4.9	87	1036	4.4	17.2	123	987	4.1	16.4	114
PRESS YOUR LUCK C	3589	234	2.1	6.5	100	209	2.2	5.8	103	573	2.4	16.0	114	483	2.0	13.5	94
PRICE IS RIGHT 1 C	7418	483	4.4	6.5	100	312	3.3	4.2	74	1131	4.8	15.2	109	838	3.5	11.3	79
PRICE IS RIGHT 2 C	8276	581	5.3	7.0	108	417	4.4	5.0	89	1318	5.6	15.9	113	1033	4.3	12.5	87
RYAN'S HOPE A	4358	412	3.8	9.5	145	289	3.0	6.6	117	791	3.4	18.2	129	721	3.0	16.5	115
SALE OF THE CENTURY N	3749	288	2.6	7.7	118	283	3.0	7.5	133	591	2.5	15.8	112	581	2.4	15.5	108
SEARCH FOR TOMORROW N	2884	248	2.3	8.6	132	250	2.6	8.7	153	524	2.2	18.2	129	470	2.0	16.3	114
TODAY SHOW 1 N	4869	301	2.8	6.2	95	319	3.4	6.6	116	684	2.9	14.0	100	546	2.3	11.2	78
TODAY SHOW 2 N	4135	230	2.1	5.6	86	180	1.9	4.4	77	496	2.1	12.0	85	520	2.2	12.6	88
$25,000 PYRAMID C	4361	317	2.9	7.3	112	277	2.9	6.4	112	702	3.0	16.1	115	527	2.2	12.1	84
WHEEL OF FORTUNE N	6187	493	4.5	8.0	123	460	4.8	7.4	131	1013	4.3	16.4	117	761	3.2	12.3	86
YOUNG AND THE RESTLESS C	8186	643	5.9	7.9	121	649	6.8	7.9	140	1184	5.0	14.5	103	1003	4.2	12.3	85
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	255	2.3	5.4	83	*161	1.7	3.4	60	579	2.5	12.2	87	656	2.7	13.9	97
NBA PLAYOFF GAME -1 C	5127	269	2.5	5.2	81	231	2.4	4.5	80	659	2.8	12.9	92	561	2.3	10.9	76
NBC MAJOR LEAGUE PRE-GAME N	3945	*249	2.3	6.3	97	*294	3.1	7.5	132	626	2.7	15.9	113	493	2.0	12.5	87
SPORTSWORLD - SUN N	3370	*156	1.4	4.6	71	*160	1.7	4.7	84	381	1.6	11.3	81	388	1.6	11.5	80
SUNDAY MORNING C	4200	198	1.8	4.7	73	*241	2.5	5.7	101	523	2.2	12.5	89	522	2.2	12.4	87

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	TOTAL U.S. '000	FRESHEN-UP A '000	FRESHEN-UP B % DOWN	FRESHEN-UP C % ACROSS	FRESHEN-UP D INDX	HUBBA BUBBA A '000	HUBBA BUBBA B % DOWN	HUBBA BUBBA C % ACROSS	HUBBA BUBBA D INDX	JUICY FRUIT A '000	JUICY FRUIT B % DOWN	JUICY FRUIT C % ACROSS	JUICY FRUIT D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX
TOTAL ADULTS	167727	10899	100.0	6.5	100	9504	100.0	5.7	100	23554	100.0	14.0	100	24051	100.0	14.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	3043	27.9	5.8	90	2711	28.5	5.2	91	6762	28.7	12.9	92	6496	27.0	12.4	87
NETWORK AFFILIATES - LATE	39164	2466	22.6	6.3	97	2214	23.3	5.7	100	5551	23.6	14.2	101	5387	22.4	13.8	96
INDEPENDENTS - LATE	5133	216	2.0	4.2	65	268	2.8	5.2	92	590	2.5	11.5	82	833	3.5	16.2	113
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	22825	1710	15.7	7.5	115	1300	13.7	5.7	101	3441	14.6	15.1	107	2836	11.8	12.4	87
ABC MONDAY NIGHT MOVIE A	11258	808	7.4	7.2	110	655	6.9	5.8	103	1533	6.5	13.6	97	1814	7.5	16.1	112
ABC SUNDAY NIGHT MOVIE A	23600	1560	14.3	6.6	102	1429	15.0	6.1	107	3259	13.8	13.8	98	3543	14.7	15.0	105
ABC WORLD NEWS TONIGHT A	12801	780	7.2	6.1	94	759	8.0	5.9	105	1791	7.6	14.0	100	1724	7.2	13.5	94
AFTERMASH C	10966	695	6.4	6.3	98	511	5.4	4.7	82	1292	5.5	11.8	84	1313	5.5	12.0	83
ALICE C	17050	1203	11.0	7.1	109	935	9.8	5.5	97	2106	8.9	12.4	88	2431	10.1	14.3	99
AMERICAN PARADE C	11998	650	6.0	5.4	83	621	6.5	5.2	91	1568	6.7	13.1	93	1717	7.1	14.3	100
BENSON A	19258	1308	12.0	6.8	105	1125	11.8	5.8	103	2734	11.6	14.2	101	2695	11.2	14.0	98
BLUE THUNDER A	11478	784	7.2	6.8	105	694	7.3	6.0	107	1440	6.1	12.5	89	1462	6.1	12.7	89
CAGNEY & LACEY C	18263	1196	11.0	6.5	101	1064	11.2	5.8	103	2455	10.4	13.4	96	2563	10.7	14.0	98
CBS EVENING NEWS-DEAN C	7733	265	2.4	3.4	53	*328	3.5	4.2	75	763	3.2	9.9	70	829	3.4	10.7	75
CBS EVENING NEWS-RATHER C	15653	814	7.5	5.2	80	773	8.1	4.9	87	1785	7.6	11.4	81	1877	7.8	12.0	84
CBS SAT. NEWS-SCHIEFFER C	8744	437	4.0	5.0	77	497	5.2	5.7	100	1062	4.5	12.1	86	1052	4.4	12.0	84
CBS SATURDAY NIGHT MOVIE C	12000	775	7.1	6.5	99	813	8.6	6.8	120	1695	7.2	14.1	101	1586	6.6	13.2	92
CBS WEDNESDAY NIGHT MOVIE C	11522	786	7.2	6.8	105	805	8.5	7.0	123	1426	6.1	12.4	88	1461	6.1	12.7	88
CHEERS N	16818	994	9.1	5.9	91	864	9.1	5.1	91	2281	9.7	13.6	97	2746	11.4	16.3	114
DALLAS C	37510	2542	23.3	6.8	104	1930	20.3	5.1	91	5362	22.8	14.3	102	5522	23.0	14.7	103
DIFF'RENT STROKES N	11258	808	7.4	7.2	110	664	7.0	5.9	104	1641	7.0	14.6	104	1516	6.3	13.5	94
DOUBLE TROUBLE N	12248	889	8.2	7.3	112	693	7.3	5.7	100	1914	8.1	15.6	111	1667	6.9	13.6	95
DUCK FACTORY N	11100	833	7.6	7.5	115	650	6.8	5.9	103	1500	6.4	13.5	96	1782	7.4	16.1	112
DUKES OF HAZZARD C	12353	783	7.2	6.3	98	607	6.4	4.9	87	1738	7.4	14.1	100	1499	6.2	12.1	85
DYNASTY A	33279	2381	21.8	7.2	110	2044	21.5	6.1	108	4975	21.1	14.9	106	4934	20.5	14.8	103
FACTS OF LIFE N	13410	934	8.6	7.0	107	696	7.3	5.2	92	1753	7.4	13.1	93	1817	7.6	13.5	94
FALCON CREST C	31093	2340	21.5	7.5	116	1803	19.0	5.8	102	4616	19.6	14.8	106	5200	21.6	16.7	117
FALL GUY A	18649	1272	11.7	6.8	105	1173	12.3	6.3	111	2619	11.1	14.0	100	2564	10.7	13.7	96
FAMILY TIES N	13101	872	8.0	6.7	102	724	7.6	5.5	98	1757	7.5	13.4	96	1963	8.2	15.0	104
FANTASY ISLAND A	13069	922	8.5	7.1	109	836	8.8	6.4	113	1777	7.5	13.6	97	1859	7.7	14.2	99
FOULUPS, BLEEPS & BLUNDERS A	16588	987	9.1	6.0	92	1006	10.6	6.1	107	2071	8.8	12.5	89	2325	9.7	14.0	98
FOUR SEASONS C	9302	529	4.9	5.7	88	*373	3.9	4.0	71	999	4.2	10.7	76	1082	4.5	11.6	81
GIMME A BREAK N	13955	1153	10.6	8.3	127	899	9.5	6.4	114	1962	8.3	14.1	100	1922	8.0	13.8	96
HART TO HART A	15735	1072	9.8	6.8	105	814	8.6	5.2	91	2219	9.4	14.1	100	2458	10.2	15.6	109
HILL STREET BLUES N	18257	1229	11.3	6.7	104	1133	11.9	6.2	110	2472	10.5	13.5	96	2630	10.9	14.4	100
HOTEL A	24236	1632	15.0	6.7	104	1328	14.0	5.5	97	3330	14.1	13.7	98	3480	14.5	14.4	100
JEFFERSONS C	17010	1290	11.8	7.6	117	969	10.2	5.7	101	2332	9.9	13.7	98	2236	9.3	13.1	92
JENNIFER SLEPT HERE N	9397	686	6.3	7.3	112	472	5.0	5.0	89	1185	5.0	12.6	90	1232	5.1	13.1	91
KATE & ALLIE C	16762	1064	9.8	6.3	98	915	9.6	5.5	96	2071	8.8	12.4	88	2550	10.6	15.2	106
KNIGHT RIDER N	13164	1163	10.7	8.8	136	875	9.2	6.6	117	2033	8.6	15.4	110	2058	8.6	15.6	109
LOVE BOAT A	20400	1312	12.0	6.4	99	1172	12.3	5.7	101	2669	11.3	13.1	93	2737	11.4	13.4	94
MAGNUM PI C	22543	1406	12.9	6.2	96	1379	14.5	6.1	108	3122	13.3	13.8	99	3049	12.7	13.5	94
MAMA'S FAMILY N	9852	598	5.5	6.1	93	458	4.8	4.6	82	1267	5.4	12.9	92	1304	5.4	13.2	92
MASTER, THE N	8082	445	4.1	5.5	85	496	5.2	6.1	108	1152	4.9	14.3	102	1122	4.7	13.9	97
MATT HOUSTON A	12881	816	7.5	6.3	97	739	7.8	5.7	101	1683	7.1	13.1	93	1992	8.3	15.5	108
NBC MONDAY NIGHT MOVIE N	23889	1669	15.3	7.0	108	1430	15.0	6.0	106	3411	14.5	14.3	102	3813	15.9	16.0	111
NBC NIGHTLY NEWS N	11156	544	5.0	4.9	75	645	6.8	5.8	102	1545	6.6	13.8	99	1104	4.6	9.9	69
NBC NIGHTLY NEWS-SAT N	7363	*284	2.6	3.9	59	412	4.3	5.6	99	817	3.5	11.1	79	749	3.1	10.2	71
NBC NIGHTLY NEWS-SUN N	6214	*347	3.2	5.6	86	393	4.1	6.3	112	702	3.0	11.3	80	692	2.9	11.1	78
NBC SUNDAY NIGHT MOVIE N	17590	1375	12.6	7.8	120	938	9.9	5.3	94	2566	10.9	14.6	104	2713	11.3	15.4	108
NEWHART C	16740	1169	10.7	7.0	107	919	9.7	5.5	97	2109	9.0	12.6	90	2625	10.9	15.7	109
ONE DAY AT A TIME C	11820	884	8.1	7.5	115	711	7.5	6.0	106	1689	7.2	14.3	102	1786	7.4	15.1	105
PEOPLE ARE FUNNY N	9138	553	5.1	6.1	93	481	5.1	5.3	93	1105	4.7	12.1	86	1184	4.9	13.0	90
REAL PEOPLE N	15979	1067	9.8	6.7	103	853	9.0	5.3	94	2027	8.6	12.7	90	1987	8.3	12.4	87
REMINGTON STEELE N	14395	1056	9.7	7.3	113	824	8.7	5.7	101	2131	9.0	14.8	105	2101	8.7	14.6	102
RIPLEY'S BELIEVE IT - NOT A	11362	736	6.8	6.5	100	664	7.0	5.8	103	1525	6.5	13.4	96	1671	6.9	14.7	103
RIPTIDE N	13920	1053	9.7	7.6	116	905	9.5	6.5	115	2174	9.2	15.6	111	2019	8.4	14.5	101
SCARECROW & MRS. KING C	17571	1355	12.4	7.7	119	991	10.4	5.6	100	2313	9.8	13.2	94	2747	11.4	15.6	109
SIMON & SIMON C	20208	1402	12.9	6.9	107	1212	12.8	6.0	106	2880	12.2	14.3	101	2662	11.1	13.2	92
60 MINUTES C	27668	1336	12.3	4.8	74	1448	15.2	5.2	92	3267	13.9	11.8	84	3298	13.7	11.9	83
ST. ELSEWHERE N	13699	829	7.6	6.1	93	835	8.8	6.1	108	1988	8.4	14.5	103	2102	8.7	15.3	107
THREE'S COMPANY A	20632	1592	14.6	7.7	119	1104	11.6	5.4	94	2807	11.9	13.6	97	3187	13.3	15.4	108
T.J. HOOKER A	17136	1083	9.9	6.3	97	956	10.1	5.6	98	2173	9.2	12.7	90	2271	9.4	13.3	92
TONIGHT SHOW N	4963	274	2.5	5.5	85	216	2.3	4.4	77	676	2.9	13.6	97	818	3.4	16.5	115
TRAPPER JOHN, M.D. C	16332	1189	10.9	7.3	112	922	9.7	5.6	100	2199	9.3	13.5	96	2209	9.2	13.5	94
TV BLOOPERS & PRAC. JOKES N	18881	1317	12.1	7.0	107	987	10.4	5.2	92	2357	10.0	12.5	89	2362	9.8	12.5	87
20/20 A	18315	1194	11.0	6.5	100	1098	11.6	6.0	106	2235	9.5	12.2	87	2431	10.1	13.3	93
WEBSTER A	18722	1343	12.3	7.2	110	1059	11.1	5.7	100	2670	11.3	14.3	102	2704	11.2	14.4	101
WORLD NEWS - SUN A	5327	*300	2.8	5.6	87	*303	3.2	5.7	100	624	2.6	11.7	83	666	2.8	12.5	87
YELLOW ROSE N	8370	478	4.4	5.7	88	392	4.1	4.7	83	1123	4.8	13.4	96	1132	4.7	13.5	94
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	1676	15.4	6.5	100	1408	14.8	5.4	96	3647	15.5	14.1	100	3680	15.3	14.2	99
BASKETBALL - COLLEGE GAMES	14468	1174	10.8	8.1	125	1127	11.9	7.8	137	2568	10.9	17.7	126	2086	8.7	14.4	101
BASKETBALL - PRO GAMES	12124	961	8.8	7.9	122	856	9.0	7.1	125	1927	8.2	15.9	113	1861	7.7	15.3	107
BOWLING	9412	683	6.3	7.3	112	*643	6.8	6.8	121	1472	6.2	15.6	111	1491	6.2	15.8	110
BOXING	15409	1094	10.0	7.1	109	1088	11.4	7.1	125	2757	11.7	17.9	127	1842	7.7	12.0	83
FOOTBALL - COLLEGE GAMES	21400	1202	11.0	5.6	86	1326	14.0	6.2	109	3406	14.5	15.9	113	3125	13.0	14.6	102
FOOTBALL - PRO GAMES	35944	2267	20.8	6.3	97	2219	23.3	6.2	109	5843	24.8	16.3	116	5577	23.2	15.5	108
GOLF	9759	*529	4.9	5.4	83	*436	4.6	4.5	79	1459	6.2	15.0	106	1529	6.4	15.7	109
POST-SEASON COLL. FOOTBALL	18123	1162	10.7	6.4	99	1194	12.6	6.6	116	2765	11.7	15.3	109	2843	11.8	15.7	109
POST-SEASON PRO FOOTBALL	22091	1444	13.2	6.5	101	1284	13.5	5.8	103	3463	14.7	15.7	112	3467	14.4	15.7	109
TENNIS	6764	*462	4.2	6.8	105	*400	4.2	5.9	104	1121	4.8	16.6	118	1251	5.2	18.5	129
WRESTLING - PROFESSIONAL	9695	1057	9.7	10.9	168	1220	12.8	12.6	222	2345	10.0	24.2	172	1456	6.1	15.0	105

*PROJECTION RELATIVELY UNSTABLE-BECAUSE OF SAMPLE BASE-USE WITH CAUTION
*NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	WRIGLEY'S SPEARMINT A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	37210	100.0	22.2	100												
MALES	79263	16753	45.0	21.1	95												
FEMALES	88464	20456	55.0	23.1	104												
18 - 24	28671	8646	23.2	30.2	136												
25 - 34	39536	10586	28.4	26.8	121												
35 - 44	28978	6721	18.1	23.2	105												
45 - 54	22345	4518	12.1	20.2	91												
55 - 64	22224	3526	9.5	15.9	72												
65 OR OLDER	25973	3213	8.6	12.4	56												
18 - 34	68207	19231	51.7	28.2	127												
18 - 49	108058	28430	76.4	26.3	119												
25 - 54	90859	21824	58.7	24.0	108												
35 - 49	39851	9199	24.7	23.1	104												
50 OR OLDER	59669	8779	23.6	14.7	66												
GRADUATED COLLEGE	28091	4863	13.1	17.3	78												
ATTENDED COLLEGE	28938	6730	18.1	23.3	105												
GRADUATED HIGH SCHOOL	65503	15900	42.7	24.3	109												
DID NOT GRADUATE HIGH SCHOOL	45195	9717	26.1	21.5	97												
EMPLOYED MALES	56429	12685	34.1	22.5	101												
EMPLOYED FEMALES	43971	10540	28.3	24.0	108												
EMPLOYED FULL-TIME	87773	19866	53.4	22.6	102												
EMPLOYED PART-TIME	12627	3359	9.0	26.6	120												
NOT EMPLOYED	67327	13985	37.6	20.8	94												
PROFESSIONAL/MANAGER	25845	4767	12.8	18.4	83												
TECH/CLERICAL/SALES	30895	7345	19.7	23.8	107												
PRECISION/CRAFT	12629	2945	7.9	23.3	105												
OTHER EMPLOYED	31031	8167	21.9	26.3	119												
SINGLE	35557	9508	25.6	26.7	121												
MARRIED	103585	22781	61.2	22.0	99												
DIVORCED/SEPARATED/WIDOWED	28585	4921	13.2	17.2	78												
PARENTS	59295	16093	43.2	27.1	122												
WHITE	146081	31940	85.8	21.9	99												
BLACK	17974	4414	11.9	24.6	111												
OTHER	3672	*856	2.3	23.3	105												
NORTHEAST-CENSUS	37005	6464	17.4	17.5	79												
NORTH CENTRAL	42642	10933	29.4	25.6	116												
SOUTH	56777	12937	34.8	22.8	103												
WEST	31303	6876	18.5	22.0	99												
NORTHEAST-MKTG.	38125	6200	16.7	16.3	73												
EAST CENTRAL	24794	5822	15.6	23.5	106												
WEST CENTRAL	28511	7513	20.2	26.4	119												
SOUTH	48953	11796	31.7	24.1	109												
PACIFIC	27344	5879	15.8	21.5	97												
COUNTY SIZE A	69301	14074	37.8	20.3	92												
COUNTY SIZE B	50633	11570	31.1	22.9	103												
COUNTY SIZE C	26259	6294	16.9	24.0	108												
COUNTY SIZE D	21534	5271	14.2	24.5	110												
METRO CENTRAL CITY	50014	10658	28.6	21.3	96												
METRO SUBURBAN	76832	16769	45.1	21.8	98												
NON METRO	40881	9783	26.3	23.9	108												
TOP 5 ADI'S	39550	7985	21.5	20.2	91												
TOP 10 ADI'S	54877	10893	29.3	19.8	89												
TOP 20 ADI'S	77516	16059	43.2	20.7	93												
HSHLD INC. $50,000 OR MORE	17257	3213	8.6	18.6	84												
$40,000 OR MORE	33235	6699	18.0	20.2	91												
$30,000 OR MORE	59693	12583	33.8	21.1	95												
$25,000 OR MORE	76275	16378	44.0	21.5	97												
$20,000 - $24,999	18607	4821	13.0	25.9	117												
$15,000 - $19,999	17175	4054	10.9	23.6	106												
$10,000 - $14,999	24569	5495	14.8	22.4	101												
UNDER $10,000	31101	6462	17.4	20.8	94												
HOUSEHOLD OF 1 PERSON	19441	2961	8.0	15.2	69												
2 PEOPLE	51803	9415	25.3	18.2	82												
3 OR 4 PEOPLE	66933	16359	44.0	24.4	110												
5 OR MORE PEOPLE	29550	8475	22.8	28.7	129												
NO CHILD IN HSHLD	96587	17713	47.6	18.3	83												
CHILD(REN) UNDER 2 YRS	10844	2925	7.9	27.0	122												
2 - 5 YEARS	26358	7908	21.3	30.0	135												
6 - 11 YEARS	30453	8649	23.2	28.4	128												
12 - 17 YEARS	36575	10015	26.9	27.4	123												
RESIDENCE OWNED	117770	24870	66.8	21.1	95												
VALUE: $50,000 OR MORE	70166	13883	37.3	19.8	89												
VALUE: UNDER $50,000	47604	10987	29.5	23.1	104												

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CHEWING GUM - BRANDS USED
(ADULTS)

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		TOTAL U.S. '000	WRIGLEY'S SPEARMINT A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	37210	100.0	22.2	100												
MAGAZINES	QUINTILE 1	34022	8505	22.9	25.0	113												
	QUINTILE 2	34800	7677	20.6	22.1	99												
	QUINTILE 3	30514	6233	16.8	20.4	92												
	QUINTILE 4	33324	7608	20.4	22.8	103												
	QUINTILE 5	35066	7187	19.3	20.5	92												
NEWSPAPERS	QUINTILE 1	29107	5973	16.1	20.5	92												
	QUINTILE 2	49095	10644	28.6	21.7	98												
	QUINTILE 3	23107	5334	14.3	23.1	104												
	QUINTILE 4	33556	7635	20.5	22.8	103												
	QUINTILE 5	32863	7623	20.5	23.2	105												
OUTDOOR	QUINTILE 1	33431	7571	20.3	22.6	102												
	QUINTILE 2	33478	7875	21.2	23.5	106												
	QUINTILE 3	33574	7631	20.5	22.7	102												
	QUINTILE 4	33935	7290	19.6	21.5	97												
	QUINTILE 5	33310	6843	18.4	20.5	93												
RADIO-DRIVE TIME	QUINTILE 1	33136	8377	22.5	25.3	114												
	QUINTILE 2	31658	6935	18.6	21.9	99												
	QUINTILE 3	32541	7338	19.7	22.6	102												
	QUINTILE 4	34247	7607	20.4	22.2	100												
	QUINTILE 5	36144	6952	18.7	19.2	87												
RADIO-MID-DAY	TERCILE 1	45037	10914	29.3	24.2	109												
	TERCILE 2	44819	10224	27.5	22.8	103												
	TERCILE 3	77872	16072	43.2	20.6	93												
RADIO-TOTAL	QUINTILE 1	33763	8485	22.8	25.1	113												
	QUINTILE 2	33240	7164	19.3	21.6	97												
	QUINTILE 3	33408	7639	20.5	22.9	103												
	QUINTILE 4	34792	7875	21.2	22.6	102												
	QUINTILE 5	32524	6047	16.3	18.6	84												
TV-PRIME TIME	QUINTILE 1	33090	7481	20.1	22.6	102												
	QUINTILE 2	33357	7606	20.4	22.8	103												
	QUINTILE 3	33980	7680	20.6	22.6	102												
	QUINTILE 4	33854	7444	20.0	22.0	99												
	QUINTILE 5	33444	6998	18.8	20.9	94												
TV-DAYTIME	TERCILE 1	49121	11195	30.1	22.8	103												
	TERCILE 2	48823	11464	30.8	23.5	106												
	TERCILE 3	69782	14550	39.1	20.9	94												
TV-TOTAL	QUINTILE 1	33584	7109	19.1	21.2	95												
	QUINTILE 2	33441	7742	20.8	23.2	104												
	QUINTILE 3	33505	7570	20.3	22.6	102												
	QUINTILE 4	33466	7646	20.5	22.8	103												
	QUINTILE 5	33731	7144	19.2	21.2	95												
MAGAZINES-NEWSPAPERS: DUAL		44503	10251	27.5	23.0	104												
MAGAZINE IMPERATIVE		39363	9266	24.9	23.5	106												
NEWSPAPER IMPERATIVE		46441	9144	24.6	19.7	89												
MAGAZINES-OUTDOOR: DUAL		33726	7823	21.0	23.2	105												
MAGAZINE IMPERATIVE		52846	11946	32.1	22.6	102												
OUTDOOR IMPERATIVE		52140	11740	31.6	22.5	101												
MAGAZINES-RADIO: DUAL		37081	9110	24.5	24.6	111												
MAGAZINE IMPERATIVE		49747	10831	29.1	21.8	98												
RADIO IMPERATIVE		49208	10961	29.5	22.3	100												
MAGAZINES-TELEVISION: DUAL		33103	7598	20.4	23.0	103												
MAGAZINE IMPERATIVE		54575	12588	33.8	23.1	104												
TELEVISION IMPERATIVE		53249	11210	30.1	21.1	95												
NEWSPAPERS-OUTDOOR: DUAL		36255	8021	21.6	22.1	100												
NEWSPAPER IMPERATIVE		55591	11924	32.0	21.4	97												
OUTDOOR IMPERATIVE		48319	11556	31.1	23.9	108												
NEWSPAPERS-RADIO: DUAL		37242	8475	22.8	22.8	103												
NEWSPAPER IMPERATIVE		54423	11191	30.1	20.6	93												
RADIO IMPERATIVE		46650	11280	30.3	24.2	109												
NEWSPAPERS-TELEVISION: DUAL		35974	7851	21.1	21.8	98												
NEWSPAPER IMPERATIVE		56095	12124	32.6	21.6	97												
TELEVISION IMPERATIVE		47170	10923	29.4	23.2	104												
OUTDOOR-RADIO: DUAL		33748	8008	21.5	23.7	107												
OUTDOOR IMPERATIVE		52785	11738	31.5	22.2	100												
RADIO IMPERATIVE		52882	12098	32.5	22.9	103												
OUTDOOR-TELEVISION: DUAL		32030	7700	20.7	24.0	108												
OUTDOOR IMPERATIVE		54626	12217	32.8	22.4	101												
TELEVISION IMPERATIVE		54874	11780	31.7	21.5	97												
RADIO-TELEVISION: DUAL		33386	7755	20.8	23.2	105												
RADIO IMPERATIVE		53810	12245	32.9	22.8	103												
TELEVISION IMPERATIVE		54023	11502	30.9	21.3	96												

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	WRIGLEY'S SPEARMINT A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	37210	100.0	22.2	100												
ATLANTIC MONTHLY	867	*122	0.3	14.1	63												
BARRON'S	1580	*365	1.0	23.1	104												
BETTER HOMES & GARDENS	22203	5310	14.3	23.9	108												
BON APPETIT	3810	627	1.7	16.5	74												
BUSINESS WEEK	4663	1000	2.7	21.4	97												
CAR AND DRIVER	3102	778	2.1	25.1	113												
CBS MAGAZINE NETWORK (GROSS)	7311	1880	5.1	25.7	116												
CHANGING TIMES	3400	696	1.9	20.5	92												
COLONIAL HOMES	1796	447	1.2	24.9	112												
CONDE NAST MAG. PKG. (GROSS)	19924	6038	16.2	30.3	137												
CONSUMERS DIGEST	3125	655	1.8	21.0	94												
COSMOPOLITAN	10577	2888	7.8	27.3	123												
COUNTRY LIVING	3746	871	2.3	23.3	105												
CUISINE	2214	404	1.1	18.2	82												
CYCLE WORLD	2394	678	1.8	28.3	128												
DCI:CREATIVE IDEAS FOR LIV	3068	900	2.4	29.3	132												
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2396	6.4	25.1	113												
DISCOVER	2277	570	1.5	25.0	113												
EBONY	7187	2048	5.5	28.5	128												
ESQUIRE	2560	732	2.0	28.6	129												
ESSENCE	3242	983	2.6	30.3	137												
FAMILY CIRCLE	19639	4724	12.7	24.1	108												
THE FAMILY HANDYMAN	3540	841	2.3	23.8	107												
FAMILY WEEKLY	23924	5473	14.7	22.9	103												
FIELD & STREAM	9883	2536	6.8	25.7	116												
FOOD & WINE	1030	*238	0.6	23.1	104												
FORBES	2679	561	1.5	20.9	94												
FORTUNE	2931	720	1.9	24.6	111												
GENTLEMEN'S QUARTERLY	3481	1042	2.8	29.9	135												
GLAMOUR	7163	2309	6.2	32.2	145												
GOLF DIGEST	2355	512	1.4	21.7	98												
GOLF DIGEST/TENNIS (GROSS)	3610	686	1.8	19.0	86												
GOLF MAGAZINE	2046	470	1.3	23.0	104												
GOLF MAGAZINE/SKI (GROSS)	3547	804	2.2	22.7	102												
GOOD HOUSEKEEPING	20353	4739	12.7	23.3	105												
HARPER'S BAZAAR	3362	848	2.3	25.2	114												
HEALTH	2987	784	2.1	26.2	118												
HEARST MAG CORP. BUY (GROSS)	67928	16862	45.3	24.8	112												
HEARST MAN POWER (GROSS)	11282	2911	7.8	25.8	116												
HEARST WOMAN POWER (GROSS)	40514	10205	27.4	25.2	114												
HOUSE BEAUTIFUL	4885	1138	3.1	23.3	105												
INC.	1308	*401	1.1	30.7	138												
JET	6498	1742	4.7	26.8	121												
LADIES' HOME JOURNAL	14797	3872	10.4	26.2	118												
LHJ FAMILY GRP COMBO(GROSS)	21743	5716	15.4	26.3	118												
LIFE	9881	2537	6.8	25.7	116												
L.A. TIMES HOME MAGAZINE	2775	459	1.2	16.5	75												
MADEMOISELLE	4219	1384	3.7	32.8	148												
MC CALL'S	16422	4315	11.6	26.3	118												
MC CALL'S/WRK MOTHER (GROSS)	17919	4813	12.9	26.9	121												
MECHANIX ILLUSTRATED	4433	962	2.6	21.7	98												
METROPOLITAN HOME	1504	246	0.7	16.4	74												
MONEY	4723	1075	2.9	22.8	103												
MOTHER EARTH NEWS	2325	564	1.5	24.3	109												
MS.	1189	344	0.9	28.9	130												
NATIONAL ENQUIRER	18892	5160	13.9	27.3	123												
NATIONAL GEOGRAPHIC	22129	4646	12.5	21.0	95												
NATIONAL SUNDAY MAGAZINE PKG	103750	22495	60.5	21.7	98												
NATURAL HISTORY	1379	*320	0.9	23.2	105												
NEW WOMAN	2289	520	1.4	22.7	102												
NEW YORK INCLUDING CUE	1088	*235	0.6	21.6	97												
THE NEW YORKER	2459	388	1.0	15.8	71												
NEWSWEEK	16527	3981	10.7	24.1	109												
THE N.Y. TIMES DAILY EDITION	2739	387	1.0	14.1	64												
THE N.Y. TIMES MAGAZINE	4443	646	1.7	14.5	66												
OMNI	2799	706	1.9	25.2	114												
ON CABLE	2209	524	1.4	23.7	107												
1001 HOME IDEAS	3959	1061	2.9	26.8	121												
ORGANIC GARDENING	3111	610	1.6	19.6	88												
OUTDOOR LIFE	5024	1442	3.9	28.7	129												
PARADE MAGAZINE	51292	11277	30.3	22.0	99												

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	WRIGLEY'S SPEARMINT A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	37210	100.0	22.2	100												
PARENTS	5298	1508	4.1	28.5	128												
PENTHOUSE	5129	1385	3.7	27.0	122												
PEOPLE	21070	5256	14.1	24.9	112												
PLAYBOY	10562	2449	6.6	23.2	105												
POPULAR HOT RODDING	2498	847	2.3	33.9	153												
POPULAR MECHANICS	5887	1425	3.8	24.2	109												
POPULAR SCIENCE	4317	981	2.6	22.7	102												
PREVENTION	5792	1002	2.7	17.3	78												
PSYCHOLOGY TODAY	3284	751	2.0	22.9	103												
READER'S DIGEST	40046	8628	23.2	21.5	97												
REDBOOK	9584	2577	6.9	26.9	121												
ROAD & TRACK	2590	670	1.8	25.9	117												
ROLLING STONE	3302	966	2.6	29.3	132												
RUNNER'S WORLD	1229	*210	0.6	17.1	77												
SATURDAY EVENING POST	2110	425	1.1	20.1	91												
SCIENCE 84	1543	295	0.8	19.1	86												
SCIENCE DIGEST	1747	501	1.3	28.7	129												
SCIENTIFIC AMERICAN	1994	367	1.0	18.4	83												
SELF	3119	972	2.6	31.2	140												
SEVENTEEN	3923	1220	3.3	31.1	140												
SKI	1501	333	0.9	22.2	100												
SMITHSONIAN	5976	1085	2.9	18.2	82												
SOAP OPERA DIGEST	4228	1216	3.3	28.8	130												
SOUTHERN LIVING	6488	1497	4.0	23.1	104												
SPORT	3500	959	2.6	27.4	124												
THE SPORTING NEWS	2456	929	2.5	37.8	171												
SPORTS AFIELD	3648	985	2.6	27.0	122												
SPORTS ILLUSTRATED	14484	3684	9.9	25.4	115												
STAR	12661	3290	8.8	26.0	117												
SUNDAY	52799	11058	29.7	20.9	94												
SUNSET	3513	594	1.6	16.9	76												
TV GUIDE	42766	10711	28.8	25.0	113												
TENNIS	1254	*174	0.5	13.9	63												
TIME	22054	4821	13.0	21.9	99												
TOWN & COUNTRY	1555	270	0.7	17.4	78												
TRAVEL & LEISURE	2173	369	1.0	17.0	77												
TRUE STORY	4636	1328	3.6	28.6	129												
U.S.NEWS & WORLD REPORT	10353	2232	6.0	21.6	97												
USA TODAY	4994	1040	2.8	20.8	94												
US	3528	1065	2.9	30.2	136												
VOGUE	5424	1373	3.7	25.3	114												
WALL STREET JOURNAL	6292	1180	3.2	18.8	85												
WEIGHT WATCHERS	2762	650	1.7	23.5	106												
WOMAN'S DAY	16320	3852	10.4	23.6	106												
WORKING MOTHER	1496	498	1.3	33.3	150												
WORKING WOMAN	1851	518	1.4	28.0	126												
WORLD TENNIS	580	**91	0.2	15.7	71												
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3241	8.7	26.1	118												
BLAIR INSERTS	91671	19420	52.2	21.2	95												
DAILY NEWSPAPERS																	
READ ANY	109190	23773	63.9	21.8	98												
READ ONE	89587	19858	53.4	22.2	100												
READ TWO OR MORE	19602	3915	10.5	20.0	90												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	23826	64.0	21.7	98												
READ ONE	95074	20814	55.9	21.9	99												
READ TWO OR MORE	14588	3012	8.1	20.6	93												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.52															
30 DAY REACH	149706	33152	89.1	22.1	100												
50 SHWG - 30 DAY AV FREQ	15.16	15.39															
30 DAY REACH	142406	31800	85.5	22.3	101												
25 SHWG - 30 DAY AV FREQ	8.23	8.31															
30 DAY REACH	131152	29459	79.2	22.5	101												
CABLE TV: HOME WIRED	66879	15513	41.7	23.2	105												
HOME NOT WIRED	100848	21697	58.3	21.5	97												
HAVE PAY CABLE	35024	8420	22.6	24.0	108												

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CHEWING GUM - BRANDS USED
(ADULTS)

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	TOTAL U.S. '000	WRIGLEY'S SPEARMINT A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	37210	100.0	22.2	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	21949	59.0	23.0	103												
10:00 AM - 3:00 PM	63599	15024	40.4	23.6	106												
3:00 PM - 7:00 PM	72097	17123	46.0	23.7	107												
7:00 PM - MIDNIGHT	36670	8785	23.6	24.0	108												
MIDNIGHT - 6:00 AM	21908	5207	14.0	23.8	107												
6:00 AM - MIDNIGHT	127571	29494	79.3	23.1	104												
ENTIRE DAY	129239	29823	80.1	23.1	104												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	7999	21.5	23.5	106												
ALL NEWS	6062	1004	2.7	16.6	75												
AOR/PROGRESSIVE	11884	2904	7.8	24.4	110												
BEAUTIFUL MUSIC	11180	2334	6.3	20.9	94												
BLACK	4538	1231	3.3	27.1	122												
CLASSICAL	3857	758	2.0	19.7	89												
CHR/ROCK	21946	5856	15.7	26.7	120												
COUNTRY	27262	6856	18.4	25.1	113												
GOLDEN OLDIES	3339	631	1.7	18.9	85												
MOR/NOSTALGIA	10346	2212	5.9	21.4	96												
NEWS/TALK	8929	1544	4.1	17.3	78												
RELIGIOUS	5488	1358	3.6	24.7	112												
SOFT ROCK	1232	*342	0.9	27.8	125												
URBAN CONTEMPORARY	3184	755	2.0	23.7	107												
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1838	4.9	26.6	120												
ABC DIRECTION	5212	1045	2.8	20.0	90												
ABC ENTERTAINMENT	10385	2456	6.6	23.6	107												
ABC FM	4762	1258	3.4	26.4	119												
ABC INFORMATION	11339	2484	6.7	21.9	99												
ABC ROCK	4878	1446	3.9	29.6	134												
CBS	10709	2060	5.5	19.2	87												
MUTUAL	10251	2291	6.2	22.3	101												
NBC	12243	2639	7.1	21.6	97												
RADIORADIO	4606	1132	3.0	24.6	111												
RKO ONE	5148	1320	3.5	25.6	116												
RKO TWO	7313	1475	4.0	20.2	91												
THE SOURCE	5981	1487	4.0	24.9	112												
NON-WIRED : BLAIR	19329	4828	13.0	25.0	113												
INTERNET	27139	6099	16.4	22.5	101												
KATZ RADIO GROUP	36319	8230	22.1	22.7	102												
SUPERNET	22361	4970	13.4	22.2	100												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	3140	8.4	21.6	97												
WKDAY 9:00 AM - 1:00 PM	18688	4280	11.5	22.9	103												
WKDAY 1:00 PM - 4:30 PM	24061	5670	15.2	23.6	106												
WKDAY 4:30 PM - 7:30 PM	44079	9451	25.4	21.4	97												
WKDAY 7:30 PM - 8:00 PM	61979	13399	36.0	21.6	97												
WKDAY 11:00 PM - 11:30 PM	49084	11186	30.1	22.8	103												
WKDAY 11:30 PM - 1:00 AM	16560	4035	10.8	24.4	110												
M-SAT 8-11 PM+SUN 7-11 PM	66967	15057	40.5	22.5	101												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2445	6.6	26.4	119												
ANOTHER WORLD N	6138	1502	4.0	24.5	110												
AS THE WORLD TURNS C	7707	1674	4.5	21.7	98												
CAPITOL C	4688	1159	3.1	24.7	111												
CBS MORN. NEWS 1 C	2792	585	1.6	21.0	94												
CBS MORN. NEWS 2 C	2071	370	1.0	17.9	81												
DAYS OF OUR LIVES N	8018	1896	5.1	23.6	107												
FACTS OF LIFE - DAYTIME N	3487	739	2.0	21.2	96												
FAMILY FEUD A	4817	1107	3.0	23.0	104												
GENERAL HOSPITAL A	8333	2034	5.5	24.4	110												
GOOD MORNING, AMERICA-730 A	5472	1328	3.6	24.3	109												
GOOD MORNING, AMERICA-830 A	3965	973	2.6	24.5	111												
GUIDING LIGHT C	7542	1718	4.6	22.8	103												
ONE LIFE TO LIVE A	6018	1604	4.3	26.7	120												
PRESS YOUR LUCK C	3589	907	2.4	25.3	114												
PRICE IS RIGHT 1 C	7418	1581	4.2	21.3	96												
PRICE IS RIGHT 2 C	8276	1938	5.2	23.4	106												
RYAN'S HOPE A	4358	1237	3.3	28.4	128												
SALE OF THE CENTURY N	3749	749	2.0	20.0	90												
SEARCH FOR TOMORROW N	2884	712	1.9	24.7	111												
TODAY SHOW 1 N	4869	939	2.5	19.3	87												
TODAY SHOW 2 N	4135	859	2.3	20.8	94												
$25,000 PYRAMID C	4361	1030	2.8	23.6	106												
WHEEL OF FORTUNE N	6187	1389	3.7	22.5	101												
YOUNG AND THE RESTLESS C	8186	1947	5.2	23.8	107												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1004	2.7	21.2	96												
NBA PLAYOFF GAME -1 C	5127	1009	2.7	19.7	89												
NBC MAJOR LEAGUE PRE-GAME N	3945	846	2.3	21.4	97												
SPORTSWORLD - SUN N	3370	742	2.0	22.0	99												
SUNDAY MORNING C	4200	798	2.1	19.0	86												

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-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	WRIGLEY'S SPEARMINT A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	37210	100.0	22.2	100												
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	11026	29.6	21.1	95												
NETWORK AFFILIATES - LATE		39164	8999	24.2	23.0	104												
INDEPENDENTS - LATE		5133	985	2.6	19.2	86												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	5237	14.1	22.9	103												
ABC MONDAY NIGHT MOVIE	A	11258	2769	7.4	24.6	111												
ABC SUNDAY NIGHT MOVIE	A	23600	5505	14.8	23.3	105												
ABC WORLD NEWS TONIGHT	A	12801	2794	7.5	21.8	98												
AFTERMASH	C	10966	2356	6.3	21.5	97												
ALICE	C	17050	3530	9.5	20.7	93												
AMERICAN PARADE	C	11998	2463	6.6	20.5	93												
BENSON	A	19258	4402	11.8	22.9	103												
BLUE THUNDER	A	11478	2430	6.5	21.2	95												
CAGNEY & LACEY	C	18263	4290	11.5	23.5	106												
CBS EVENING NEWS-DEAN	C	7733	1285	3.5	16.6	75												
CBS EVENING NEWS-RATHER	C	15653	3218	8.6	20.6	93												
CBS SAT. NEWS-SCHIEFFER	C	8744	1801	4.8	20.6	93												
CBS SATURDAY NIGHT MOVIE	C	12000	2931	7.9	24.4	110												
CBS WEDNESDAY NIGHT MOVIE	C	11522	2564	6.9	22.3	100												
CHEERS	N	16818	4074	10.9	24.2	109												
DALLAS	C	37510	8523	22.9	22.7	102												
DIFF'RENT STROKES	N	11258	2492	6.7	22.1	100												
DOUBLE TROUBLE	N	12248	2947	7.9	24.1	108												
DUCK FACTORY	N	11100	2707	7.3	24.4	110												
DUKES OF HAZZARD	C	12353	2569	6.9	20.8	94												
DYNASTY	A	33279	8329	22.4	25.0	113												
FACTS OF LIFE	N	13410	2991	8.0	22.3	101												
FALCON CREST	C	31093	7339	19.7	23.6	106												
FALL GUY	A	18649	4454	12.0	23.9	108												
FAMILY TIES	N	13101	3160	8.5	24.1	109												
FANTASY ISLAND	A	13069	2781	7.5	21.3	96												
FOULUPS,BLEEPS & BLUNDERS	A	16588	3810	10.2	23.0	104												
FOUR SEASONS	C	9302	1932	5.2	20.8	94												
GIMME A BREAK	N	13955	3205	8.6	23.0	104												
HART TO HART	A	15735	3690	9.9	23.5	106												
HILL STREET BLUES	N	18257	4456	12.0	24.4	110												
HOTEL	A	24236	5508	14.8	22.7	102												
JEFFERSONS	C	17010	3500	9.4	20.6	93												
JENNIFER SLEPT HERE	N	9397	2089	5.6	22.2	100												
KATE & ALLIE	C	16762	3637	9.8	21.7	98												
KNIGHT RIDER	N	13164	3040	8.2	23.1	104												
LOVE BOAT	A	20400	4205	11.3	20.6	93												
MAGNUM PI	C	22543	4966	13.3	22.0	99												
MAMA'S FAMILY	N	9852	2245	6.0	22.8	103												
MASTER, THE	N	8082	1806	4.9	22.3	101												
MATT HOUSTON	A	12881	2737	7.4	21.2	96												
NBC MONDAY NIGHT MOVIE	N	23889	5739	15.4	24.0	108												
NBC NIGHTLY NEWS	N	11156	2484	6.7	22.3	100												
NBC NIGHTLY NEWS-SAT	N	7363	1627	4.4	22.1	100												
NBC NIGHTLY NEWS-SUN	N	6214	1281	3.4	20.6	93												
NBC SUNDAY NIGHT MOVIE	N	17590	4248	11.4	24.2	109												
NEWHART	C	16740	3750	10.1	22.4	101												
ONE DAY AT A TIME	C	11820	2865	7.7	24.2	109												
PEOPLE ARE FUNNY	N	9138	2147	5.8	23.5	106												
REAL PEOPLE	N	15979	3384	9.1	21.2	95												
REMINGTON STEELE	N	14395	3519	9.5	24.4	110												
RIPLEY'S BELIEVE IT - NOT	A	11362	2682	7.2	23.6	106												
RIPTIDE	N	13920	3409	9.2	24.5	110												
SCARECROW & MRS. KING	C	17571	3805	10.2	21.7	98												
SIMON & SIMON	C	20208	4629	12.4	22.9	103												
60 MINUTES	C	27668	5631	15.1	20.4	92												
ST. ELSEWHERE	N	13699	3271	8.8	23.9	108												
THREE'S COMPANY	A	20632	4880	13.1	23.7	107												
T.J. HOOKER	A	17136	3778	10.2	22.0	99												
TONIGHT SHOW	N	4963	1144	3.1	23.1	104												
TRAPPER JOHN, M.D.	C	16332	3415	9.2	20.9	94												
TV BLOOPERS & PRAC. JOKES	N	18881	4354	11.7	23.1	104												
20/20	A	18315	3991	10.7	21.8	98												
WEBSTER	A	18722	4225	11.4	22.6	102												
WORLD NEWS - SUN	A	5327	1013	2.7	19.0	86												
YELLOW ROSE	N	8370	1869	5.0	22.3	101												
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	6891	18.5	26.6	120												
BASKETBALL - COLLEGE GAMES		14468	3909	10.5	27.0	122												
BASKETBALL - PRO GAMES		12124	3268	8.8	27.0	122												
BOWLING		9412	2361	6.3	25.1	113												
BOXING		15409	4197	11.3	27.2	123												
FOOTBALL - COLLEGE GAMES		21400	5597	15.0	26.2	118												
FOOTBALL - PRO GAMES		35944	9909	26.6	27.6	124												
GOLF		9759	2310	6.2	23.7	107												
POST-SEASON COLL. FOOTBALL		18123	4851	13.0	26.8	121												
POST-SEASON PRO FOOTBALL		22091	5757	15.5	26.1	117												
TENNIS		6764	1800	4.8	26.6	120												
WRESTLING - PROFESSIONAL		9695	3339	9.0	34.4	155												

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REGULAR CANDY BARS & PACKAGES
(15-45 CENTS PER BAR, BAG OR BOX)

BASE = ADULTS (167727)

		BUY			EAT		
		'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
4A. DO YOU YOURSELF BUY OR EAT THEM?							
	YES	110463	65.9	12039	95413	56.9	10337
	NO	57264	34.1	7071	72314	43.1	8773
IF YOU DO							
4B. WHICH BRANDS DO YOU BUY OR EAT?							
AFTER EIGHT DINNER MINTS		5697	3.4	659	5217	3.1	590
ALMOND JOY		29806	17.8	3213	24015	14.3	2606
ANDES CANDIES		3766	2.2	412	3424	2.0	375
BABY RUTH		24980	14.9	2557	18579	11.1	1947
BIT-O-HONEY		8944	5.3	995	7574	4.5	808
BUTTERFINGER		24483	14.6	2524	18728	11.2	1982
BUTTERNUT		4034	2.4	406	2531	1.5	260
CADBURY		12038	7.2	1363	10010	6.0	1108
CARAVELLE		2758	1.6	299	2560	1.5	260
CHARLESTON CHEW		3206	1.9	323	2388	1.4	235
CHOCO'LITE		2387	1.4	212	2063	1.2	180
CHUCKLES		3382	2.0	379	2953	1.8	311
CHUNKY		8550	5.1	883	7126	4.2	758
CLARK		5937	3.5	704	4970	3.0	553
DOTS		1851	1.1	201	1426	.9	152
FIFTH AVENUE		8008	4.8	834	6314	3.8	660
FOREVER YOURS		1246	.7	145	1147	.7	122
GOOD & PLENTY		3762	2.2	410	3437	2.0	351
HEATH		10863	6.5	1161	8995	5.4	980
HERSHEY'S ALMOND		32300	19.3	3509	24410	14.6	2636
HERSHEY'S KRACKEL		15144	9.0	1557	12261	7.3	1266
HERSHEY'S MILK CHOCOLATE		31012	18.5	3254	23407	14.0	2448
HERSHEY'S RALLY		1325	.8	134	1013	.6	102
HOLLOWAY MILK DUDS		7247	4.3	752	5730	3.4	615
JUNIOR MINTS		13218	7.9	1395	11188	6.7	1156
KIT KAT		29509	17.6	3047	23006	13.7	2343
M & M'S PEANUT		40273	24.0	4152	31776	18.9	3315
M & M'S PLAIN		37793	22.5	3893	28827	17.2	3005
MARATHON		2236	1.3	246	1773	1.1	187
MARS BAR		11369	6.8	1217	8513	5.1	928
MELLOMINT		1054	.6	119	769	.5	97
MILKY WAY		27112	16.2	2927	20051	12.0	2153
MOUNDS		16102	9.6	1779	13471	8.0	1470
MR. GOODBAR		13984	8.3	1528	11182	6.7	1185
NESTLE CRUNCH		20313	12.1	2123	17473	10.4	1798
NESTLE MILK CHOCOLATE		7897	4.7	842	6777	4.0	691
OH HENRY		4399	2.6	518	3597	2.1	409
$100,000 BAR		7769	4.6	765	6419	3.8	636
PAY DAY		8268	4.9	849	6969	4.2	726
POM POMS		2113	1.3	214	1852	1.1	174
POWER HOUSE		4047	2.4	441	3023	1.8	334
RAISINETS		6105	3.6	657	4928	2.9	542
REESE'S CRUNCHY		5125	3.1	522	3901	2.3	412
REESE'S PEANUT BUTTER CUP		34285	20.4	3594	26847	16.0	2781
REESE'S PIECES		10619	6.3	1051	7601	4.5	751
ROLO		8200	4.9	815	7160	4.3	729
SNICKERS		44526	26.5	4548	31018	18.5	3237
STARBURST		9620	5.7	966	6880	4.1	692
SUGAR BABIES		5393	3.2	536	4241	2.5	416
SUGAR DADDY		4114	2.5	400	2966	1.8	292
SUMMIT		3545	2.1	341	2605	1.6	262
THREE MUSKETEERS		23741	14.2	2528	16947	10.1	1842
TOFFIFAY		1816	1.1	198	1570	.9	164
TOOTSIE ROLLS		13811	8.2	1411	10636	6.3	1107
TWIX		13472	8.0	1284	9581	5.7	945
VAN MELLE FRUIT/FRUIT & CREAM CHEWS		579	.3	57	487	.3	52
WHATCHAMACALLIT		7483	4.5	744	5392	3.2	512
WHOPPERS MALTED MILK CANDY		9477	5.7	982	7366	4.4	772
WILLIE WONKA		888	.5	103	1097	.7	105
YORK PEPPERMINT PATTIES		9325	5.6	1040	8025	4.8	848
ZAGNUT		2167	1.3	243	1708	1.0	193
ZERO		4260	2.5	409	3423	2.0	338
OTHER BRANDS		7586	4.5	804	6073	3.6	657
DO NOT KNOW		1345	.8	142	13461	8.0	1449
4C. ABOUT HOW MANY REGULAR SIZE (15-45 CENTS) SINGLE SERVE BARS, BAGS OR BOXES DID YOU BUY IN THE LAST 30 DAYS?							
4D. ABOUT HOW MANY REGULAR SIZE (15-45 CENTS) SINGLE SERVE BARS, BAGS OR BOXES DID YOU EAT IN THE LAST 30 DAYS?							
12 OR MORE	H	18844	11.2	1876	11402	6.8	1176
10 - 11	H	6575	3.9	708	5380	3.2	580
8 - 9	H	7305	4.4	791	5728	3.4	598
6 - 7	H	12380	7.4	1342	9774	5.8	1061
5	M	11536	6.9	1255	9523	5.7	1029
4	M	11843	7.1	1345	9909	5.9	1136
3	M	11984	7.1	1350	11747	7.0	1249
2	L	12213	7.3	1334	14195	8.5	1493
1	L	8891	5.3	1065	9981	6.0	1131
NONE	L	8893	5.3	973	7775	4.6	884

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

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	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM THREE - FIVE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT TWO OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS	167727	110463	100.0	65.9	100	45104	100.0	26.9	100	35362	100.0	21.1	100	29997	100.0	17.9	100
MALES	79263	49908	45.2	63.0	96	20799	46.1	26.2	98	16093	45.5	20.3	96	13015	43.4	16.4	92
FEMALES	88464	60555	54.8	68.5	104	24304	53.9	27.5	102	19269	54.5	21.8	103	16982	56.6	19.2	107
18 - 24	28671	20324	18.4	70.9	108	8926	19.8	31.1	116	6956	19.7	24.3	115	4443	14.8	15.5	87
25 - 34	39536	28766	26.0	72.8	110	12384	27.5	31.3	116	8755	24.8	22.1	105	7627	25.4	19.3	108
35 - 44	28978	20727	18.8	71.5	109	9310	20.6	32.1	119	6198	17.5	21.4	101	5218	17.4	18.0	101
45 - 54	22345	14434	13.1	64.6	98	5403	12.0	24.2	90	4591	13.0	20.5	97	4439	14.8	19.9	111
55 - 64	22224	13260	12.0	59.7	91	4844	10.7	21.8	81	4420	12.5	19.9	94	3995	13.3	18.0	101
65 OR OLDER	25973	12954	11.7	49.9	76	4237	9.4	16.3	61	4443	12.6	17.1	81	4274	14.2	16.5	92
18 - 34	68207	49089	44.4	72.0	109	21310	47.2	31.2	116	15710	44.4	23.0	109	12070	40.2	17.7	99
18 - 49	108058	76915	69.6	71.2	108	33358	74.0	30.9	115	24230	68.5	22.4	106	19327	64.4	17.9	100
25 - 54	90859	63926	57.9	70.4	107	27097	60.1	29.8	111	19544	55.3	21.5	102	17285	57.6	19.0	106
35 - 49	39851	27826	25.2	69.8	106	12048	26.7	30.2	112	8520	24.1	21.4	101	7258	24.2	18.2	102
50 OR OLDER	59669	33548	30.4	56.2	85	11746	26.0	19.7	73	11132	31.5	18.7	88	10669	35.6	17.9	100
GRADUATED COLLEGE	28091	17460	15.8	62.2	94	5995	13.3	21.3	79	5626	15.9	20.0	95	5840	19.5	20.8	116
ATTENDED COLLEGE	28938	19806	17.9	68.4	104	8253	18.3	28.5	106	5903	16.7	20.4	97	5650	18.8	19.5	109
GRADUATED HIGH SCHOOL	65503	44937	40.7	68.6	104	18884	41.9	28.8	107	14545	41.1	22.2	105	11508	38.4	17.6	98
DID NOT GRADUATE HIGH SCHOOL	45195	28260	25.6	62.5	95	11972	26.5	26.5	99	9289	26.3	20.6	97	6999	23.3	15.5	87
EMPLOYED MALES	56429	36494	33.0	64.7	98	15446	34.2	27.4	102	11638	32.9	20.6	98	9410	31.4	16.7	93
EMPLOYED FEMALES	43971	31600	28.6	71.9	109	12690	28.1	28.9	107	10101	28.6	23.0	109	8809	29.4	20.0	112
EMPLOYED FULL-TIME	87773	59191	53.6	67.4	102	24572	54.5	28.0	104	18950	53.6	21.6	102	15668	52.2	17.9	100
EMPLOYED PART-TIME	12627	8903	8.1	70.5	107	3563	7.9	28.2	105	2789	7.9	22.1	105	2551	8.5	20.2	113
NOT EMPLOYED	67327	42370	38.4	62.9	96	16968	37.6	25.2	94	13624	38.5	20.2	96	11778	39.3	17.5	98
PROFESSIONAL/MANAGER	25845	16397	14.8	63.4	96	6004	13.3	23.2	86	5141	14.5	19.9	94	5253	17.5	20.3	114
TECH/CLERICAL/SALES	30895	21762	19.7	70.4	107	9127	20.2	29.5	110	6996	19.8	22.6	107	5639	18.8	18.3	102
PRECISION/CRAFT	12629	8164	7.4	64.6	98	3718	8.2	29.4	109	2612	7.4	20.7	98	1834	6.1	14.5	81
OTHER EMPLOYED	31031	21771	19.7	70.2	107	9287	20.6	29.9	111	6990	19.8	22.5	107	5494	18.3	17.7	99
SINGLE	35557	24192	21.9	68.0	103	9760	21.6	27.4	102	7920	22.4	22.3	106	6511	21.7	18.3	102
MARRIED	103585	68803	62.3	66.4	101	28582	63.4	27.6	103	21604	61.1	20.9	99	18617	62.1	18.0	100
DIVORCED/SEPARATED/WIDOWED	28585	17468	15.8	61.1	93	6762	15.0	23.7	88	5838	16.5	20.4	97	4868	16.2	17.0	95
PARENTS	59295	43871	39.7	74.0	112	20332	45.1	34.3	128	13258	37.5	22.4	106	10280	34.3	17.3	97
WHITE	146081	95966	86.9	65.7	100	39105	86.7	26.8	100	30559	86.4	20.9	99	26302	87.7	18.0	101
BLACK	17974	12101	11.0	67.3	102	5040	11.2	28.0	104	4001	11.3	22.3	106	3060	10.2	17.0	95
OTHER	3672	2396	2.2	65.3	99	959	2.1	26.1	97	*802	2.3	21.8	104	*635	2.1	17.3	97
NORTHEAST-CENSUS	37005	22543	20.4	60.9	92	8737	19.4	23.6	88	7496	21.2	20.3	96	6310	21.0	17.1	95
NORTH CENTRAL	42642	29867	27.0	70.0	106	12409	27.5	29.1	108	9190	26.0	21.6	102	8268	27.6	19.4	108
SOUTH	56777	37235	33.7	65.6	100	15162	33.6	26.7	99	12605	35.6	22.2	105	9468	31.6	16.7	93
WEST	31303	20818	18.8	66.5	101	8796	19.5	28.1	104	6072	17.2	19.4	92	5950	19.8	19.0	106
NORTHEAST-MKTG.	38125	22165	20.1	58.1	88	8282	18.4	21.7	81	7553	21.4	19.8	94	6331	21.1	16.6	93
EAST CENTRAL	24794	17088	15.5	68.9	105	7196	16.0	29.0	108	5459	15.4	22.0	104	4433	14.8	17.9	100
WEST CENTRAL	28511	20087	18.2	70.5	107	8322	18.5	29.2	109	5873	16.6	20.6	98	5893	19.6	20.7	116
SOUTH	48953	33199	30.1	67.8	103	13809	30.6	28.2	105	11197	31.7	22.9	108	8194	27.3	16.7	94
PACIFIC	27344	17924	16.2	65.6	100	7496	16.6	27.4	102	5281	14.9	19.3	92	5147	17.2	18.8	105
COUNTY SIZE A	69301	42706	38.7	61.6	94	16592	36.8	23.9	89	14109	39.9	20.4	97	12005	40.0	17.3	97
COUNTY SIZE B	50633	34827	31.5	68.8	104	14756	32.7	29.1	108	10890	30.8	21.5	102	9181	30.6	18.1	101
COUNTY SIZE C	26259	18079	16.4	68.8	105	7717	17.1	29.4	109	5571	15.8	21.2	101	4790	16.0	18.2	102
COUNTY SIZE D	21534	14851	13.4	69.0	105	6038	13.4	28.0	104	4793	13.6	22.3	106	4020	13.4	18.7	104
METRO CENTRAL CITY	50014	32033	29.0	64.0	97	13198	29.3	26.4	98	10467	29.6	20.9	99	8368	27.9	16.7	94
METRO SUBURBAN	76832	50534	45.7	65.8	100	19744	43.8	25.7	96	16444	46.5	21.4	102	14346	47.8	18.7	104
NON METRO	40881	27896	25.3	68.2	104	12162	27.0	29.7	111	8452	23.9	20.7	98	7283	24.3	17.8	100
TOP 5 ADI'S	39550	24708	22.4	62.5	95	9691	21.5	24.5	91	8085	22.9	20.4	97	6931	23.1	17.5	98
TOP 10 ADI'S	54877	33254	30.1	60.6	92	13029	28.9	23.7	88	11025	31.2	20.1	95	9200	30.7	16.8	94
TOP 20 ADI'S	77516	47803	43.3	61.7	94	18734	41.5	24.2	90	15402	43.6	19.9	94	13668	45.6	17.6	99
HSHLD INC. $50,000 OR MORE	17257	11052	10.0	64.0	97	4005	8.9	23.2	86	3632	10.3	21.0	100	3415	11.4	19.8	111
$40,000 OR MORE	33235	21859	19.8	65.8	100	8269	18.3	24.9	93	7320	20.7	22.0	104	6270	20.9	18.9	105
$30,000 OR MORE	59693	39515	35.8	66.2	101	15531	34.4	26.0	97	12528	35.4	21.0	100	11456	38.2	19.2	107
$25,000 OR MORE	76275	50589	45.8	66.3	101	20522	45.5	26.9	100	15611	44.1	20.5	97	14457	48.2	19.0	106
$20,000 - $24,999	18607	12607	11.4	67.8	103	5058	11.2	27.2	101	4524	12.8	24.3	115	3025	10.1	16.3	91
$15,000 - $19,999	17175	11602	10.5	67.6	103	4656	10.3	27.1	101	3834	10.8	22.3	106	3112	10.4	18.1	101
$10,000 - $14,999	24569	16248	14.7	66.1	100	7142	15.8	29.1	108	4996	14.1	20.3	96	4110	13.7	16.7	94
UNDER $10,000	31101	19417	17.6	62.4	95	7726	17.1	24.8	92	6398	18.1	20.6	98	5293	17.6	17.0	95
HOUSEHOLD OF 1 PERSON	19441	10666	9.7	54.9	83	3643	8.1	18.7	70	3752	10.6	19.3	92	3272	10.9	16.8	94
2 PEOPLE	51803	31003	28.1	59.8	91	10932	24.2	21.1	78	10245	29.0	19.8	94	9827	32.8	19.0	106
3 OR 4 PEOPLE	66933	46852	42.4	70.0	106	20081	44.5	30.0	112	15141	42.8	22.6	107	11630	38.8	17.4	97
5 OR MORE PEOPLE	29550	21942	19.9	74.3	113	10449	23.2	35.4	131	6225	17.6	21.1	100	5268	17.6	17.8	100
NO CHILD IN HSHLD	96587	57984	52.5	60.0	91	20883	46.3	21.6	80	19465	55.0	20.2	96	17636	58.8	18.3	102
CHILD(REN) UNDER 2 YRS	10844	8233	7.5	75.9	115	3467	7.7	32.0	119	2610	7.4	24.1	114	2156	7.2	19.9	111
2 - 5 YEARS	26358	19711	17.8	74.8	114	9439	20.9	35.8	133	5829	16.5	22.1	105	4443	14.8	16.9	94
6 - 11 YEARS	30453	23127	20.9	75.9	115	11369	25.2	37.3	139	6552	18.5	21.5	102	5207	17.4	17.1	96
12 - 17 YEARS	36575	26700	24.2	73.0	111	12137	26.9	33.2	123	8065	22.8	22.1	105	6498	21.7	17.8	99
RESIDENCE OWNED	117770	76988	69.7	65.4	99	30329	67.2	25.8	96	24807	70.2	21.1	100	21852	72.8	18.6	104
VALUE: $50,000 OR MORE	70166	45020	40.8	64.2	97	16988	37.7	24.2	90	14503	41.0	20.7	98	13529	45.1	19.3	108
VALUE: UNDER $50,000	47604	31968	28.9	67.2	102	13341	29.6	28.0	104	10304	29.1	21.6	103	8323	27.7	17.5	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0059
P-22

		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL ADULTS		167727	110463	100.0	65.9	100	45104	100.0	26.9	100	35362	100.0	21.1	100	29997	100.0	17.9	100
MAGAZINES	QUINTILE 1	34022	23853	21.6	70.1	106	9964	22.1	29.3	109	7962	22.5	23.4	111	5927	19.8	17.4	97
	QUINTILE 2	34800	24118	21.8	69.3	105	10001	22.2	28.7	107	7457	21.1	21.4	102	6661	22.2	19.1	107
	QUINTILE 3	30514	19959	18.1	65.4	99	7843	17.4	25.7	96	6429	18.2	21.1	100	5687	19.0	18.6	104
	QUINTILE 4	33324	21846	19.8	65.6	100	8859	19.6	26.6	99	6995	19.8	21.0	100	5993	20.0	18.0	101
	QUINTILE 5	35066	20686	18.7	59.0	90	8438	18.7	24.1	89	6520	18.4	18.6	88	5729	19.1	16.3	91
NEWSPAPERS	QUINTILE 1	29107	19086	17.3	65.6	100	7475	16.6	25.7	95	6144	17.4	21.1	100	5467	18.2	18.8	105
	QUINTILE 2	49095	31686	28.7	64.5	98	12683	28.1	25.8	96	10173	28.8	20.7	98	8830	29.4	18.0	101
	QUINTILE 3	23107	15493	14.0	67.0	102	6348	14.1	27.5	102	4815	13.6	20.8	99	4330	14.4	18.7	105
	QUINTILE 4	33556	22308	20.2	66.5	101	9101	20.2	27.1	101	7145	20.2	21.3	101	6062	20.2	18.1	101
	QUINTILE 5	32863	21890	19.8	66.6	101	9497	21.1	28.9	107	7086	20.0	21.6	102	5307	17.7	16.1	90
OUTDOOR	QUINTILE 1	33431	23206	21.0	69.4	105	9751	21.6	29.2	108	7303	20.7	21.8	104	6153	20.5	18.4	103
	QUINTILE 2	33478	22816	20.7	68.2	103	9393	20.8	28.1	104	7522	21.3	22.5	107	5901	19.7	17.6	99
	QUINTILE 3	33574	22197	20.1	66.1	100	9015	20.0	26.9	100	7138	20.2	21.3	101	6044	20.1	18.0	101
	QUINTILE 4	33935	21676	19.6	63.9	97	8607	19.1	25.4	94	6832	19.3	20.1	95	6237	20.8	18.4	103
	QUINTILE 5	33310	20568	18.6	61.7	94	8339	18.5	25.0	93	6567	18.6	19.7	94	5662	18.9	17.0	95
RADIO-DRIVE TIME	QUINTILE 1	33136	22568	20.4	68.1	103	9645	21.4	29.1	108	7308	20.7	22.1	105	5615	18.7	16.9	95
	QUINTILE 2	31658	21565	19.5	68.1	103	9186	20.4	29.0	108	6462	18.3	20.4	97	5918	19.7	18.7	105
	QUINTILE 3	32541	21585	19.5	66.3	101	8887	19.7	27.3	102	6900	19.5	21.2	101	5798	19.3	17.8	100
	QUINTILE 4	34247	22545	20.4	65.8	100	9238	20.5	27.0	100	7236	20.5	21.1	100	6071	20.2	17.7	99
	QUINTILE 5	36144	22200	20.1	61.4	93	8149	18.1	22.5	84	7457	21.1	20.6	98	6594	22.0	18.2	102
RADIO-MID-DAY	TERCILE 1	45037	30461	27.6	67.6	103	13017	28.9	28.9	107	9834	27.8	21.8	104	7610	25.4	16.9	94
	TERCILE 2	44819	29736	26.9	66.3	101	12301	27.3	27.4	102	9325	26.4	20.8	99	8110	27.0	18.1	101
	TERCILE 3	77872	50266	45.5	64.5	98	19786	43.9	25.4	94	16203	45.8	20.8	99	14277	47.6	18.3	103
RADIO-TOTAL	QUINTILE 1	33763	23012	20.8	68.2	103	10107	22.4	29.9	111	7239	20.5	21.4	102	5667	18.9	16.8	94
	QUINTILE 2	33240	22241	20.1	66.9	102	9188	20.4	27.6	103	7301	20.6	22.0	104	5753	19.2	17.3	97
	QUINTILE 3	33408	22195	20.1	66.4	101	9465	21.0	28.3	105	6651	18.8	19.9	94	6080	20.3	18.2	102
	QUINTILE 4	34792	23253	21.1	66.8	101	9136	20.3	26.3	98	7769	22.0	22.3	106	6348	21.2	18.2	102
	QUINTILE 5	32524	19761	17.9	60.8	92	7209	16.0	22.2	82	6403	18.1	19.7	93	6149	20.5	18.9	106
TV-PRIME TIME	QUINTILE 1	33090	21348	19.3	64.5	98	8503	18.9	25.7	96	6814	19.3	20.6	98	6031	20.1	18.2	102
	QUINTILE 2	33357	22586	20.4	67.7	103	9187	20.4	27.5	102	7430	21.0	22.3	106	5969	19.9	17.9	100
	QUINTILE 3	33980	22935	20.8	67.5	102	9258	20.5	27.2	101	7666	21.7	22.6	107	6010	20.0	17.7	99
	QUINTILE 4	33854	22027	19.9	65.1	99	9047	20.1	26.7	99	6744	19.1	19.9	94	6236	20.8	18.4	103
	QUINTILE 5	33444	21568	19.5	64.5	98	9110	20.2	27.2	101	6709	19.0	20.1	95	5750	19.2	17.2	96
TV-DAYTIME	TERCILE 1	49121	32502	29.4	66.2	100	13141	29.1	26.8	99	10674	30.2	21.7	103	8687	29.0	17.7	99
	TERCILE 2	48823	32886	29.8	67.4	102	13694	30.4	28.0	104	10883	30.8	22.3	106	8309	27.7	17.0	95
	TERCILE 3	69782	45074	40.8	64.6	98	18269	40.5	26.2	97	13805	39.0	19.8	94	13001	43.3	18.6	104
TV-TOTAL	QUINTILE 1	33584	21768	19.7	64.8	98	8953	19.8	26.7	99	7013	19.8	20.9	99	5801	19.3	17.3	97
	QUINTILE 2	33441	21798	19.7	65.2	99	8689	19.3	26.0	97	7377	20.9	22.1	105	5732	19.1	17.1	96
	QUINTILE 3	33505	22045	20.0	65.8	100	8808	19.5	26.3	98	7225	20.4	21.6	102	6012	20.0	17.9	100
	QUINTILE 4	33466	22306	20.2	66.7	101	9136	20.3	27.3	102	6829	19.3	20.4	97	6341	21.1	18.9	106
	QUINTILE 5	33731	22546	20.4	66.8	101	9517	21.1	28.2	105	6919	19.6	20.5	97	6110	20.4	18.1	101
MAGAZINES-NEWSPAPERS: DUAL		44503	30400	27.5	68.3	104	12066	26.8	27.1	101	9893	28.0	22.2	105	8440	28.1	19.0	106
MAGAZINE IMPERATIVE		39363	28054	25.4	71.3	108	11954	26.5	30.4	113	9058	25.6	23.0	109	7042	23.5	17.9	100
NEWSPAPER IMPERATIVE		46441	28588	25.9	61.6	93	11360	25.2	24.5	91	8962	25.3	19.3	92	8266	27.6	17.8	100
MAGAZINES-OUTDOOR: DUAL		33726	23702	21.5	70.3	107	10179	22.6	30.2	112	7741	21.9	23.0	109	5782	19.3	17.1	96
MAGAZINE IMPERATIVE		52846	35538	32.2	67.2	102	14119	31.3	26.7	99	11317	32.0	21.4	102	10103	33.7	19.1	107
OUTDOOR IMPERATIVE		52140	33992	30.8	65.2	99	13675	30.3	26.2	98	10816	30.6	20.7	98	9501	31.7	18.2	102
MAGAZINES-RADIO: DUAL		37081	25816	23.4	69.6	106	11245	24.9	30.3	113	8349	23.6	22.5	107	6222	20.7	16.8	94
MAGAZINE IMPERATIVE		49747	34092	30.9	68.5	104	13311	29.5	26.8	100	10955	31.0	22.0	104	9827	32.8	19.8	110
RADIO IMPERATIVE		49208	31715	28.7	64.5	98	13421	29.8	27.3	101	9725	27.5	19.8	94	8569	28.6	17.4	97
MAGAZINES-TELEVISION: DUAL		33103	23015	20.8	69.5	106	9260	20.5	28.0	104	7693	21.8	23.2	110	6062	20.2	18.3	102
MAGAZINE IMPERATIVE		54575	37519	34.0	68.7	104	15710	34.8	28.8	107	11538	32.6	21.1	100	10271	34.2	18.8	105
TELEVISION IMPERATIVE		53249	32677	29.6	61.4	93	12927	28.7	24.3	90	10834	30.6	20.3	97	8917	29.7	16.7	94
NEWSPAPERS-OUTDOOR: DUAL		36255	24538	22.2	67.7	103	10108	22.4	27.9	104	7763	22.0	21.4	102	6667	22.2	18.4	103
NEWSPAPER IMPERATIVE		55591	35263	31.9	63.4	96	13878	30.8	25.0	93	11185	31.6	20.1	95	10201	34.0	18.4	103
OUTDOOR IMPERATIVE		48319	33489	30.3	69.3	105	14033	31.1	29.0	108	10940	30.9	22.6	107	8516	28.4	17.6	99
NEWSPAPERS-RADIO: DUAL		37242	24868	22.5	66.8	101	10580	23.5	28.4	106	7969	22.5	21.4	101	6320	21.1	17.0	95
NEWSPAPER IMPERATIVE		54423	34921	31.6	64.2	97	13180	29.2	24.2	90	11061	31.3	20.3	96	10680	35.6	19.6	110
RADIO IMPERATIVE		46650	32064	29.0	68.7	104	13875	30.8	29.7	111	10099	28.6	21.6	103	8091	27.0	17.3	97
NEWSPAPERS-TELEVISION: DUAL		35974	23089	20.9	64.2	97	9369	20.8	26.0	97	7498	21.2	20.8	99	6221	20.7	17.3	97
NEWSPAPER IMPERATIVE		56095	37053	33.5	66.1	100	14644	32.5	26.1	97	11581	32.7	20.6	98	10828	36.1	19.3	108
TELEVISION IMPERATIVE		47170	31164	28.2	66.1	100	12777	28.3	27.1	101	10400	29.4	22.0	105	7987	26.6	16.9	95
OUTDOOR-RADIO: DUAL		33748	23806	21.6	70.5	107	10048	22.3	29.8	111	7631	21.6	22.6	107	6127	20.4	18.2	102
OUTDOOR IMPERATIVE		52785	34976	31.7	66.3	101	14218	31.5	26.9	100	11137	31.5	21.1	100	9620	32.1	18.2	102
RADIO IMPERATIVE		52882	34025	30.8	64.3	98	14541	32.2	27.5	102	10632	30.1	20.1	95	8852	29.5	16.7	94
OUTDOOR-TELEVISION: DUAL		32030	21913	19.8	68.4	104	8825	19.6	27.6	102	7585	21.4	23.7	112	5504	18.3	17.2	96
OUTDOOR IMPERATIVE		54626	37268	33.7	68.2	104	15783	35.0	28.9	107	11557	32.7	21.2	100	9928	33.1	18.2	102
TELEVISION IMPERATIVE		54874	34516	31.2	62.9	96	13945	30.9	25.4	95	11078	31.3	20.2	96	9493	31.6	17.3	97
RADIO-TELEVISION: DUAL		33386	22406	20.3	67.1	102	9461	21.0	28.3	105	7291	20.6	21.8	104	5653	18.8	16.9	95
RADIO IMPERATIVE		53810	36129	32.7	67.1	102	15642	34.7	29.1	108	10881	30.8	20.2	96	9606	32.0	17.9	100
TELEVISION IMPERATIVE		54023	34543	31.3	63.9	97	13288	29.5	24.6	91	11416	32.3	21.1	100	9839	32.8	18.2	102

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS (ADULTS)

0060
P-22

	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL ADULTS	167727	110463	100.0	65.9	100	45104	100.0	26.9	100	35362	100.0	21.1	100	29997	100.0	17.9	100
ATLANTIC MONTHLY	867	497	0.4	57.3	87	*134	0.3	15.5	57	*142	0.4	16.4	78	*221	0.7	25.5	143
BARRON'S	1580	941	0.9	59.6	90	313	0.7	19.8	74	371	1.0	23.5	111	257	0.9	16.3	91
BETTER HOMES & GARDENS	22203	15704	14.2	70.7	107	6207	13.8	28.0	104	5137	14.5	23.1	110	4360	14.5	19.6	110
BON APPETIT	3810	2278	2.1	59.8	91	698	1.5	18.3	68	737	2.1	19.3	92	843	2.8	22.1	124
BUSINESS WEEK	4663	2915	2.6	62.5	95	1059	2.3	22.7	84	1038	2.9	22.3	106	818	2.7	17.5	98
CAR AND DRIVER	3102	2068	1.9	66.7	101	959	2.1	30.9	115	675	1.9	21.8	103	434	1.4	14.0	78
CBS MAGAZINE NETWORK (GROSS)	7311	5373	4.9	73.5	112	2428	5.4	33.2	123	1709	4.8	23.4	111	1237	4.1	16.9	95
CHANGING TIMES	3400	2151	1.9	63.3	96	778	1.7	22.9	85	745	2.1	21.9	104	628	2.1	18.5	103
COLONIAL HOMES	1796	1174	1.1	65.4	99	552	1.2	30.7	114	326	0.9	18.2	86	297	1.0	16.5	92
CONDE NAST MAG. PKG. (GROSS)	19924	14085	12.8	70.7	107	5698	12.6	28.6	106	4445	12.6	22.3	106	3942	13.1	19.8	111
CONSUMERS DIGEST	3125	2117	1.9	67.7	103	927	2.1	29.7	110	632	1.8	20.2	96	557	1.9	17.8	100
COSMOPOLITAN	10577	7708	7.0	72.9	111	3209	7.1	30.3	113	2545	7.2	24.1	114	1954	6.5	18.5	103
COUNTRY LIVING	3746	2825	2.6	75.4	115	1265	2.8	33.8	126	880	2.5	23.5	111	680	2.3	18.2	101
CUISINE	2214	1423	1.3	64.3	98	466	1.0	21.0	78	513	1.5	23.2	110	444	1.5	20.1	112
CYCLE WORLD	2394	1868	1.7	78.0	118	953	2.1	39.8	148	498	1.4	20.8	99	418	1.4	17.5	98
DCI:CREATIVE IDEAS FOR LIV	3068	2370	2.1	77.2	117	1100	2.4	35.9	133	585	1.7	19.1	90	684	2.3	22.3	125
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6841	6.2	71.6	109	2739	6.1	28.7	107	2240	6.3	23.4	111	1863	6.2	19.5	109
DISCOVER	2277	1601	1.4	70.3	107	691	1.5	30.3	113	477	1.3	20.9	99	432	1.4	19.0	106
EBONY	7187	5077	4.6	70.6	107	2154	4.8	30.0	111	1665	4.7	23.2	110	1258	4.2	17.5	98
ESQUIRE	2560	1849	1.7	72.2	110	766	1.7	29.9	111	640	1.8	25.0	119	442	1.5	17.3	97
ESSENCE	3242	2515	2.3	77.6	118	1035	2.3	31.9	119	699	2.0	21.6	102	781	2.6	24.1	135
FAMILY CIRCLE	19639	14388	13.0	73.3	111	5775	12.8	29.4	109	4783	13.5	24.4	116	3831	12.8	19.5	109
THE FAMILY HANDYMAN	3540	2660	2.4	75.1	114	1125	2.5	31.8	118	881	2.5	24.9	118	654	2.2	18.5	103
FAMILY WEEKLY	23924	16727	15.1	69.9	106	6579	14.6	27.5	102	5481	15.5	22.9	109	4666	15.6	19.5	109
FIELD & STREAM	9883	7130	6.5	72.1	110	3100	6.9	31.4	117	2266	6.4	22.9	109	1764	5.9	17.8	100
FOOD & WINE	1030	585	0.5	56.8	86	245	0.5	23.8	88	*195	0.6	18.9	90	*145	0.5	14.1	79
FORBES	2679	1564	1.4	58.4	89	511	1.1	19.1	71	521	1.5	19.4	92	532	1.8	19.9	111
FORTUNE	2931	1835	1.7	62.6	95	617	1.4	21.1	78	631	1.8	21.5	102	587	2.0	20.0	112
GENTLEMEN'S QUARTERLY	3481	2501	2.3	71.8	109	992	2.2	28.5	106	853	2.4	24.5	116	656	2.2	18.8	105
GLAMOUR	7163	5178	4.7	72.3	110	2113	4.7	29.5	110	1588	4.5	22.2	105	1477	4.9	20.6	115
GOLF DIGEST	2355	1576	1.4	66.9	102	585	1.3	24.8	92	576	1.6	24.5	116	415	1.4	17.6	99
GOLF DIGEST/TENNIS (GROSS)	3610	2416	2.2	66.9	102	895	2.0	24.8	92	858	2.4	23.8	113	663	2.2	18.4	103
GOLF MAGAZINE	2046	1452	1.3	71.0	108	582	1.3	28.4	106	507	1.4	24.8	118	363	1.2	17.7	99
GOLF MAGAZINE/SKI (GROSS)	3547	2522	2.3	71.1	108	1028	2.3	29.0	108	901	2.5	25.4	120	593	2.0	16.7	93
GOOD HOUSEKEEPING	20353	14788	13.4	72.7	110	5892	13.1	28.9	108	4945	14.0	24.3	115	3951	13.2	19.4	109
HARPER'S BAZAAR	3362	2434	2.2	72.4	110	875	1.9	26.0	97	812	2.3	24.2	115	748	2.5	22.2	124
HEALTH	2987	2093	1.9	70.1	106	893	2.0	29.9	111	639	1.8	21.4	101	561	1.9	18.8	105
HEARST MAG CORP. BUY (GROSS)	67928	48941	44.3	72.0	109	20680	45.8	30.4	113	15878	44.9	23.4	111	12383	41.3	18.2	102
HEARST MAN POWER (GROSS)	11282	7712	7.0	68.4	104	3656	8.1	32.4	121	2234	6.3	19.8	94	1822	6.1	16.1	90
HEARST WOMAN POWER (GROSS)	40514	29773	27.0	73.5	112	12241	27.1	30.2	112	9935	28.1	24.5	116	7598	25.3	18.8	105
HOUSE BEAUTIFUL	4885	3393	3.1	69.5	105	1390	3.1	28.5	106	1185	3.4	24.3	115	818	2.7	16.7	94
INC.	1308	906	0.8	69.3	105	*303	0.7	23.2	86	*271	0.8	20.7	98	332	1.1	25.4	142
JET	6498	4470	4.0	68.8	104	1820	4.0	28.0	104	1509	4.3	23.2	110	1141	3.8	17.6	98
LADIES' HOME JOURNAL	14797	11082	10.0	74.9	114	4808	10.7	32.5	121	3515	9.9	23.8	113	2759	9.2	18.6	104
LHJ FAMILY GRP COMBO(GROSS)	21743	16172	14.6	74.4	113	7032	15.6	32.3	120	5123	14.5	23.6	112	4018	13.4	18.5	103
LIFE	9881	6612	6.0	66.9	102	2755	6.1	27.9	104	2276	6.4	23.0	109	1582	5.3	16.0	90
L.A. TIMES HOME MAGAZINE	2775	1713	1.6	61.7	94	657	1.5	23.7	88	479	1.4	17.3	82	577	1.9	20.8	116
MADEMOISELLE	4219	2983	2.7	70.7	107	1134	2.5	26.9	100	1049	3.0	24.9	118	801	2.7	19.0	106
MC CALL'S	16422	12332	11.2	75.1	114	5014	11.1	30.5	114	3756	10.6	22.9	108	3562	11.9	21.7	121
MC CALL'S/WRK MOTHER (GROSS)	17919	13593	12.3	75.9	115	5515	12.2	30.8	114	4207	11.9	23.5	111	3871	12.9	21.6	121
MECHANIX ILLUSTRATED	4433	2953	2.7	66.6	101	1302	2.9	29.4	109	855	2.4	19.3	91	796	2.7	18.0	100
METROPOLITAN HOME	1504	1043	0.9	69.3	105	402	0.9	26.7	99	375	1.1	24.9	118	266	0.9	17.7	99
MONEY	4723	2985	2.7	63.2	96	1018	2.3	21.6	80	1090	3.1	23.1	109	878	2.9	18.6	104
MOTHER EARTH NEWS	2325	1645	1.5	70.8	107	748	1.7	32.2	120	449	1.3	19.3	92	448	1.5	19.3	108
MS.	1189	946	0.9	79.6	121	403	0.9	33.9	126	248	0.7	20.9	99	295	1.0	24.8	139
NATIONAL ENQUIRER	18892	13862	12.5	73.4	111	6105	13.5	32.3	120	4484	12.7	23.7	113	3273	10.9	17.3	97
NATIONAL GEOGRAPHIC	22129	14320	13.0	64.7	98	5321	11.8	24.0	89	4382	12.4	19.8	94	4617	15.4	20.9	117
NATIONAL SUNDAY MAGAZINE PKG	103750	68440	62.0	66.0	100	27176	60.3	26.2	97	22222	62.8	21.4	102	19041	63.5	18.4	103
NATURAL HISTORY	1379	894	0.8	64.8	98	405	0.9	29.4	109	297	0.8	21.5	102	*192	0.6	13.9	78
NEW WOMAN	2289	1658	1.5	72.4	110	646	1.4	28.2	105	529	1.5	23.1	110	482	1.6	21.1	118
NEW YORK INCLUDING CUE	1088	602	0.5	55.3	84	*200	0.4	18.4	68	201	0.6	18.5	88	*200	0.7	18.4	103
THE NEW YORKER	2459	1416	1.3	57.6	87	570	1.3	23.2	86	425	1.2	17.3	82	421	1.4	17.1	96
NEWSWEEK	16527	10742	9.7	65.0	99	4536	10.1	27.4	102	3570	10.1	21.6	102	2636	8.8	15.9	89
THE N.Y. TIMES DAILY EDITION	2739	1387	1.3	50.6	77	473	1.0	17.3	64	461	1.3	16.8	80	453	1.5	16.5	92
THE N.Y. TIMES MAGAZINE	4443	2381	2.2	53.6	81	796	1.8	17.9	67	876	2.5	19.7	94	709	2.4	16.0	89
OMNI	2799	1881	1.7	67.2	102	740	1.6	26.4	98	651	1.8	23.3	110	490	1.6	17.5	98
ON CABLE	2209	1617	1.5	73.2	111	820	1.8	37.1	138	454	1.3	20.6	97	344	1.1	15.6	87
1001 HOME IDEAS	3959	2998	2.7	75.7	115	1331	3.0	33.6	125	969	2.7	24.5	116	698	2.3	17.6	99
ORGANIC GARDENING	3111	2143	1.9	68.9	105	935	2.1	30.1	112	565	1.6	18.2	86	643	2.1	20.7	116
OUTDOOR LIFE	5024	3737	3.4	74.4	113	1688	3.7	33.6	125	1177	3.3	23.4	111	871	2.9	17.3	97
PARADE MAGAZINE	51292	33805	30.6	65.9	100	13494	29.9	26.3	98	11144	31.5	21.7	103	9167	30.6	17.9	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0061
P-22

	TOTAL U.$. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL ADULTS	167727	110463	100.0	65.9	100	45104	100.0	26.9	100	35362	100.0	21.1	100	29997	100.0	17.9	100
PARENTS	5298	4136	3.7	78.1	119	1847	4.1	34.9	130	1309	3.7	24.7	117	980	3.3	18.5	103
PENTHOUSE	5129	3698	3.3	72.1	109	1584	3.5	30.9	115	1199	3.4	23.4	111	916	3.1	17.9	100
PEOPLE	21070	14914	13.5	70.8	107	6121	13.6	29.1	108	5219	14.8	24.8	117	3574	11.9	17.0	95
PLAYBOY	10562	7248	6.6	68.6	104	3270	7.2	31.0	115	2255	6.4	21.4	101	1723	5.7	16.3	91
POPULAR HOT RODDING	2498	1951	1.8	78.1	119	873	1.9	34.9	130	680	1.9	27.2	129	398	1.3	15.9	89
POPULAR MECHANICS	5887	3874	3.5	65.8	100	1723	3.8	29.3	109	1194	3.4	20.3	96	957	3.2	16.3	91
POPULAR SCIENCE	4317	2885	2.6	66.8	101	1324	2.9	30.7	114	802	2.3	18.6	88	759	2.5	17.6	98
PREVENTION	5792	3624	3.3	62.6	95	1311	2.9	22.6	84	1133	3.2	19.6	93	1180	3.9	20.4	114
PSYCHOLOGY TODAY	3284	2333	2.1	71.0	108	909	2.0	27.7	103	760	2.1	23.1	110	664	2.2	20.2	113
READER'S DIGEST	40046	27066	24.5	67.6	103	11176	24.8	27.9	104	8387	23.7	20.9	99	7504	25.0	18.7	105
REDBOOK	9584	7277	6.6	75.9	115	3139	7.0	32.8	122	2445	6.9	25.5	121	1693	5.6	17.7	99
ROAD & TRACK	2590	1811	1.6	69.9	106	781	1.7	30.2	112	683	1.9	26.4	125	346	1.2	13.4	75
ROLLING STONE	3302	2517	2.3	76.2	116	927	2.1	28.1	104	958	2.7	29.0	138	632	2.1	19.1	107
RUNNER'S WORLD	1229	891	0.8	72.5	110	401	0.9	32.6	121	323	0.9	26.3	125	*166	0.6	13.5	76
SATURDAY EVENING POST	2110	1433	1.3	67.9	103	557	1.2	26.4	98	491	1.4	23.3	110	385	1.3	18.2	102
SCIENCE 84	1543	999	0.9	64.7	98	461	1.0	29.9	111	254	0.7	16.5	78	284	0.9	18.4	103
SCIENCE DIGEST	1747	1215	1.1	69.5	106	646	1.4	37.0	138	263	0.7	15.1	71	306	1.0	17.5	98
SCIENTIFIC AMERICAN	1994	1258	1.1	63.1	96	563	1.2	28.2	105	353	1.0	17.7	84	343	1.1	17.2	96
SELF	3119	2313	2.1	74.2	113	948	2.1	30.4	113	714	2.0	22.9	109	651	2.2	20.9	117
SEVENTEEN	3923	2955	2.7	75.3	114	1347	3.0	34.3	128	890	2.5	22.7	108	718	2.4	18.3	102
SKI	1501	1070	1.0	71.3	108	446	1.0	29.7	110	394	1.1	26.2	125	*230	0.8	15.3	86
SMITHSONIAN	5976	3724	3.4	62.3	95	1208	2.7	20.2	75	1295	3.7	21.7	103	1221	4.1	20.4	114
SOAP OPERA DIGEST	4228	3236	2.9	76.5	116	1503	3.3	35.5	132	947	2.7	22.4	106	786	2.6	18.6	104
SOUTHERN LIVING	6488	4472	4.0	68.9	105	1639	3.6	25.3	94	1655	4.7	25.5	121	1179	3.9	18.2	102
SPORT	3500	2596	2.4	74.2	113	1108	2.5	31.7	118	934	2.6	26.7	127	554	1.8	15.8	89
THE SPORTING NEWS	2456	1798	1.6	73.2	111	795	1.8	32.4	120	626	1.8	25.5	121	377	1.3	15.4	86
SPORTS AFIELD	3648	2623	2.4	71.9	109	1287	2.9	35.3	131	777	2.2	21.3	101	559	1.9	15.3	86
SPORTS ILLUSTRATED	14484	9590	8.7	66.2	101	3969	8.8	27.4	102	3277	9.3	22.6	107	2344	7.8	16.2	90
STAR	12661	9312	8.4	73.5	112	4465	9.9	35.3	131	2953	8.4	23.3	111	1893	6.3	15.0	84
SUNDAY	52799	33878	30.7	64.2	97	13703	30.4	26.0	97	10821	30.6	20.5	97	9355	31.2	17.7	99
SUNSET	3513	2393	2.2	68.1	103	975	2.2	27.8	103	631	1.8	18.0	85	788	2.6	22.4	125
TV GUIDE	42766	29973	27.1	70.1	106	13093	29.0	30.6	114	9530	26.9	22.3	106	7350	24.5	17.2	96
TENNIS	1254	840	0.8	67.0	102	310	0.7	24.7	92	*282	0.8	22.5	107	*248	0.8	19.8	111
TIME	22054	14345	13.0	65.0	99	5759	12.8	26.1	97	4694	13.3	21.3	101	3893	13.0	17.7	99
TOWN & COUNTRY	1555	1111	1.0	71.4	108	435	1.0	28.0	104	296	0.8	19.0	90	380	1.3	24.4	137
TRAVEL & LEISURE	2173	1442	1.3	66.4	101	480	1.1	22.1	82	643	1.8	29.6	140	319	1.1	14.7	82
TRUE STORY	4636	3600	3.3	77.7	118	1765	3.9	38.1	142	998	2.8	21.5	102	837	2.8	18.1	101
U.S.NEWS & WORLD REPORT	10353	6429	5.8	62.1	94	2337	5.2	22.6	84	2251	6.4	21.7	103	1842	6.1	17.8	99
USA TODAY	4994	3271	3.0	65.5	99	1386	3.1	27.8	103	1094	3.1	21.9	104	791	2.6	15.8	89
US	3528	2748	2.5	77.9	118	1097	2.4	31.1	116	1009	2.9	28.6	136	642	2.1	18.2	102
VOGUE	5424	3610	3.3	66.6	101	1503	3.3	27.7	103	1095	3.1	20.2	96	1013	3.4	18.7	104
WALL STREET JOURNAL	6292	3750	3.4	59.6	90	1317	2.9	20.9	78	1182	3.3	18.8	89	1251	4.2	19.9	111
WEIGHT WATCHERS	2762	1984	1.8	71.8	109	858	1.9	31.1	116	645	1.8	23.4	111	481	1.6	17.4	97
WOMAN'S DAY	16320	12193	11.0	74.7	113	5062	11.2	31.0	115	4050	11.5	24.8	118	3081	10.3	18.9	106
WORKING MOTHER	1496	1261	1.1	84.3	128	501	1.1	33.5	125	451	1.3	30.1	143	309	1.0	20.7	115
WORKING WOMAN	1851	1341	1.2	72.4	110	622	1.4	33.6	125	406	1.1	21.9	104	312	1.0	16.9	94
WORLD TENNIS	580	425	0.4	73.3	111	*191	0.4	32.9	122	**116	0.3	20.0	95	**118	0.4	20.3	114
ZIFF-DAVIS MAG NETWK (GROSS)	12412	8681	7.9	69.9	106	3871	8.6	31.2	116	2791	7.9	22.5	107	2020	6.7	16.3	91
BLAIR INSERTS	91671	59502	53.9	64.9	99	23588	52.3	25.7	96	19399	54.9	21.2	100	16516	55.1	18.0	101
DAILY NEWSPAPERS																	
READ ANY	109190	71238	64.5	65.2	99	28428	63.0	26.0	97	22963	64.9	21.0	100	19848	66.2	18.2	102
READ ONE	89587	58456	52.9	65.3	99	23224	51.5	25.9	96	18927	53.5	21.1	100	16305	54.4	18.2	102
READ TWO OR MORE	19602	12782	11.6	65.2	99	5204	11.5	26.5	99	4036	11.4	20.6	98	3543	11.8	18.1	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	72147	65.3	65.8	100	28864	64.0	26.3	98	23185	65.6	21.1	100	20098	67.0	18.3	102
READ ONE	95074	62454	56.5	65.7	100	24978	55.4	26.3	98	19982	56.5	21.0	100	17494	58.3	18.4	103
READ TWO OR MORE	14588	9693	8.8	66.4	101	3886	8.6	26.6	99	3203	9.1	22.0	104	2604	8.7	17.9	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.85				30.62				29.48				29.13			
30 DAY REACH	149706	99328	89.9	66.3	101	40774	90.4	27.2	101	31843	90.0	21.3	101	26712	89.0	17.8	100
50 SHWG - 30 DAY AV FREQ	15.16	15.67				16.03				15.48				15.35			
30 DAY REACH	142406	94731	85.8	66.5	101	38969	86.4	27.4	102	30364	85.9	21.3	101	25398	84.7	17.8	100
25 SHWG - 30 DAY AV FREQ	8.23	8.46				8.66				8.37				8.26			
30 DAY REACH	131152	87766	79.5	66.9	102	36017	79.9	27.5	102	28127	79.5	21.4	102	23622	78.7	18.0	101
CABLE TV: HOME WIRED	66879	46061	41.7	68.9	105	18743	41.6	28.0	104	15278	43.2	22.8	108	12041	40.1	18.0	101
HOME NOT WIRED	100848	64402	58.3	63.9	97	26361	58.4	26.1	97	20085	56.8	19.9	94	17956	59.9	17.8	100
HAVE PAY CABLE	35024	24965	22.6	71.3	108	10575	23.4	30.2	112	8326	23.5	23.8	113	6065	20.2	17.3	97

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0062
P-22

	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM THREE - FIVE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT TWO OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS	167727	110463	100.0	65.9	100	45104	100.0	26.9	100	35362	100.0	21.1	100	29997	100.0	17.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95670	64630	58.5	67.6	103	27007	59.9	28.2	105	20530	58.1	21.5	102	17093	57.0	17.9	100
10:00 AM - 3:00 PM	62599	42886	38.8	67.4	102	18164	40.3	28.6	106	13832	39.1	21.7	103	10891	36.3	17.1	96
3:00 PM - 7:00 PM	72097	48950	44.3	67.9	103	20688	45.9	28.7	107	15603	44.1	21.6	103	12659	42.2	17.6	98
7:00 PM - MIDNIGHT	36670	24655	22.3	67.2	102	10683	23.7	29.1	108	7776	22.0	21.2	101	6196	20.7	16.9	94
MIDNIGHT - 6:00 AM	21908	15016	13.6	68.5	104	6196	13.7	28.3	105	4729	13.4	21.6	102	4090	13.6	18.7	104
6:00 AM - MIDNIGHT	127571	85774	77.6	67.2	102	35763	79.3	28.0	104	27404	77.5	21.5	102	22606	75.4	17.7	99
ENTIRE DAY	129229	86937	78.7	67.3	102	36265	80.4	28.1	104	27811	78.6	21.5	102	22861	76.2	17.7	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	23343	21.1	68.6	104	9766	21.7	28.7	107	7479	21.1	22.0	104	6099	20.3	17.9	100
ALL NEWS	6062	3463	3.1	57.1	87	1283	2.8	21.2	79	1146	3.2	18.9	90	1033	3.4	17.0	95
AOR/PROGRESSIVE	11884	8203	7.4	69.0	105	3650	8.1	30.7	114	2543	7.2	21.4	101	2010	6.7	16.9	95
BEAUTIFUL MUSIC	11180	7350	6.7	65.7	100	2841	6.3	25.4	94	2563	7.2	22.9	109	1946	6.5	17.4	97
BLACK	4538	3233	2.9	71.2	108	1303	2.9	28.7	107	1241	3.5	27.3	130	689	2.3	15.2	85
CLASSICAL	3857	2450	2.2	63.5	96	829	1.8	21.5	80	732	2.1	19.0	90	889	3.0	23.0	129
CHR/ROCK	21946	15564	14.1	70.9	108	6600	14.6	30.1	112	5101	14.4	23.2	110	3864	12.9	17.6	98
COUNTRY	27262	18826	17.0	69.1	105	8228	18.2	30.2	112	5778	16.3	21.2	101	4820	16.1	17.7	99
GOLDEN OLDIES	3339	2151	1.9	64.4	98	996	2.2	29.8	111	713	2.0	21.4	101	442	1.5	13.2	74
MOR/NOSTALGIA	10346	6623	6.0	64.0	97	2361	5.2	22.8	85	2382	6.7	23.0	109	1880	6.3	18.2	102
NEWS/TALK	8929	5465	4.9	61.2	93	2086	4.6	23.4	87	1719	4.9	19.3	91	1661	5.5	18.6	104
RELIGIOUS	5488	3541	3.2	64.5	98	1538	3.4	28.0	104	1054	3.0	19.2	91	950	3.2	17.3	97
SOFT ROCK	1232	855	0.8	69.4	105	286	0.6	23.2	86	*365	1.0	29.6	141	*204	0.7	16.6	93
URBAN CONTEMPORARY	3184	2106	1.9	66.1	100	911	2.0	28.6	106	658	1.9	20.7	98	537	1.8	16.9	94
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	4835	4.4	70.0	106	2217	4.9	32.1	119	1560	4.4	22.6	107	1058	3.5	15.3	86
ABC DIRECTION	5212	3433	3.1	65.9	100	1447	3.2	27.8	103	1127	3.2	21.6	103	858	2.9	16.5	92
ABC ENTERTAINMENT	10385	6988	6.3	67.3	102	3095	6.9	29.8	111	2128	6.0	20.5	97	1765	5.9	17.0	95
ABC FM	4762	3390	3.1	71.2	108	1602	3.6	33.6	125	994	2.8	20.9	99	794	2.6	16.7	93
ABC INFORMATION	11339	7321	6.6	64.6	98	3106	6.9	27.4	102	2207	6.2	19.5	92	2008	6.7	17.7	99
ABC ROCK	4878	3431	3.1	70.3	107	1395	3.1	28.6	106	1158	3.3	23.7	113	878	2.9	18.0	101
CBS	10709	6804	6.2	63.5	96	2480	5.5	23.2	86	2222	6.3	20.7	98	2102	7.0	19.6	110
MUTUAL	10251	6989	6.3	68.2	104	2757	6.1	26.9	100	2510	7.1	24.5	116	1722	5.7	16.8	94
NBC	12243	7710	7.0	63.0	96	3161	7.0	25.8	96	2518	7.1	20.6	98	2031	6.8	16.6	93
RADIORADIO	4606	3069	2.8	66.6	101	1224	2.7	26.6	99	1089	3.1	23.6	112	756	2.5	16.4	92
RKO ONE	5148	3793	3.4	73.7	112	1643	3.6	31.9	119	1147	3.2	22.3	106	1003	3.3	19.5	109
RKO TWO	7313	4775	4.3	65.3	99	1940	4.3	26.5	99	1440	4.1	19.7	93	1396	4.7	19.1	107
THE SOURCE	5981	4152	3.8	69.4	105	1881	4.2	31.4	117	1307	3.7	21.9	104	965	3.2	16.1	90
NON-WIRED : BLAIR	19329	13284	12.0	68.7	104	5670	12.6	29.3	109	4043	11.4	20.9	99	3571	11.9	18.5	103
INTERNET	27139	18374	16.6	67.7	103	7937	17.6	29.2	109	5420	15.3	20.0	95	5017	16.7	18.5	103
KATZ RADIO GROUP	36319	23935	21.7	65.9	100	9642	21.4	26.5	99	7765	22.0	21.4	101	6528	21.8	18.0	101
SUPERNET	22361	15362	13.9	68.7	104	6155	13.6	27.5	102	5349	15.1	23.9	113	3858	12.9	17.3	96
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	9459	8.6	65.1	99	3793	8.4	26.1	97	3169	9.0	21.8	103	2497	8.3	17.2	96
MKDAY 9:00 AM - 1:00 PM	18688	12498	11.3	66.9	102	5152	11.4	27.6	103	4006	11.3	21.4	102	3340	11.1	17.9	100
MKDAY 1:00 PM - 4:30 PM	24061	16248	14.7	67.5	103	6696	14.8	27.8	103	5276	14.9	21.9	104	4276	14.3	17.8	99
MKDAY 4:30 PM - 7:30 PM	44079	28048	25.4	63.6	97	11395	25.3	25.9	96	9164	25.9	20.8	99	7489	25.0	17.0	95
MKDAY 7:30 PM - 8:00 PM	61979	39727	36.0	64.1	97	16005	35.5	25.8	96	12911	36.5	20.8	99	10811	36.0	17.4	98
MKDAY 11:00 PM - 11:30 PM	49084	32801	29.7	66.8	101	13169	29.2	26.8	100	10627	30.1	21.7	103	9005	30.0	18.3	103
MKDAY 11:30 PM - 1:00 AM	16560	11253	10.2	68.0	103	4620	10.2	27.9	104	3640	10.3	22.0	104	2992	10.0	18.1	101
M-SAT 8-11 PM+SUN 7-11 PM	66967	44338	40.1	66.2	101	17860	39.6	26.7	99	14344	40.6	21.4	102	12135	40.5	18.1	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	6549	5.9	70.7	107	2822	6.3	30.4	113	2196	6.2	23.7	112	1531	5.1	16.5	92
ANOTHER WORLD N	6138	4215	3.8	68.7	104	1878	4.2	30.6	114	1308	3.7	21.3	101	1030	3.4	16.8	94
AS THE WORLD TURNS C	7707	4980	4.5	64.6	98	1960	4.3	25.4	95	1547	4.4	20.1	95	1473	4.9	19.1	107
CAPITOL C	4688	3134	2.8	66.9	102	1239	2.7	26.4	98	1022	2.9	21.8	103	873	2.9	18.6	104
CBS MORN. NEWS 1 C	2792	1736	1.6	62.2	94	681	1.5	24.4	91	541	1.5	19.4	92	514	1.7	18.4	103
CBS MORN. NEWS 2 C	2071	1268	1.1	61.2	93	487	1.1	23.5	87	381	1.1	18.4	87	400	1.3	19.3	108
DAYS OF OUR LIVES N	8018	5636	5.1	70.3	107	2439	5.4	30.4	113	1741	4.9	21.7	103	1456	4.9	18.2	102
FACTS OF LIFE - DAYTIME N	3487	2333	2.1	66.9	102	1031	2.3	29.6	110	751	2.1	21.5	102	552	1.8	15.8	89
FAMILY FEUD A	4817	3267	3.0	67.8	103	1340	3.0	27.8	103	1002	2.8	20.8	99	926	3.1	19.2	107
GENERAL HOSPITAL A	8333	5660	5.1	67.9	103	2379	5.3	28.5	106	1913	5.4	23.0	109	1368	4.6	16.4	92
GOOD MORNING, AMERICA-730 A	5472	3583	3.2	65.5	99	1417	3.1	25.9	96	1337	3.8	24.4	116	829	2.8	15.1	85
GOOD MORNING, AMERICA-830 A	3965	2682	2.4	67.6	103	1024	2.3	25.8	96	1008	2.9	25.4	121	650	2.2	16.4	92
GUIDING LIGHT C	7542	5117	4.6	67.8	103	1998	4.4	26.5	99	1653	4.7	21.9	104	1466	4.9	19.4	109
ONE LIFE TO LIVE A	6018	4279	3.9	71.1	108	1747	3.9	29.0	108	1526	4.3	25.4	120	1006	3.4	16.7	93
PRESS YOUR LUCK C	3589	2355	2.1	65.6	100	1017	2.3	28.3	105	711	2.0	19.8	94	627	2.1	17.5	98
PRICE IS RIGHT 1 C	7418	4786	4.3	64.5	98	1756	3.9	23.7	88	1659	4.7	22.4	106	1371	4.6	18.5	103
PRICE IS RIGHT 2 C	8276	5424	4.9	65.5	100	2162	4.8	26.1	97	1741	4.9	21.0	100	1520	5.1	18.4	103
RYAN'S HOPE A	4358	3176	2.9	72.9	111	1372	3.0	31.5	117	1090	3.1	25.0	119	714	2.4	16.4	92
SALE OF THE CENTURY N	3749	2541	2.3	67.8	103	1018	2.3	27.2	101	829	2.3	22.1	105	694	2.3	18.5	104
SEARCH FOR TOMORROW N	2884	2026	1.8	70.2	107	853	1.9	29.6	110	655	1.9	22.7	108	518	1.7	18.0	100
TODAY SHOW 1 N	4869	3078	2.8	63.2	96	1123	2.5	23.1	86	1052	3.0	21.6	102	904	3.0	18.6	104
TODAY SHOW 2 N	4135	2571	2.3	62.2	94	1004	2.2	24.3	90	854	2.4	20.7	98	712	2.4	17.2	96
$25,000 PYRAMID C	4361	2913	2.6	66.8	101	1213	2.7	27.8	103	879	2.5	20.2	96	821	2.7	18.8	105
WHEEL OF FORTUNE N	6187	4313	3.9	69.7	106	1846	4.1	29.8	111	1352	3.8	21.9	104	1116	3.7	18.0	101
YOUNG AND THE RESTLESS C	8186	5451	4.9	66.6	101	2194	4.9	26.8	100	1676	4.7	20.5	97	1581	5.3	19.3	108
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	2943	2.7	62.3	95	1190	2.6	25.2	94	839	2.4	17.7	84	914	3.0	19.3	108
NBA PLAYOFF GAME -1 C	5127	3213	2.9	62.7	95	1162	2.6	22.7	84	1113	3.1	21.7	103	937	3.1	18.3	102
NBC MAJOR LEAGUE PRE-GAME N	3945	2520	2.3	63.9	97	1104	2.4	28.0	104	742	2.1	18.8	89	674	2.2	17.1	96
SPORTSWORLD - SUN N	3370	2161	2.0	64.1	97	849	1.9	25.2	94	611	1.7	18.1	86	701	2.3	20.8	116
SUNDAY MORNING C	4200	2512	2.3	59.8	91	1097	2.4	26.1	97	782	2.2	18.6	88	632	2.1	15.0	84

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0063
P-22

		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL ADULTS		167727	110463	100.0	65.9	100	45104	100.0	26.9	100	35362	100.0	21.1	100	29997	100.0	17.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	32748	29.6	62.6	95	13115	29.1	25.1	93	10600	30.0	20.3	96	9033	30.1	17.3	97
NETWORK AFFILIATES - LATE		39164	26273	23.8	67.1	102	10393	23.0	26.5	99	8519	24.1	21.8	103	7362	24.5	18.8	105
INDEPENDENTS - LATE		5133	3183	2.9	62.0	94	1224	2.7	23.8	89	1092	3.1	21.3	101	867	2.9	16.9	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	15702	14.2	68.8	104	6614	14.7	29.0	108	5116	14.5	22.4	106	3972	13.2	17.4	97
ABC MONDAY NIGHT MOVIE	A	11258	7504	6.8	66.7	101	2980	6.6	26.5	98	2661	7.5	23.6	112	1863	6.2	16.5	93
ABC SUNDAY NIGHT MOVIE	A	23600	15396	13.9	65.2	99	6170	13.7	26.1	97	4948	14.0	21.0	99	4277	14.3	18.1	101
ABC WORLD NEWS TONIGHT	A	12801	7941	7.2	62.0	94	3328	7.4	26.0	97	2528	7.1	19.7	94	2085	7.0	16.3	91
AFTERMASH	C	10966	7172	6.5	65.4	99	2896	6.4	26.4	98	2524	7.1	23.0	109	1751	5.8	16.0	89
ALICE	C	17050	11325	10.3	66.4	101	4300	9.5	25.2	94	4008	11.3	23.5	111	3018	10.1	17.7	99
AMERICAN PARADE	C	11998	7443	6.7	62.0	94	2875	6.4	24.0	89	2181	6.2	18.2	86	2387	8.0	19.9	111
BENSON	A	19258	12167	11.0	63.2	96	4983	11.0	25.9	96	4001	11.3	20.8	99	3183	10.6	16.5	92
BLUE THUNDER	A	11478	7679	7.0	66.9	102	3103	6.9	27.0	101	2504	7.1	21.8	103	2072	6.9	18.1	101
CAGNEY & LACEY	C	18263	12512	11.3	68.5	104	4958	11.0	27.1	101	4093	11.6	22.4	106	3461	11.5	19.0	106
CBS EVENING NEWS-DEAN	C	7733	4688	4.2	60.6	92	1846	4.1	23.9	89	1645	4.7	21.3	101	1198	4.0	15.5	87
CBS EVENING NEWS-RATHER	C	15653	9583	8.7	61.2	93	3848	8.5	24.6	91	3048	8.6	19.5	92	2688	9.0	17.2	96
CBS SAT. NEWS-SCHIEFFER	C	8744	5113	4.6	58.5	89	2063	4.6	23.6	88	1489	4.2	17.0	81	1561	5.2	17.9	100
CBS SATURDAY NIGHT MOVIE	C	12000	7791	7.1	64.9	99	3182	7.1	26.5	99	2615	7.4	21.8	103	1994	6.6	16.6	93
CBS WEDNESDAY NIGHT MOVIE	C	11522	7500	6.8	65.1	99	2998	6.6	26.0	97	2313	6.5	20.1	95	2190	7.3	19.0	106
CHEERS	N	16818	11441	10.4	68.0	103	4382	9.7	26.1	97	4087	11.6	24.3	115	2972	9.9	17.7	99
DALLAS	C	37510	25526	23.1	68.1	103	9972	22.1	26.6	99	8450	23.9	22.5	107	7104	23.7	18.9	106
DIFF'RENT STROKES	N	11258	7513	6.8	66.7	101	3114	6.9	27.7	103	2456	6.9	21.8	103	1942	6.5	17.2	96
DOUBLE TROUBLE	N	12248	8207	7.4	67.0	102	3514	7.8	28.7	107	2666	7.5	21.8	103	2027	6.8	16.5	93
DUCK FACTORY	N	11100	7399	6.7	66.7	101	2807	6.2	25.3	94	2742	7.8	24.7	117	1850	6.2	16.7	93
DUKES OF HAZZARD	C	12353	8272	7.5	67.0	102	3221	7.1	26.1	97	2741	7.8	22.2	105	2310	7.7	18.7	105
DYNASTY	A	33279	22586	20.4	67.9	103	9264	20.5	27.8	104	7240	20.5	21.8	103	6082	20.3	18.3	102
FACTS OF LIFE	N	13410	9020	8.2	67.3	102	3688	8.2	27.5	102	3060	8.7	22.8	108	2272	7.6	16.9	95
FALCON CREST	C	31093	21358	19.3	68.7	104	8546	18.9	27.5	102	6806	19.2	21.9	104	6006	20.0	19.3	108
FALL GUY	A	18649	12423	11.2	66.6	101	5076	11.3	27.2	101	4080	11.5	21.9	104	3268	10.9	17.5	98
FAMILY TIES	N	13101	8688	7.9	66.3	101	3479	7.7	26.6	99	2985	8.4	22.8	108	2223	7.4	17.0	95
FANTASY ISLAND	A	13069	8773	7.9	67.1	102	3494	7.7	26.7	99	2964	8.4	22.7	108	2315	7.7	17.7	99
FOULUPS,BLEEPS & BLUNDERS	A	16588	10458	9.5	63.0	96	4125	9.1	24.9	92	3453	9.8	20.8	99	2880	9.6	17.4	97
FOUR SEASONS	C	9302	6217	5.6	66.8	101	2443	5.4	26.3	98	2202	6.2	23.7	112	1572	5.2	16.9	94
GIMME A BREAK	N	13955	9204	8.3	66.0	100	3814	8.5	27.3	102	3119	8.8	22.4	106	2271	7.6	16.3	91
HART TO HART	A	15735	10499	9.5	66.7	101	4171	9.2	26.5	99	3287	9.3	20.9	99	3040	10.1	19.3	108
HILL STREET BLUES	N	18257	12171	11.0	66.7	101	4816	10.7	26.4	98	4103	11.6	22.5	107	3252	10.8	17.8	100
HOTEL	A	24236	16108	14.6	66.5	101	6531	14.5	26.9	100	5239	14.8	21.6	103	4338	14.5	17.9	100
JEFFERSONS	C	17010	11225	10.2	66.0	100	4343	9.6	25.5	95	4001	11.3	23.5	112	2882	9.6	16.9	95
JENNIFER SLEPT HERE	N	9397	6280	5.7	66.8	101	2629	5.8	28.0	104	2094	5.9	22.3	106	1557	5.2	16.6	93
KATE & ALLIE	C	16762	11100	10.0	66.2	101	4307	9.5	25.7	96	3629	10.3	21.7	103	3164	10.5	18.9	106
KNIGHT RIDER	N	13164	9293	8.4	70.6	107	3810	8.4	28.9	108	3027	8.6	23.0	109	2456	8.2	18.7	104
LOVE BOAT	A	20400	13328	12.1	65.3	99	5437	12.1	26.7	99	4277	12.1	21.0	99	3614	12.0	17.7	99
MAGNUM PI	C	22543	15183	13.7	67.4	102	5943	13.2	26.4	98	5012	14.2	22.2	105	4228	14.1	18.8	105
MAMA'S FAMILY	N	9852	6601	6.0	67.0	102	2743	6.1	27.8	104	1976	5.6	20.1	95	1882	6.3	19.1	107
MASTER, THE	N	8082	5452	4.9	67.5	102	2393	5.3	29.6	110	1693	4.8	20.9	99	1366	4.6	16.9	95
MATT HOUSTON	A	12881	8681	7.9	67.4	102	3491	7.7	27.1	101	2746	7.8	21.3	101	2445	8.2	19.0	106
NBC MONDAY NIGHT MOVIE	N	23889	16358	14.8	68.5	104	6673	14.8	27.9	104	5131	14.5	21.5	102	4554	15.2	19.1	107
NBC NIGHTLY NEWS	N	11156	7091	6.4	63.6	97	2863	6.3	25.7	95	2320	6.6	20.8	99	1908	6.4	17.1	96
NBC NIGHTLY NEWS-SAT	N	7363	4432	4.0	60.2	91	1735	3.8	23.6	88	1351	3.8	18.3	87	1346	4.5	18.3	102
NBC NIGHTLY NEWS-SUN	N	6214	3507	3.2	56.4	86	1390	3.1	22.4	83	1068	3.0	17.2	82	1048	3.5	16.9	94
NBC SUNDAY NIGHT MOVIE	N	17590	12008	10.9	68.3	104	4966	11.0	28.2	105	3790	10.7	21.5	102	3251	10.8	18.5	103
NEWHART	C	16740	11300	10.2	67.5	102	4527	10.0	27.0	101	3846	10.9	23.0	109	2926	9.8	17.5	98
ONE DAY AT A TIME	C	11820	7841	7.1	66.3	101	3272	7.3	27.7	103	2655	7.5	22.5	107	1915	6.4	16.2	91
PEOPLE ARE FUNNY	N	9138	6114	5.5	66.9	102	2540	5.6	27.8	103	1989	5.6	21.8	103	1585	5.3	17.3	97
REAL PEOPLE	N	15979	10557	9.6	66.1	100	4302	9.5	26.9	100	3387	9.6	21.2	101	2869	9.6	18.0	100
REMINGTON STEELE	N	14395	10111	9.2	70.2	107	4059	9.0	28.2	105	3263	9.2	22.7	108	2789	9.3	19.4	108
RIPLEY'S BELIEVE IT - NOT	A	11362	7633	6.9	67.2	102	3187	7.1	28.0	104	2303	6.5	20.3	96	2143	7.1	18.9	105
RIPTIDE	N	13920	9799	8.9	70.4	107	4177	9.3	30.0	112	3079	8.7	22.1	105	2543	8.5	18.3	102
SCARECROW & MRS. KING	C	17571	11446	10.4	65.1	99	4466	9.9	25.4	95	3678	10.4	20.9	99	3301	11.0	18.8	105
SIMON & SIMON	C	20208	13616	12.3	67.4	102	5319	11.8	26.3	98	4358	12.3	21.6	102	3939	13.1	19.5	109
60 MINUTES	C	27668	17071	15.5	61.7	94	6480	14.4	23.4	87	5621	15.9	20.3	96	4971	16.6	18.0	100
ST. ELSEWHERE	N	13699	9371	8.5	68.4	104	3683	8.2	26.9	100	3107	8.8	22.7	108	2580	8.6	18.8	105
THREE'S COMPANY	A	20632	13533	12.3	65.6	100	5672	12.6	27.5	102	4156	11.8	20.1	96	3706	12.4	18.0	100
T.J. HOOKER	A	17136	11339	10.3	66.2	100	4514	10.0	26.3	98	3554	10.1	20.7	98	3271	10.9	19.1	107
TONIGHT SHOW	N	4963	3478	3.1	70.1	106	1312	2.9	26.4	98	1138	3.2	22.9	109	1028	3.4	20.7	116
TRAPPER JOHN, M.D.	C	16332	11254	10.2	68.9	105	4515	10.0	27.6	103	3788	10.7	23.2	110	2951	9.8	18.1	101
TV BLOOPERS & PRAC. JOKES	N	18881	12723	11.5	67.4	102	5129	11.4	27.2	101	4551	12.9	24.1	114	3043	10.1	16.1	90
20/20	A	18315	12094	10.9	66.0	100	4762	10.6	26.0	97	4018	11.4	21.9	104	3313	11.0	18.1	101
WEBSTER	A	18722	11927	10.8	63.7	97	4827	10.7	25.8	96	4008	11.3	21.4	102	3093	10.3	16.5	92
WORLD NEWS - SUN	A	5327	3481	3.2	65.3	99	1323	2.9	24.8	92	1173	3.3	22.0	104	986	3.3	18.5	103
YELLOW ROSE	N	8370	5797	5.2	69.3	105	2372	5.3	28.3	105	1730	4.9	20.7	98	1695	5.7	20.3	113
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	17828	16.1	68.9	105	7407	16.4	28.6	107	5573	15.8	21.6	102	4848	16.2	18.7	105
BASKETBALL - COLLEGE GAMES		14468	10379	9.4	71.7	109	4045	9.0	28.0	104	3777	10.7	26.1	124	2557	8.5	17.7	99
BASKETBALL - PRO GAMES		12124	8470	7.7	69.9	106	3432	7.6	28.3	105	3045	8.6	25.1	119	1992	6.6	16.4	92
BOWLING		9412	6401	5.8	68.0	103	2630	5.8	27.9	104	1956	5.5	20.8	99	1815	6.1	19.3	108
BOXING		15409	10744	9.7	69.7	106	4734	10.5	30.7	114	3515	9.9	22.8	108	2495	8.3	16.2	91
FOOTBALL - COLLEGE GAMES		21400	14774	13.4	69.0	105	6025	13.4	28.2	105	4951	14.0	23.1	110	3799	12.7	17.8	99
FOOTBALL - PRO GAMES		35944	25900	23.4	72.1	109	10883	24.1	30.3	113	8428	23.8	23.4	111	6589	22.0	18.3	102
GOLF		9759	6299	5.7	64.5	98	2007	4.4	20.6	76	2431	6.9	24.9	118	1862	6.2	19.1	107
POST-SEASON COLL. FOOTBALL		18123	12443	11.3	68.7	104	5078	11.3	28.0	104	3975	11.2	21.9	104	3390	11.3	18.7	105
POST-SEASON PRO FOOTBALL		22091	15792	14.3	71.5	109	6614	14.7	29.9	111	5188	14.7	23.5	111	3990	13.3	18.1	101
TENNIS		6764	4697	4.3	69.4	105	1862	4.1	27.5	102	1671	4.7	24.7	117	1164	3.9	17.2	96
WRESTLING - PROFESSIONAL		9695	7454	6.7	76.9	117	3873	8.6	39.9	149	2113	6.0	21.8	103	1468	4.9	15.1	85

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0064
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	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL MALES	79263	49908	100.0	63.0	100	20799	100.0	26.2	100	16093	100.0	20.3	100	13015	100.0	16.4	100
HOUSEHOLD HEADS	66405	41192	82.5	62.0	99	17036	81.9	25.7	98	13316	82.7	20.1	99	10840	83.3	16.3	99
18 - 24	13945	9603	19.2	68.9	109	4390	21.1	31.5	120	3182	19.8	22.8	112	2031	15.6	14.6	89
25 - 34	19334	13212	26.5	68.3	109	5820	28.0	30.1	115	4132	25.7	21.4	105	3260	25.0	16.9	103
35 - 44	14196	9654	19.3	68.0	108	4332	20.8	30.5	116	2854	17.7	20.1	99	2469	19.0	17.4	106
45 - 54	10896	6554	13.1	60.2	96	2518	12.1	23.1	88	2044	12.7	18.8	92	1992	15.3	18.3	111
55 - 64	10378	5851	11.7	56.4	90	2028	9.8	19.5	74	2181	13.6	21.0	104	1642	12.6	15.8	96
65 OR OLDER	10514	5034	10.1	47.9	76	1711	8.2	16.3	62	1701	10.6	16.2	80	1621	12.5	15.4	94
18 - 34	33279	22815	45.7	68.6	109	10210	49.1	30.7	117	7314	45.4	22.0	108	5291	40.7	15.9	97
18 - 49	52904	35907	71.9	67.9	108	15879	76.3	30.0	114	11293	70.2	21.3	105	8735	67.1	16.5	101
25 - 54	44426	29420	58.9	66.2	105	12670	60.9	28.5	109	9029	56.1	20.3	100	7721	59.3	17.4	106
35 - 49	19625	13092	26.2	66.7	106	5669	27.3	28.9	110	3979	24.7	20.3	100	3444	26.5	17.5	107
50 OR OLDER	26359	14001	28.1	53.1	84	4921	23.7	18.7	71	4801	29.8	18.2	90	4280	32.9	16.2	99
GRADUATED COLLEGE	15982	9516	19.1	59.5	95	3540	17.0	22.1	84	2948	18.3	18.4	91	3028	23.3	18.9	115
ATTENDED COLLEGE	13629	8798	17.6	64.6	103	3591	17.3	26.3	100	2853	17.7	20.9	103	2354	18.1	17.3	105
GRADUATED HIGH SCHOOL	28591	18354	36.8	64.2	102	8041	38.7	28.1	107	5746	35.7	20.1	99	4566	35.1	16.0	97
DID NOT GRADUATE HIGH SCHOOL	21061	13241	26.5	62.9	100	5628	27.1	26.7	102	4546	28.2	21.6	106	3067	23.6	14.6	89
EMPLOYED FULL-TIME	52316	33976	68.1	64.9	103	14436	69.4	27.6	105	10869	67.5	20.8	102	8671	66.6	16.6	101
EMPLOYED PART-TIME	4113	2518	5.0	61.2	97	1010	4.9	24.6	94	769	4.8	18.7	92	739	5.7	18.0	109
NOT EMPLOYED	22834	13414	26.9	58.7	93	5354	25.7	23.4	89	4456	27.7	19.5	96	3605	27.7	15.8	96
PROFESSIONAL/MANAGER	15034	9222	18.5	61.3	97	3494	16.8	23.2	89	2868	17.8	19.1	94	2859	22.0	19.0	116
TECH/CLERICAL/SALES	11255	7248	14.5	64.4	102	3124	15.0	27.8	106	2379	14.8	21.1	104	1746	13.4	15.5	94
PRECISION/CRAFT	11607	7362	14.8	63.4	101	3263	15.7	28.1	107	2398	14.9	20.7	102	1701	13.1	14.7	89
OTHER EMPLOYED	18534	12661	25.4	68.3	108	5565	26.8	30.0	114	3992	24.8	21.5	106	3104	23.8	16.7	102
SINGLE	19562	12823	25.7	65.6	104	5417	26.0	27.7	106	4103	25.5	21.0	103	3303	25.4	16.9	103
MARRIED	51896	32645	65.4	62.9	100	13501	64.9	26.0	99	10439	64.9	20.1	99	8705	66.9	16.8	102
DIVORCED/SEPARATED/WIDOWED	7804	4440	8.9	56.9	90	1882	9.0	24.1	92	1551	9.6	19.9	98	1007	7.7	12.9	79
PARENTS	25372	17555	35.2	69.2	110	8119	39.0	32.0	122	5468	34.0	21.6	106	3967	30.5	15.6	95
WHITE	69658	43842	87.8	62.9	100	18132	87.2	26.0	99	13960	86.7	20.0	99	11750	90.3	16.9	103
BLACK	7909	5031	10.1	63.6	101	2247	10.8	28.4	108	1750	10.9	22.1	109	1034	7.9	13.1	80
OTHER	1696	1035	2.1	61.0	97	*421	2.0	24.8	95	*383	2.4	22.6	111	**231	1.8	13.6	83
NORTHEAST-CENSUS	17202	9688	19.4	56.3	89	3765	18.1	21.9	83	3058	19.0	17.8	88	2865	22.0	16.7	101
NORTH CENTRAL	20461	13478	27.0	65.9	105	5725	27.5	28.0	107	4030	25.0	19.7	97	3723	28.6	18.2	111
SOUTH	26695	17152	34.4	64.3	102	7103	34.2	26.6	101	6085	37.8	22.8	112	3964	30.5	14.8	90
WEST	14906	9590	19.2	64.3	102	4206	20.2	28.2	108	2920	18.1	19.6	96	2464	18.9	16.5	101
NORTHEAST-MKTG.	17962	9617	19.3	53.5	85	3600	17.3	20.0	76	3069	19.1	17.1	84	2948	22.7	16.4	100
EAST CENTRAL	11741	7776	15.6	66.2	105	3297	15.9	28.1	107	2593	16.1	22.1	109	1886	14.5	16.1	98
WEST CENTRAL	13518	9030	18.1	66.8	106	3864	18.6	28.6	109	2436	15.1	18.0	89	2730	21.0	20.2	123
SOUTH	23168	15364	30.8	66.3	105	6525	31.4	28.2	107	5460	33.9	23.6	116	3379	26.0	14.6	89
PACIFIC	12874	8120	16.3	63.1	100	3513	16.9	27.3	104	2535	15.8	19.7	97	2072	15.9	16.1	98
COUNTY SIZE A	32596	18875	37.8	57.9	92	7198	34.6	22.1	84	6270	39.0	19.2	95	5407	41.5	16.6	101
COUNTY SIZE B	23814	15825	31.7	66.5	106	6884	33.1	28.9	110	4969	30.9	20.9	103	3972	30.5	16.7	102
COUNTY SIZE C	12663	8386	16.8	66.2	105	3883	18.7	30.7	117	2476	15.4	19.6	96	2028	15.6	16.0	98
COUNTY SIZE D	10190	6822	13.7	66.9	106	2835	13.6	27.8	106	2379	14.8	23.3	115	1608	12.4	15.8	96
METRO CENTRAL CITY	23190	13877	27.8	59.8	95	5885	28.3	25.4	97	4443	27.6	19.2	94	3549	27.3	15.3	93
METRO SUBURBAN	36920	23448	47.0	63.5	101	9222	44.3	25.0	95	7576	47.1	20.5	101	6650	51.1	18.0	110
NON METRO	19152	12584	25.2	65.7	104	5693	27.4	29.7	113	4075	25.3	21.3	105	2816	21.6	14.7	90
TOP 5 ADI'S	18703	11014	22.1	58.9	94	4057	19.5	21.7	83	3733	23.2	20.0	98	3224	24.8	17.2	105
TOP 10 ADI'S	26158	14952	30.0	57.2	91	5624	27.0	21.5	82	4974	30.9	19.0	94	4354	33.5	16.6	101
TOP 20 ADI'S	36612	21312	42.7	58.2	92	8214	39.5	22.4	85	7044	43.8	19.2	95	6055	46.5	16.5	101
HSHLD INC. $50,000 OR MORE	9326	5531	11.1	59.3	94	1861	8.9	20.0	76	1957	12.2	21.0	103	1714	13.2	18.4	112
$40,000 OR MORE	18002	11229	22.5	62.4	99	4172	20.1	23.2	88	3830	23.8	21.3	105	3226	24.8	17.9	109
$30,000 OR MORE	31361	19710	39.5	62.8	100	7637	36.7	24.4	93	6197	38.5	19.8	97	5876	45.1	18.7	114
$25,000 OR MORE	39858	25073	50.2	62.9	100	10122	48.7	25.4	97	7643	47.5	19.2	94	7308	56.2	18.3	112
$20,000 - $24,999	8664	5506	11.0	63.6	101	2267	10.9	26.2	100	1967	12.2	22.7	112	1273	9.8	14.7	89
$15,000 - $19,999	7964	5053	10.1	63.4	101	2016	9.7	25.3	96	1840	11.4	23.1	114	1197	9.2	15.0	92
$10,000 - $14,999	11093	6989	14.0	63.0	100	3328	16.0	30.0	114	2209	13.7	19.9	98	1452	11.2	13.1	80
UNDER $10,000	11683	7286	14.6	62.4	99	3067	14.7	26.3	100	2435	15.1	20.8	103	1785	13.7	15.3	93
HOUSEHOLD OF 1 PERSON	7453	3962	7.9	53.2	84	1605	7.7	21.5	82	1381	8.6	18.5	91	977	7.5	13.1	80
2 PEOPLE	24757	14100	28.3	57.0	90	5134	24.7	20.7	79	4903	30.5	19.8	98	4063	31.2	16.4	100
3 OR 4 PEOPLE	32682	21489	43.1	65.8	104	9082	43.7	27.8	106	6683	41.5	20.4	101	5723	44.0	17.5	107
5 OR MORE PEOPLE	14370	10357	20.8	72.1	114	4978	23.9	34.6	132	3127	19.4	21.8	107	2252	17.3	15.7	95
NO CHILD IN HSHLD	46768	27116	54.3	58.0	92	10338	49.7	22.1	84	8953	55.6	19.1	94	7825	60.1	16.7	102
CHILD(REN) UNDER 2 YRS	4799	3327	6.7	69.3	110	1552	7.5	32.3	123	1011	6.3	21.1	104	764	5.9	15.9	97
2 - 5 YEARS	11125	8278	16.6	74.4	118	3930	18.9	35.3	135	2469	15.3	22.2	109	1879	14.4	16.9	103
6 - 11 YEARS	14193	10059	20.2	70.9	113	4638	22.3	32.7	125	2940	18.3	20.7	102	2482	19.1	17.5	107
12 - 17 YEARS	17402	12013	24.1	69.0	110	5448	26.2	31.3	119	3831	23.8	22.0	108	2734	21.0	15.7	96
RESIDENCE OWNED	56398	35306	70.7	62.6	99	13965	67.1	24.8	94	11405	70.9	20.2	100	9935	76.3	17.6	107
VALUE: $50,000 OR MORE	34811	21087	42.3	60.6	96	8077	38.8	23.2	88	6538	40.6	18.8	93	6472	49.7	18.6	113
VALUE: UNDER $50,000	21587	14219	28.5	65.9	105	5888	28.3	27.3	104	4868	30.2	22.6	111	3463	26.6	16.0	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0065
P-22

		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM THREE - FIVE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT TWO OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES		79263	49908	100.0	63.0	100	20799	100.0	26.2	100	16093	100.0	20.3	100	13015	100.0	16.4	100
MAGAZINES	QUINTILE 1	16033	10521	21.1	65.6	104	4514	21.7	28.2	107	3381	21.0	21.1	104	2625	20.2	16.4	100
	QUINTILE 2	15354	10107	20.3	65.8	105	4156	20.0	27.1	103	3113	19.3	20.3	100	2838	21.8	18.5	113
	QUINTILE 3	15888	10057	20.2	63.3	101	4168	20.0	26.2	100	3296	20.5	20.7	102	2593	19.9	16.3	99
	QUINTILE 4	17310	11038	22.1	63.8	101	4354	20.9	25.2	96	3687	22.9	21.3	105	2997	23.0	17.3	105
	QUINTILE 5	14677	8186	16.4	55.8	89	3607	17.3	24.6	94	2616	16.3	17.8	88	1962	15.1	13.4	81
NEWSPAPERS	QUINTILE 1	15277	9653	19.3	63.2	100	3744	18.0	24.5	93	3213	20.0	21.0	104	2696	20.7	17.6	107
	QUINTILE 2	22745	13679	27.4	60.1	96	5658	27.2	24.9	95	4301	26.7	18.9	93	3720	28.6	16.4	100
	QUINTILE 3	10692	6690	13.4	62.6	99	2665	12.8	24.9	95	2014	12.5	18.8	93	2011	15.5	18.8	115
	QUINTILE 4	11646	7384	14.8	63.4	101	3103	14.9	26.6	102	2516	15.6	21.6	106	1765	13.6	15.2	92
	QUINTILE 5	18903	12501	25.0	66.1	105	5629	27.1	29.8	113	4050	25.2	21.4	106	2823	21.7	14.9	91
OUTDOOR	QUINTILE 1	16620	11044	22.1	66.5	106	4692	22.6	28.2	108	3519	21.9	21.2	104	2832	21.8	17.0	104
	QUINTILE 2	16377	10754	21.5	65.7	104	4521	21.7	27.6	105	3440	21.4	21.0	103	2794	21.5	17.1	104
	QUINTILE 3	15995	9866	19.8	61.7	98	4075	19.6	25.5	97	3142	19.5	19.6	97	2649	20.4	16.6	101
	QUINTILE 4	15592	9687	19.4	62.1	99	4034	19.4	25.9	99	3118	19.4	20.0	98	2535	19.5	16.3	99
	QUINTILE 5	14679	8557	17.1	58.3	93	3477	16.7	23.7	90	2874	17.9	19.6	96	2206	16.9	15.0	92
RADIO-DRIVE TIME	QUINTILE 1	15746	10415	20.9	66.1	105	4632	22.3	29.4	112	3280	20.4	20.8	103	2503	19.2	15.9	97
	QUINTILE 2	15067	9633	19.3	63.9	102	4196	20.2	27.8	106	2890	18.0	19.2	94	2547	19.6	16.9	103
	QUINTILE 3	15631	9998	20.0	64.0	102	4144	19.9	26.5	101	3404	21.2	21.8	107	2451	18.8	15.7	95
	QUINTILE 4	16245	10156	20.3	62.5	99	4219	20.3	26.0	99	3102	19.3	19.1	94	2835	21.8	17.5	106
	QUINTILE 5	16573	9706	19.4	58.6	93	3608	17.3	21.8	83	3418	21.2	20.6	102	2680	20.6	16.2	98
RADIO-MID-DAY	TERCILE 1	21788	14072	28.2	64.6	103	6260	30.1	28.7	109	4341	27.0	19.9	98	3471	26.7	15.9	97
	TERCILE 2	21151	12847	25.7	60.7	96	5490	26.4	26.0	99	4018	25.0	19.0	94	3340	25.7	15.8	96
	TERCILE 3	36323	22989	46.1	63.3	101	9050	43.5	24.9	95	7734	48.1	21.3	105	6204	47.7	17.1	104
RADIO-TOTAL	QUINTILE 1	15977	10514	21.1	65.8	105	4854	23.3	30.4	116	3268	20.3	20.5	101	2391	18.4	15.0	91
	QUINTILE 2	15923	10026	20.1	63.0	100	4229	20.3	26.6	101	3065	19.0	19.2	95	2731	21.0	17.2	104
	QUINTILE 3	14980	9374	18.8	62.6	99	4193	20.2	28.0	107	2821	17.5	18.8	93	2361	18.1	15.8	96
	QUINTILE 4	17123	11029	22.1	64.4	102	4194	20.2	24.5	93	4006	24.9	23.4	115	2828	21.7	16.5	101
	QUINTILE 5	15260	8966	18.0	58.8	93	3329	16.0	21.8	83	2933	18.2	19.2	95	2704	20.8	17.7	108
TV-PRIME TIME	QUINTILE 1	15674	9575	19.2	61.1	97	3705	17.8	23.6	90	3076	19.1	19.6	97	2794	21.5	17.8	109
	QUINTILE 2	15944	10256	20.5	64.3	102	4265	20.5	26.7	102	3388	21.1	21.2	105	2604	20.0	16.3	99
	QUINTILE 3	16037	10487	21.0	65.4	104	4242	20.4	26.5	101	3708	23.0	23.1	114	2536	19.5	15.8	96
	QUINTILE 4	15412	9233	18.5	59.9	95	3913	18.8	25.4	97	2753	17.1	17.9	88	2568	19.7	16.7	101
	QUINTILE 5	16194	10357	20.8	64.0	102	4674	22.5	28.9	110	3169	19.7	19.6	96	2513	19.3	15.5	95
TV-DAYTIME	TERCILE 1	19156	11737	23.5	61.3	97	4571	22.0	23.9	91	3999	24.8	20.9	103	3168	24.3	16.5	101
	TERCILE 2	19343	12435	24.9	64.3	102	5432	26.1	28.1	107	3869	24.0	20.0	99	3134	24.1	16.2	99
	TERCILE 3	40764	25736	51.6	63.1	100	10796	51.9	26.5	101	8226	51.1	20.2	99	6714	51.6	16.5	100
TV-TOTAL	QUINTILE 1	15844	9636	19.3	60.8	97	3893	18.7	24.6	94	3137	19.5	19.8	98	2606	20.0	16.4	100
	QUINTILE 2	15767	9447	18.9	59.9	95	3790	18.2	24.0	92	3198	19.9	20.3	100	2458	18.9	15.6	95
	QUINTILE 3	15775	9841	19.7	62.4	99	3683	17.7	23.3	89	3517	21.9	22.3	110	2641	20.3	16.7	102
	QUINTILE 4	15903	10318	20.7	64.9	103	4594	22.1	28.9	110	2936	18.2	18.5	91	2787	21.4	17.5	107
	QUINTILE 5	15974	10666	21.4	66.8	106	4840	23.3	30.3	115	3305	20.5	20.7	102	2522	19.4	15.8	96
MAGAZINES-NEWSPAPERS: DUAL		21225	13609	27.3	64.1	102	5505	26.5	25.9	99	4331	26.9	20.4	101	3772	29.0	17.8	108
MAGAZINE IMPERATIVE		17728	12192	24.4	68.8	109	5318	25.6	30.0	114	3941	24.5	22.2	109	2932	22.5	16.5	101
NEWSPAPER IMPERATIVE		22987	13458	27.0	58.5	93	5345	25.7	23.3	89	4275	26.6	18.6	92	3838	29.5	16.7	102
MAGAZINES-OUTDOOR: DUAL		16244	10914	21.9	67.2	107	4674	22.5	28.8	110	3470	21.6	21.4	105	2770	21.3	17.1	104
MAGAZINE IMPERATIVE		24016	15205	30.5	63.3	101	6264	30.1	26.1	99	4762	29.6	19.8	98	4179	32.1	17.4	106
OUTDOOR IMPERATIVE		26020	16336	32.7	62.8	100	6756	32.5	26.0	99	5344	33.2	20.5	101	4236	32.5	16.3	99
MAGAZINES-RADIO: DUAL		16918	11448	22.9	67.7	107	5315	25.6	31.4	120	3406	21.2	20.1	99	2728	21.0	16.1	98
MAGAZINE IMPERATIVE		23456	15071	30.2	64.3	102	5770	27.7	24.6	94	5084	31.6	21.7	107	4217	32.4	18.0	109
RADIO IMPERATIVE		23900	14616	29.3	61.2	97	6344	30.5	26.5	101	4493	27.9	18.8	93	3779	29.0	15.8	96
MAGAZINES-TELEVISION: DUAL		15791	10227	20.5	64.8	103	4035	19.4	25.6	97	3471	21.6	22.0	108	2721	20.9	17.2	105
MAGAZINE IMPERATIVE		25476	16817	33.7	66.0	105	7400	35.6	29.0	111	4961	30.8	19.5	96	4456	34.2	17.5	107
TELEVISION IMPERATIVE		25744	14870	29.8	57.8	92	5831	28.0	22.6	86	5206	32.3	20.2	100	3833	29.5	14.9	91
NEWSPAPERS-OUTDOOR: DUAL		17628	11319	22.7	64.2	102	4699	22.6	26.7	102	3609	22.4	20.5	101	3010	23.1	17.1	104
NEWSPAPER IMPERATIVE		26414	15723	31.5	59.5	95	6287	30.2	23.8	91	4949	30.8	18.7	92	4487	34.5	17.0	103
OUTDOOR IMPERATIVE		23059	15391	30.8	66.7	106	6683	32.1	29.0	110	5026	31.2	21.8	107	3682	28.3	16.0	97
NEWSPAPERS-RADIO: DUAL		17996	11355	22.8	63.1	100	4922	23.7	27.4	104	3454	21.5	19.2	95	2979	22.9	16.6	101
NEWSPAPER IMPERATIVE		26269	15867	31.8	60.4	96	5815	28.0	22.1	84	5269	32.7	20.1	99	4783	36.7	18.2	111
RADIO IMPERATIVE		21342	14106	28.3	66.1	105	6415	30.8	30.1	115	4364	27.1	20.4	101	3327	25.6	15.6	95
NEWSPAPERS-TELEVISION: DUAL		17359	10461	21.0	60.3	96	3978	19.1	22.9	87	3432	21.3	19.8	97	3051	23.4	17.6	107
NEWSPAPER IMPERATIVE		26889	16946	34.0	63.0	100	7087	34.1	26.4	100	5208	32.4	19.4	95	4651	35.7	17.3	105
TELEVISION IMPERATIVE		21698	13378	26.8	61.7	98	5462	26.3	25.2	96	4731	29.4	21.8	107	3185	24.5	14.7	89
OUTDOOR-RADIO: DUAL		16456	11306	22.7	68.7	109	5003	24.1	30.4	116	3352	20.8	20.4	100	2952	22.7	17.9	109
OUTDOOR IMPERATIVE		25870	16175	32.4	62.5	99	6509	31.3	25.2	96	5334	33.1	20.6	102	4332	33.3	16.7	102
RADIO IMPERATIVE		23943	14460	29.0	60.4	96	6384	30.7	26.7	102	4535	28.2	18.9	93	3542	27.2	14.8	90
OUTDOOR-TELEVISION: DUAL		15918	10284	20.6	64.6	103	4073	19.6	25.6	98	3617	22.5	22.7	112	2593	19.9	16.3	99
OUTDOOR IMPERATIVE		26398	17470	35.0	66.2	105	7730	37.2	29.3	112	5307	33.0	20.1	99	4434	34.1	16.8	102
TELEVISION IMPERATIVE		24851	14403	28.9	58.0	92	5642	27.1	22.7	87	4777	29.7	19.2	95	3984	30.6	16.0	98
RADIO-TELEVISION: DUAL		15584	9643	19.3	61.9	98	4024	19.3	25.8	98	3128	19.4	20.1	99	2490	19.1	16.0	97
RADIO IMPERATIVE		25472	16617	33.3	65.2	104	7711	37.1	30.3	115	4791	29.8	18.8	93	4116	31.6	16.2	98
TELEVISION IMPERATIVE		25578	15420	30.9	60.3	96	5737	27.6	22.4	85	5410	33.6	21.2	104	4272	32.8	16.7	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

	TOTAL U.S. '000	BUY A '000	B % DOWN	C % ACROSS	D INDX	HEAVY SIX OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM THREE - FIVE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	49908	100.0	63.0	100	20799	100.0	26.2	100	16093	100.0	20.3	100	13015	100.0	16.4	100
ATLANTIC MONTHLY	452	*239	0.5	52.9	84	**78	0.4	17.3	66	**79	0.5	17.5	86	**82	0.6	18.1	110
BARRON'S	1058	632	1.3	59.7	95	*216	1.0	20.4	78	*259	1.6	24.5	121	*157	1.2	14.8	90
BETTER HOMES & GARDENS	4773	3250	6.5	68.1	108	1351	6.5	28.3	108	998	6.2	20.9	103	901	6.9	18.9	115
BON APPETIT	1037	604	1.2	58.2	93	*206	1.0	19.9	76	*153	1.0	14.8	73	246	1.9	23.7	144
BUSINESS WEEK	3193	1997	4.0	62.5	99	688	3.3	21.5	82	756	4.7	23.7	117	553	4.2	17.3	105
CAR AND DRIVER	2705	1729	3.5	63.9	102	842	4.0	31.1	119	542	3.4	20.0	99	345	2.7	12.8	78
CBS MAGAZINE NETWORK (GROSS)	5678	4080	8.2	71.9	114	1891	9.1	33.3	127	1288	8.0	22.7	112	901	6.9	15.9	97
CHANGING TIMES	1847	1216	2.4	65.8	105	374	1.8	20.2	77	457	2.8	24.7	122	385	3.0	20.8	127
COLONIAL HOMES	492	342	0.7	69.5	110	*174	0.8	35.4	135	**120	0.7	24.4	120	**48	0.4	9.8	59
CONDE NAST MAG. PKG. (GROSS)	2066	1404	2.8	68.0	108	604	2.9	29.2	111	490	3.0	23.7	117	310	2.4	15.0	91
CONSUMERS DIGEST	1719	1103	2.2	64.2	102	520	2.5	30.3	115	331	2.1	19.3	95	*252	1.9	14.7	89
COSMOPOLITAN	1762	1171	2.3	66.5	106	524	2.5	29.7	113	309	1.9	17.5	86	*339	2.6	19.2	117
COUNTRY LIVING	1110	776	1.6	69.9	111	357	1.7	32.2	123	285	1.8	25.7	126	*133	1.0	12.0	73
CUISINE	660	407	0.8	61.7	98	*157	0.8	23.8	91	*120	0.7	18.2	90	*129	1.0	19.5	119
CYCLE WORLD	1924	1483	3.0	77.1	122	731	3.5	38.0	145	459	2.9	23.9	118	*293	2.3	15.2	93
DCI:CREATIVE IDEAS FOR LIV	437	298	0.6	68.2	108	**142	0.7	32.5	124	**86	0.5	19.7	97	**70	0.5	16.0	98
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1648	3.3	66.2	105	623	3.0	25.0	95	585	3.6	23.5	116	440	3.4	17.7	108
DISCOVER	1279	865	1.7	67.6	107	400	1.9	31.3	119	274	1.7	21.4	106	*192	1.5	15.0	91
EBONY	2898	1831	3.7	63.2	100	834	4.0	28.8	110	663	4.1	22.9	113	334	2.6	11.5	70
ESQUIRE	1384	953	1.9	68.9	109	414	2.0	29.9	114	357	2.2	25.8	127	*183	1.4	13.2	81
ESSENCE	850	613	1.2	72.1	115	*286	1.4	33.6	128	*198	1.2	23.3	115	**129	1.0	15.2	92
FAMILY CIRCLE	2430	1641	3.3	67.5	107	696	3.3	28.6	109	443	2.8	18.2	90	502	3.9	20.7	126
THE FAMILY HANDYMAN	2356	1733	3.5	73.6	117	777	3.7	33.0	126	605	3.8	25.7	126	351	2.7	14.9	91
FAMILY WEEKLY	11533	7921	15.9	68.7	109	3108	14.9	26.9	103	2867	17.8	24.9	122	1946	15.0	16.9	103
FIELD & STREAM	7444	5303	10.6	71.2	113	2257	10.9	30.3	116	1764	11.0	23.7	117	1282	9.9	17.2	105
FOOD & WINE	416	*180	0.4	43.3	69	**93	0.4	22.4	85	**43	0.3	10.3	51	**44	0.3	10.6	64
FORBES	1865	1110	2.2	59.5	95	398	1.9	21.3	81	366	2.3	19.6	97	347	2.7	18.6	113
FORTUNE	1849	1112	2.2	60.1	96	341	1.6	18.4	70	423	2.6	22.9	113	348	2.7	18.8	115
GENTLEMEN'S QUARTERLY	2284	1630	3.3	71.4	113	682	3.3	29.9	114	574	3.6	25.1	124	374	2.9	16.4	100
GLAMOUR	538	347	0.7	64.5	102	**139	0.7	25.8	98	**145	0.9	27.0	133	**63	0.5	11.7	71
GOLF DIGEST	1649	1113	2.2	67.5	107	431	2.1	26.1	100	366	2.3	22.2	109	317	2.4	19.2	117
GOLF DIGEST/TENNIS (GROSS)	2294	1491	3.0	65.0	103	583	2.8	25.4	97	514	3.2	22.4	110	394	3.0	17.2	105
GOLF MAGAZINE	1577	1134	2.3	71.9	114	477	2.3	30.2	115	409	2.5	25.9	128	*248	1.9	15.7	96
GOLF MAGAZINE/SKI (GROSS)	2487	1797	3.6	72.3	115	772	3.7	31.0	118	642	4.0	25.8	127	383	2.9	15.4	94
GOOD HOUSEKEEPING	2569	1675	3.4	65.2	104	666	3.2	25.9	99	553	3.4	21.5	106	457	3.5	17.8	108
HARPER'S BAZAAR	431	*329	0.7	76.3	121	**163	0.8	37.8	144	**123	0.8	28.5	141	**43	0.3	10.0	61
HEALTH	788	513	1.0	65.1	103	*278	1.3	35.3	134	*160	1.0	20.3	100	**74	0.6	9.4	57
HEARST MAG CORP. BUY (GROSS)	18781	12594	25.2	67.1	106	5850	28.1	31.1	119	3955	24.6	21.1	104	2789	21.4	14.9	90
HEARST MAN POWER (GROSS)	9169	6203	12.4	67.7	107	2999	14.4	32.7	125	1816	11.3	19.8	98	1387	10.7	15.1	92
HEARST WOMAN POWER (GROSS)	5452	3535	7.1	64.8	103	1563	7.5	28.7	109	1046	6.5	19.2	94	927	7.1	17.0	104
HOUSE BEAUTIFUL	1020	666	1.3	65.3	104	*252	1.2	24.7	94	*283	1.8	27.7	137	*132	1.0	12.9	79
INC.	993	666	1.3	67.1	107	*185	0.9	18.6	71	*232	1.4	23.4	115	*250	1.9	25.2	153
JET	2808	1733	3.5	61.7	98	717	3.4	25.5	97	658	4.1	23.4	115	358	2.8	12.7	78
LADIES' HOME JOURNAL	1868	1383	2.8	74.0	118	614	3.0	32.9	125	370	2.3	19.8	98	399	3.1	21.4	130
LHJ FAMILY GRP COMBO(GROSS)	3582	2588	5.2	72.3	115	1177	5.7	32.9	125	775	4.8	21.6	107	635	4.9	17.7	108
LIFE	4817	3128	6.3	64.9	103	1421	6.8	29.5	112	1035	6.4	21.5	106	672	5.2	14.0	85
L.A. TIMES HOME MAGAZINE	1465	884	1.8	60.3	96	360	1.7	24.6	94	301	1.9	20.5	101	*223	1.7	15.2	93
MADEMOISELLE	460	*287	0.6	62.4	99	**99	0.5	21.5	82	**132	0.8	28.7	141	**56	0.4	12.2	74
MC CALL'S	1764	1337	2.7	75.8	120	497	2.4	28.2	107	360	2.2	20.4	101	480	3.7	27.2	166
MC CALL'S/MRK MOTHER (GROSS)	2062	1605	3.2	77.8	124	593	2.9	28.8	110	433	2.7	21.0	103	578	4.4	28.0	171
MECHANIX ILLUSTRATED	3625	2291	4.6	63.2	100	1045	5.0	28.8	110	675	4.2	18.6	92	570	4.4	15.7	96
METROPOLITAN HOME	495	334	0.7	67.5	107	**168	0.8	33.9	129	**60	0.4	12.1	60	**106	0.8	21.4	130
MONEY	3017	1889	3.8	62.6	99	681	3.3	22.6	86	692	4.3	22.9	113	515	4.0	17.1	104
MOTHER EARTH NEWS	1203	851	1.7	70.7	112	361	1.7	30.0	114	*231	1.4	19.2	95	260	2.0	21.6	132
MS.	*257	*177	0.4	68.9	109	**93	0.4	36.2	138	**41	0.3	16.0	79	**43	0.3	16.7	102
NATIONAL ENQUIRER	6921	4993	10.0	72.1	115	2270	10.9	32.8	125	1548	9.6	22.4	110	1175	9.0	17.0	103
NATIONAL GEOGRAPHIC	11626	7046	14.1	60.6	96	2685	12.9	23.1	88	2094	13.0	18.0	89	2267	17.4	19.5	119
NATIONAL SUNDAY MAGAZINE PKG	49424	30771	61.7	62.3	99	12338	59.3	25.0	95	10123	62.9	20.5	101	8310	63.8	16.8	102
NATURAL HISTORY	753	482	1.0	64.0	102	*191	0.9	25.4	97	*195	1.2	25.9	128	**96	0.7	12.7	78
NEW WOMAN	*296	**176	0.4	59.5	94	**113	0.5	38.2	145	**11	0.1	3.7	18	**52	0.4	17.6	107
NEW YORK INCLUDING CUE	541	295	0.6	54.5	87	**107	0.5	19.8	75	**79	0.5	14.6	72	**109	0.8	20.1	123
THE NEW YORKER	1078	614	1.2	57.0	90	*253	1.2	23.5	89	*181	1.1	16.8	83	*180	1.4	16.7	102
NEWSWEEK	9602	6024	12.1	62.7	100	2676	12.9	27.9	106	1958	12.2	20.4	100	1391	10.7	14.5	88
THE N.Y. TIMES DAILY EDITION	1376	671	1.3	[illegible]	77	188	0.9	13.7	52	212	1.3	15.4	76	271	2.1	19.7	120
THE N.Y. TIMES MAGAZINE	2110	1135	2.3	[illegible]	85	330	1.6	15.6	60	375	2.3	17.8	88	430	3.3	20.4	124
OMNI	1927	1299	2.6	67.4	107	500	2.4	25.9	99	470	2.9	24.4	120	329	2.5	17.1	104
ON CABLE	911	559	1.1	61.4	97	*259	1.2	28.4	108	*133	0.8	14.6	72	*167	1.3	18.3	112
1001 HOME IDEAS	927	692	1.4	74.6	119	285	1.4	30.7	117	*245	1.5	26.4	130	*162	1.2	17.5	106
ORGANIC GARDENING	1430	943	1.9	65.9	105	372	1.8	26.0	99	*245	1.5	17.1	84	325	2.5	22.7	138
OUTDOOR LIFE	4064	2985	6.0	73.4	117	1319	6.3	32.5	124	964	6.0	23.7	117	703	5.4	17.3	105
PARADE MAGAZINE	24538	15429	30.9	62.9	100	6243	30.0	25.4	97	4877	30.3	19.9	98	4308	33.1	17.6	107

*PROJECTION RELATIVELY UNSTABLE-BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0067
P-22

	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL MALES	79263	49908	100.0	63.0	100	20799	100.0	26.2	100	16093	100.0	20.3	100	13015	100.0	16.4	100
PARENTS	1126	812	1.6	72.1	115	312	1.5	27.7	106	319	2.0	28.3	140	*181	1.4	16.1	98
PENTHOUSE	4157	3055	6.1	73.5	117	1335	6.4	32.1	122	990	6.2	23.8	117	730	5.6	17.6	107
PEOPLE	7591	5075	10.2	66.9	106	2156	10.4	28.4	108	1862	11.6	24.5	121	1057	8.1	13.9	85
PLAYBOY	8379	5733	11.5	68.4	109	2495	12.0	29.8	113	1852	11.5	22.1	109	1386	10.6	16.5	101
POPULAR HOT RODDING	2110	1624	3.3	77.0	122	755	3.6	35.8	136	555	3.4	26.3	130	315	2.4	14.9	91
POPULAR MECHANICS	4850	3178	6.4	65.5	104	1467	7.1	30.2	115	1024	6.4	21.1	104	687	5.3	14.2	86
POPULAR SCIENCE	3397	2241	4.5	66.0	105	1041	5.0	30.6	117	635	3.9	18.7	92	565	4.3	16.6	101
PREVENTION	1720	983	2.0	57.2	91	360	1.7	20.9	80	313	1.9	18.2	90	311	2.4	18.1	110
PSYCHOLOGY TODAY	1344	937	1.9	69.7	111	389	1.9	28.9	110	*336	2.1	25.0	123	*211	1.6	15.7	96
READER'S DIGEST	16016	10189	20.4	63.6	101	4345	20.9	27.1	103	3142	19.5	19.6	97	2702	20.8	16.9	103
REDBOOK	1121	689	1.4	61.5	98	374	1.8	33.4	127	*184	1.1	16.4	81	*132	1.0	11.8	72
ROAD & TRACK	2161	1484	3.0	68.7	109	666	3.2	30.8	117	544	3.4	25.2	124	274	2.1	12.7	77
ROLLING STONE	1948	1440	2.9	73.9	117	507	2.4	26.0	99	567	3.5	29.1	143	366	2.8	18.8	114
RUNNER'S WORLD	899	668	1.3	74.3	118	*333	1.6	37.0	141	*236	1.5	26.3	129	**98	0.8	10.9	66
SATURDAY EVENING POST	841	577	1.2	68.6	109	264	1.3	31.4	120	*156	1.0	18.5	91	*158	1.2	18.8	114
SCIENCE 84	841	502	1.0	59.7	95	*252	1.2	30.0	114	*139	0.9	16.5	81	**111	0.9	13.2	80
SCIENCE DIGEST	1194	835	1.7	69.9	111	458	2.2	38.4	146	*164	1.0	13.7	68	*213	1.6	17.8	109
SCIENTIFIC AMERICAN	1379	891	1.8	64.6	103	403	1.9	29.2	111	*266	1.7	19.3	95	*222	1.7	16.1	98
SELF	436	*311	0.6	71.3	113	**184	0.9	42.2	161	**52	0.3	11.9	59	**75	0.6	17.2	105
SEVENTEEN	614	439	0.9	71.5	114	**166	0.8	27.0	103	**135	0.8	22.0	108	**138	1.1	22.5	137
SKI	910	664	1.3	73.0	116	*295	1.4	32.4	124	*233	1.4	25.6	126	*135	1.0	14.8	90
SMITHSONIAN	2937	1851	3.7	63.0	100	570	2.7	19.4	74	681	4.2	23.2	114	601	4.6	20.5	125
SOAP OPERA DIGEST	545	353	0.7	64.8	103	**195	0.9	35.8	136	**81	0.5	14.9	73	**77	0.6	14.1	86
SOUTHERN LIVING	2054	1351	2.7	65.8	104	481	2.3	23.4	89	499	3.1	24.3	120	371	2.9	18.1	110
SPORT	2799	2013	4.0	71.9	114	788	3.8	28.2	107	806	5.0	28.8	142	419	3.2	15.0	91
THE SPORTING NEWS	1938	1392	2.8	71.8	114	618	3.0	31.9	122	478	3.0	24.7	121	296	2.3	15.3	93
SPORTS AFIELD	3125	2190	4.4	70.1	111	1075	5.2	34.4	131	628	3.9	20.1	99	487	3.7	15.6	95
SPORTS ILLUSTRATED	11159	7214	14.5	64.6	103	3067	14.7	27.5	105	2371	14.7	21.2	105	1777	13.7	15.9	97
STAR	4095	2784	5.6	68.0	108	1475	7.1	36.0	137	794	4.9	19.4	95	514	3.9	12.6	76
SUNDAY	25169	14703	29.5	58.4	93	6031	29.0	24.0	91	4662	29.0	18.5	91	4010	30.8	15.9	97
SUNSET	1294	771	1.5	59.6	95	*404	1.9	31.2	119	*181	1.1	14.0	69	*186	1.4	14.4	88
TV GUIDE	18508	12183	24.4	65.8	105	5741	27.6	31.0	118	3767	23.4	20.4	100	2675	20.6	14.5	88
TENNIS	645	378	0.8	58.6	93	**153	0.7	23.7	90	*148	0.9	22.9	113	**77	0.6	11.9	73
TIME	12124	7434	14.9	61.3	97	2945	14.2	24.3	93	2425	15.1	20.0	99	2064	15.9	17.0	104
TOWN & COUNTRY	493	361	0.7	73.2	116	*155	0.7	31.4	120	**117	0.7	23.7	117	**89	0.7	18.1	110
TRAVEL & LEISURE	1122	756	1.5	67.4	107	*230	1.1	20.5	78	344	2.1	30.7	151	*182	1.4	16.2	99
TRUE STORY	690	518	1.0	75.1	119	*246	1.2	35.7	136	**172	1.1	24.9	123	**100	0.8	14.5	88
U.S.NEWS & WORLD REPORT	6571	4119	8.3	62.7	100	1600	7.7	24.3	93	1440	8.9	21.9	108	1079	8.3	16.4	100
USA TODAY	3120	1908	3.8	61.2	97	863	4.1	27.7	105	651	4.0	20.9	103	394	3.0	12.6	77
US	1315	968	1.9	73.6	117	440	2.1	33.5	128	356	2.2	27.1	133	*172	1.3	13.1	80
VOGUE	632	459	0.9	72.6	115	*182	0.9	28.8	110	**162	1.0	25.6	126	**116	0.9	18.4	112
WALL STREET JOURNAL	4247	2390	4.8	56.3	89	909	4.4	21.4	82	682	4.2	16.1	79	799	6.1	18.8	115
WEIGHT WATCHERS	398	272	0.5	68.3	109	**118	0.6	29.6	113	**99	0.6	24.9	123	**55	0.4	13.8	84
WOMAN'S DAY	1139	823	1.6	72.3	115	371	1.8	32.6	124	*195	1.2	17.1	84	257	2.0	22.6	137
WORKING MOTHER	*298	*268	0.5	89.9	143	**96	0.5	32.2	123	**74	0.5	24.8	122	**99	0.8	33.2	202
WORKING WOMAN	327	*231	0.5	70.6	112	**83	0.4	25.4	97	**98	0.6	30.0	148	**50	0.4	15.3	93
WORLD TENNIS	397	*300	0.6	75.6	120	**144	0.7	36.3	138	**89	0.6	22.4	110	**66	0.5	16.6	101
ZIFF-DAVIS MAG NETWK (GROSS)	9635	6662	13.3	69.1	110	2996	14.4	31.1	118	2112	13.1	21.9	108	1554	11.9	16.1	98
BLAIR INSERTS	43762	26610	53.3	60.8	97	10576	50.8	24.2	92	8700	54.1	19.9	98	7333	56.3	16.8	102
DAILY NEWSPAPERS																	
READ ANY	52459	32490	65.1	61.9	98	13048	62.7	24.9	95	10592	65.8	20.2	99	8850	68.0	16.9	103
READ ONE	41891	25921	51.9	61.9	98	10346	49.7	24.7	94	8451	52.5	20.2	99	7124	54.7	17.0	104
READ TWO OR MORE	10568	6570	13.2	62.2	99	2703	13.0	25.6	97	2141	13.3	20.3	100	1726	13.3	16.3	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	32260	64.6	62.1	99	13014	62.6	25.1	96	10399	64.6	20.0	99	8847	68.0	17.0	104
READ ONE	44561	27541	55.2	61.8	98	11202	53.9	25.1	96	8720	54.2	19.6	96	7620	58.5	17.1	104
READ TWO OR MORE	7368	4718	9.5	64.0	102	1812	8.7	24.6	94	1679	10.4	22.8	112	1227	9.4	16.7	101
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	30.49				31.11				30.53				29.44			
30 DAY REACH	71522	45518	91.2	63.6	101	19166	92.1	26.8	102	14474	89.9	20.2	100	11878	91.3	16.6	101
50 SHWG - 30 DAY AV FREQ	15.55	15.98				16.28				15.95				15.52			
30 DAY REACH	68168	43463	87.1	63.8	101	18320	88.1	26.9	102	13884	86.3	20.4	100	11259	86.5	16.5	101
25 SHWG - 30 DAY AV FREQ	8.43	8.62				8.78				8.61				8.37			
30 DAY REACH	62898	40298	80.7	64.1	102	16979	81.6	27.0	103	12882	80.0	20.5	101	10437	80.2	16.6	101
CABLE TV: HOME WIRED	31664	20621	41.3	65.1	103	8555	41.1	27.0	103	6547	40.7	20.7	102	5518	42.4	17.4	106
HOME NOT WIRED	47599	29287	58.7	61.5	98	12244	58.9	25.7	98	9546	59.3	20.1	99	7497	57.6	15.8	96
HAVE PAY CABLE	17139	11381	22.8	66.4	105	4852	23.3	28.3	108	3659	22.7	21.3	105	2871	22.1	16.8	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0068
P-22

	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM THREE - FIVE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT TWO OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES	79263	49908	100.0	63.0	100	20799	100.0	26.2	100	16093	100.0	20.3	100	13015	100.0	16.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	30937	62.0	65.0	103	13105	63.0	27.5	105	9862	61.3	20.7	102	7970	61.2	16.7	102
10:00 AM - 3:00 PM	29926	18916	37.9	63.2	100	8431	40.5	28.2	107	5820	36.2	19.4	96	4665	35.8	15.6	95
3:00 PM - 7:00 PM	37666	24523	49.1	65.1	103	10525	50.6	27.9	106	7719	48.0	20.5	101	6280	48.3	16.7	102
7:00 PM - MIDNIGHT	18909	12346	24.7	65.3	104	5562	26.7	29.4	112	3883	24.1	20.5	101	2901	22.3	15.3	93
MIDNIGHT - 6:00 AM	11822	7865	15.8	66.5	106	3354	16.1	28.4	108	2510	15.6	21.2	105	2001	15.4	16.9	103
6:00 AM - MIDNIGHT	63254	40473	81.1	64.0	102	17247	82.9	27.3	104	12908	80.2	20.4	101	10318	79.3	16.3	99
ENTIRE DAY	64057	40986	82.1	64.0	102	17472	84.0	27.3	104	13068	81.2	20.4	100	10446	80.3	16.3	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	10703	21.4	64.5	102	4620	22.2	27.8	106	3365	20.9	20.3	100	2718	20.9	16.4	100
ALL NEWS	3542	1905	3.8	53.8	85	773	3.7	21.8	83	564	3.5	15.9	78	568	4.4	16.0	98
AOR/PROGRESSIVE	7465	5059	10.1	67.8	108	2274	10.9	30.5	116	1587	9.9	21.3	105	1199	9.2	16.1	98
BEAUTIFUL MUSIC	5061	3186	6.4	63.0	100	1143	5.5	22.6	86	1159	7.2	22.9	113	884	6.8	17.5	106
BLACK	1914	1357	2.7	70.9	113	484	2.3	25.3	96	618	3.8	32.3	159	*255	2.0	13.3	81
CLASSICAL	2304	1399	2.8	60.7	96	510	2.5	22.1	84	427	2.7	18.5	91	462	3.5	20.1	122
CHR/ROCK	10663	7257	14.5	68.1	108	3117	15.0	29.2	111	2348	14.6	22.0	108	1792	13.8	16.8	102
COUNTRY	13919	9116	18.3	65.5	104	4016	19.3	28.9	110	2839	17.6	20.4	100	2261	17.4	16.2	99
GOLDEN OLDIES	2040	1280	2.6	62.7	100	662	3.2	32.5	124	380	2.4	18.6	92	237	1.8	11.6	71
MOR/NOSTALGIA	5105	3224	6.5	63.2	100	1194	5.7	23.4	89	1086	6.7	21.3	105	943	7.2	18.5	112
NEWS/TALK	4764	2816	5.6	59.1	94	1098	5.3	23.0	88	917	5.7	19.2	95	801	6.2	16.8	102
RELIGIOUS	2164	1436	2.9	66.4	105	681	3.3	31.5	120	441	2.7	20.4	100	314	2.4	14.5	88
SOFT ROCK	623	387	0.8	62.1	99	**145	0.7	23.3	89	*161	1.0	25.8	127	**81	0.6	13.0	79
URBAN CONTEMPORARY	1321	787	1.6	59.1	94	370	1.8	27.8	106	*201	1.2	15.1	74	*216	1.7	16.2	99
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	2160	4.3	67.8	108	1029	4.9	32.3	123	692	4.3	21.7	107	439	3.4	13.8	84
ABC DIRECTION	2724	1683	3.3	61.0	97	665	3.2	24.4	93	586	3.6	21.5	106	412	3.2	15.1	92
ABC ENTERTAINMENT	5256	3302	6.6	62.8	100	1372	6.6	26.1	99	1009	6.3	19.2	95	921	7.1	17.5	107
ABC FM	2263	1515	3.0	66.9	106	797	3.8	35.2	134	383	2.4	16.9	83	335	2.6	14.8	90
ABC INFORMATION	5616	3610	7.2	64.3	102	1575	7.6	28.0	107	1064	6.6	18.9	93	972	7.5	17.3	105
ABC ROCK	2857	1953	3.9	68.4	109	862	4.1	30.2	115	584	3.6	20.4	101	507	3.9	17.7	108
CBS	5953	3727	7.5	62.6	99	1444	6.9	24.3	92	1221	7.6	20.5	101	1063	8.2	17.9	109
MUTUAL	4979	3194	6.4	64.1	102	1238	6.0	24.9	95	1170	7.3	23.5	116	786	6.0	15.8	96
NBC	7279	4398	8.8	60.4	96	1905	9.2	26.2	100	1322	8.2	18.2	89	1172	9.0	16.1	98
RADIORADIO	2389	1475	3.0	61.7	98	634	3.0	26.5	101	431	2.7	18.0	89	410	3.2	17.2	105
RKO ONE	2583	1863	3.7	72.1	115	816	3.9	31.6	120	557	3.5	21.6	106	490	3.8	19.0	116
RKO TWO	3674	2219	4.4	60.4	96	936	4.5	25.5	97	699	4.3	19.0	94	584	4.5	15.9	97
THE SOURCE	3514	2352	4.7	66.9	106	1046	5.0	29.8	113	733	4.6	20.9	103	573	4.4	16.3	99
NON-WIRED : BLAIR	9864	6254	12.5	63.4	101	2772	13.3	28.1	107	1800	11.2	18.2	90	1682	12.9	17.1	104
INTERNET	13522	8628	17.3	63.8	101	3639	17.5	26.9	103	2611	16.2	19.3	95	2378	18.3	17.6	107
KATZ RADIO GROUP	19321	12134	24.3	62.8	100	5031	24.2	26.0	99	3917	24.3	20.3	100	3186	24.5	16.5	100
SUPERNET	10739	7191	14.4	67.0	106	2894	13.9	26.9	103	2381	14.8	22.2	109	1916	14.7	17.8	109
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	3213	6.4	62.9	100	1284	6.2	25.1	96	1126	7.0	22.1	109	803	6.2	15.7	96
MKDAY 9:00 AM - 1:00 PM	5353	3286	6.6	61.0	97	1255	6.0	23.3	89	1154	7.2	21.4	106	878	6.7	16.3	99
MKDAY 1:00 PM - 4:30 PM	6469	4032	8.1	62.3	99	1632	7.8	25.2	96	1373	8.5	21.2	105	1027	7.9	15.9	97
MKDAY 4:30 PM - 7:30 PM	19661	11855	23.8	60.3	96	4796	23.1	24.4	93	3946	24.5	20.1	99	3115	23.9	15.8	96
MKDAY 7:30 PM - 8:00 PM	27579	16788	33.6	60.9	97	6881	33.1	25.0	95	5461	33.9	19.8	98	4445	34.2	16.1	98
MKDAY 11:00 PM - 11:30 PM	22964	14429	28.9	62.8	100	5789	27.8	25.2	96	4636	28.8	20.2	99	4004	30.8	17.4	106
MKDAY 11:30 PM - 1:00 AM	8158	5198	10.4	63.7	101	2120	10.2	26.0	99	1622	10.1	19.9	98	1457	11.2	17.9	109
M-SAT 8-11 PM+SUN 7-11 PM	30140	18918	37.9	62.8	100	7629	36.7	25.3	96	6174	38.4	20.5	101	5115	39.3	17.0	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	3048	1467	2.9	71.6	114	617	3.0	30.1	115	566	3.5	27.6	136	284	2.2	13.9	84
ANOTHER WORLD N	1214	751	1.5	61.9	98	371	1.8	30.6	116	229	1.4	18.9	93	151	1.2	12.4	76
AS THE WORLD TURNS C	1740	1003	2.0	57.6	92	357	1.7	20.5	78	334	2.1	19.2	95	312	2.4	17.9	109
CAPITOL C	1016	591	1.2	58.2	92	264	1.3	26.0	99	155	1.0	15.3	75	173	1.3	17.0	104
CBS MORN. NEWS 1 C	1203	738	1.5	61.3	97	273	1.3	22.7	86	246	1.5	20.4	101	219	1.7	18.2	111
CBS MORN. NEWS 2 C	773	514	1.0	66.5	106	209	1.0	27.0	103	160	1.0	20.7	102	144	1.1	18.6	113
DAYS OF OUR LIVES N	1629	969	1.9	59.5	94	439	2.1	26.9	103	268	1.7	16.5	81	262	2.0	16.1	98
FACTS OF LIFE - DAYTIME N	961	538	1.1	56.0	89	250	1.2	26.0	99	199	1.2	20.7	102	*89	0.7	9.3	56
FAMILY FEUD A	1390	878	1.8	63.2	100	386	1.9	27.8	106	291	1.8	20.9	103	201	1.5	14.5	88
GENERAL HOSPITAL A	1463	914	1.8	62.5	99	427	2.1	29.2	111	315	2.0	21.5	106	172	1.3	11.8	72
GOOD MORNING, AMERICA-730 A	1705	1066	2.1	62.5	99	407	2.0	23.9	91	430	2.7	25.2	124	229	1.8	13.4	82
GOOD MORNING, AMERICA-830 A	889	533	1.1	60.0	95	171	0.8	19.2	73	246	1.5	27.7	136	116	0.9	13.0	79
GUIDING LIGHT C	1754	1061	2.1	60.5	96	436	2.1	24.9	95	303	1.9	17.3	85	322	2.5	18.4	112
ONE LIFE TO LIVE A	1100	790	1.6	71.8	114	334	1.6	30.4	116	335	2.1	30.5	150	121	0.9	11.0	67
PRESS YOUR LUCK C	1222	759	1.5	62.1	99	274	1.3	22.4	85	281	1.7	23.0	113	203	1.6	16.6	101
PRICE IS RIGHT 1 C	2692	1693	3.4	62.9	100	538	2.6	20.0	76	671	4.2	24.9	123	483	3.7	17.9	109
PRICE IS RIGHT 2 C	2764	1739	3.5	62.9	100	548	2.6	19.8	76	673	4.2	24.3	120	518	4.0	18.7	114
RYAN'S HOPE A	880	664	1.3	75.5	120	308	1.5	35.0	133	247	1.5	28.1	138	*109	0.8	12.4	75
SALE OF THE CENTURY N	926	564	1.1	60.9	97	172	0.8	18.6	71	203	1.3	21.9	108	189	1.5	20.4	124
SEARCH FOR TOMORROW N	359	210	0.4	58.5	93	*82	0.4	22.8	87	*51	0.3	14.2	70	*78	0.6	21.7	132
TODAY SHOW 1 N	1890	1156	2.3	61.2	97	404	1.9	21.4	81	484	3.0	25.6	126	268	2.1	14.2	86
TODAY SHOW 2 N	1344	740	1.5	55.1	87	251	1.2	18.7	71	304	1.9	22.6	111	185	1.4	13.8	84
$25,000 PYRAMID C	1462	952	1.9	65.1	103	358	1.7	24.5	93	323	2.0	22.1	109	271	2.1	18.5	113
WHEEL OF FORTUNE N	1497	889	1.8	59.4	94	414	2.0	27.7	105	267	1.7	17.8	88	208	1.6	13.9	85
YOUNG AND THE RESTLESS C	1954	1230	2.5	62.9	100	472	2.3	24.2	92	448	2.8	22.9	113	310	2.4	15.9	97
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	1609	3.2	58.4	93	665	3.2	24.1	92	462	2.9	16.8	83	483	3.7	17.5	107
NBA PLAYOFF GAME -1 C	3881	2395	4.8	61.7	98	867	4.2	22.3	85	804	5.0	20.7	102	724	5.6	18.7	114
NBC MAJOR LEAGUE PRE-GAME N	2805	1740	3.5	62.0	99	789	3.8	28.1	107	539	3.3	19.2	95	413	3.2	14.7	90
SPORTSWORLD - SUN N	2041	1268	2.5	62.1	99	495	2.4	24.3	92	340	2.1	16.7	82	433	3.3	21.2	129
SUNDAY MORNING C	2555	1518	3.0	59.4	94	700	3.4	27.4	104	450	2.8	17.6	87	369	2.8	14.4	88

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0069
P-22

		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM THREE - FIVE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT TWO OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES		79263	49908	100.0	63.0	100	20799	100.0	26.2	100	16093	100.0	20.3	100	13015	100.0	16.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	14587	29.2	60.0	95	6007	28.9	24.7	94	4806	29.9	19.8	97	3773	29.0	15.5	94
NETWORK AFFILIATES - LATE		17197	10905	21.9	63.4	101	4338	20.9	25.2	96	3526	21.9	20.5	101	3041	23.4	17.7	108
INDEPENDENTS - LATE		2887	1712	3.4	59.3	94	703	3.4	24.4	93	540	3.4	18.7	92	468	3.6	16.2	99
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	7308	14.6	64.7	103	3027	14.6	26.8	102	2491	15.5	22.0	109	1790	13.8	15.8	96
ABC MONDAY NIGHT MOVIE	A	4379	2786	5.6	63.6	101	1099	5.3	25.1	96	1010	6.3	23.1	114	677	5.2	15.5	94
ABC SUNDAY NIGHT MOVIE	A	9910	6158	12.3	62.1	99	2448	11.8	24.7	94	1962	12.2	19.8	98	1748	13.4	17.6	107
ABC WORLD NEWS TONIGHT	A	6212	3833	7.7	61.7	98	1692	8.1	27.2	104	1288	8.0	20.7	102	854	6.6	13.7	84
AFTERMASH	C	4575	2842	5.7	62.1	99	1165	5.6	25.5	97	1058	6.6	23.1	114	619	4.8	13.5	82
ALICE	C	6777	4323	8.7	63.8	101	1588	7.6	23.4	89	1603	10.0	23.7	117	1133	8.7	16.7	102
AMERICAN PARADE	C	4868	2932	5.9	60.2	96	1190	5.7	24.4	93	829	5.2	17.0	84	912	7.0	18.7	114
BENSON	A	7593	4328	8.7	57.0	91	1837	8.8	24.2	92	1459	9.1	19.2	95	1032	7.9	13.6	83
BLUE THUNDER	A	6036	3726	7.5	61.7	98	1517	7.3	25.1	96	1240	7.7	20.5	101	970	7.5	16.1	98
CAGNEY & LACEY	C	7698	4926	9.9	64.0	102	1883	9.1	24.5	93	1686	10.5	21.9	108	1357	10.4	17.6	107
CBS EVENING NEWS-DEAN	C	4066	2428	4.9	59.7	95	1023	4.9	25.2	96	805	5.0	19.8	98	600	4.6	14.8	90
CBS EVENING NEWS-RATHER	C	8092	4707	9.4	58.2	92	2037	9.8	25.2	96	1425	8.9	17.6	87	1245	9.6	15.4	94
CBS SAT. NEWS-SCHIEFFER	C	4795	2682	5.4	55.9	89	1122	5.4	23.4	89	761	4.7	15.9	78	799	6.1	16.7	101
CBS SATURDAY NIGHT MOVIE	C	6034	3611	7.2	59.8	95	1458	7.0	24.2	92	1239	7.7	20.5	101	914	7.0	15.1	92
CBS WEDNESDAY NIGHT MOVIE	C	4993	3179	6.4	63.7	101	1242	6.0	24.9	95	1077	6.7	21.6	106	860	6.6	17.2	105
CHEERS	N	6976	4429	8.9	63.5	101	1669	8.0	23.9	91	1613	10.0	23.1	114	1147	8.8	16.4	100
DALLAS	C	13575	8969	18.0	66.1	105	3489	16.8	25.7	98	3335	20.7	24.6	121	2145	16.5	15.8	96
DIFF'RENT STROKES	N	3684	2298	4.6	62.4	99	898	4.3	24.4	93	838	5.2	22.7	112	562	4.3	15.3	93
DOUBLE TROUBLE	N	4462	2902	5.8	65.0	103	1301	6.3	29.2	111	894	5.6	20.0	99	707	5.4	15.8	96
DUCK FACTORY	N	4810	3011	6.0	62.6	99	1177	5.7	24.5	93	1099	6.8	22.8	113	736	5.7	15.3	93
DUKES OF HAZZARD	C	5951	3759	7.5	63.2	100	1361	6.5	22.9	87	1389	8.6	23.3	115	1009	7.8	17.0	103
DYNASTY	A	11325	7099	14.2	62.7	100	2953	14.2	26.1	99	2374	14.8	21.0	103	1772	13.6	15.6	95
FACTS OF LIFE	N	4512	2901	5.8	64.3	102	1235	5.9	27.4	104	905	5.6	20.1	99	762	5.9	16.9	103
FALCON CREST	C	9215	6051	12.1	65.7	104	2452	11.8	26.6	101	2063	12.8	22.4	110	1536	11.8	16.7	102
FALL GUY	A	8604	5317	10.7	61.8	98	2219	10.7	25.8	98	1807	11.2	21.0	103	1290	9.9	15.0	91
FAMILY TIES	N	4179	2593	5.2	62.0	99	1017	4.9	24.3	93	881	5.5	21.1	104	694	5.3	16.6	101
FANTASY ISLAND	A	4781	3076	6.2	64.3	102	1234	5.9	25.8	98	1084	6.7	22.7	112	758	5.8	15.9	97
FOULUPS,BLEEPS & BLUNDERS	A	6697	4036	8.1	60.3	96	1588	7.6	23.7	90	1411	8.8	21.1	104	1037	8.0	15.5	94
FOUR SEASONS	C	3873	2460	4.9	63.5	101	944	4.5	24.4	93	908	5.6	23.4	115	609	4.7	15.7	96
GIMME A BREAK	N	4310	2661	5.3	61.7	98	1054	5.1	24.5	93	888	5.5	20.6	101	719	5.5	16.7	102
HART TO HART	A	5751	3579	7.2	62.2	99	1352	6.5	23.5	90	1084	6.7	18.8	93	1144	8.8	19.9	121
HILL STREET BLUES	N	8568	5416	10.9	63.2	100	2116	10.2	24.7	94	1828	11.4	21.3	105	1473	11.3	17.2	105
HOTEL	A	8801	5323	10.7	60.5	96	2093	10.1	23.8	91	1759	10.9	20.0	98	1472	11.3	16.7	102
JEFFERSONS	C	6978	4442	8.9	63.7	101	1702	8.2	24.4	93	1596	9.9	22.9	113	1144	8.8	16.4	100
JENNIFER SLEPT HERE	N	3021	1854	3.7	61.4	97	636	3.1	21.1	80	728	4.5	24.1	119	491	3.8	16.3	99
KATE & ALLIE	C	6811	4261	8.5	62.6	99	1519	7.3	22.3	85	1516	9.4	22.3	110	1226	9.4	18.0	110
KNIGHT RIDER	N	5256	3545	7.1	67.4	107	1412	6.8	26.9	102	1220	7.6	23.2	114	913	7.0	17.4	106
LOVE BOAT	A	7174	4376	8.8	61.0	97	1864	9.0	26.0	99	1447	9.0	20.2	99	1065	8.2	14.8	90
MAGNUM PI	C	10438	6690	13.4	64.1	102	2625	12.6	25.1	96	2362	14.7	22.6	111	1703	13.1	16.3	99
MAMA'S FAMILY	N	3488	2236	4.5	64.1	102	851	4.1	24.4	93	695	4.3	19.9	98	690	5.3	19.8	120
MASTER, THE	N	4127	2617	5.2	63.4	101	1190	5.7	28.8	110	803	5.0	19.5	96	623	4.8	15.1	92
MATT HOUSTON	A	5978	3749	7.5	62.7	100	1461	7.0	24.4	93	1196	7.4	20.0	99	1092	8.4	18.3	111
NBC MONDAY NIGHT MOVIE	N	10446	6862	13.7	65.7	104	2847	13.7	27.3	104	2230	13.9	21.3	105	1784	13.7	17.1	104
NBC NIGHTLY NEWS	N	5571	3413	6.8	61.3	97	1445	6.9	25.9	99	1131	7.0	20.3	100	837	6.4	15.0	91
NBC NIGHTLY NEWS-SAT	N	3675	2118	4.2	57.6	92	814	3.9	22.1	84	662	4.1	18.0	89	642	4.9	17.5	106
NBC NIGHTLY NEWS-SUN	N	2905	1510	3.0	52.0	83	596	2.9	20.5	78	401	2.5	13.8	68	512	3.9	17.6	107
NBC SUNDAY NIGHT MOVIE	N	8352	5489	11.0	65.7	104	2073	10.0	24.8	95	1934	12.0	23.2	114	1482	11.4	17.7	108
NEWHART	C	6864	4335	8.7	63.2	100	1627	7.8	23.7	90	1575	9.8	22.9	113	1134	8.7	16.5	101
ONE DAY AT A TIME	C	3866	2416	4.8	62.5	99	1019	4.9	26.4	100	881	5.5	22.8	112	516	4.0	13.3	81
PEOPLE ARE FUNNY	N	3956	2586	5.2	65.4	104	1023	4.9	25.9	99	842	5.2	21.3	105	721	5.5	18.2	111
REAL PEOPLE	N	6305	4053	8.1	64.3	102	1616	7.8	25.6	98	1371	8.5	21.7	107	1066	8.2	16.9	103
REMINGTON STEELE	N	5884	3927	7.9	66.7	106	1605	7.7	27.3	104	1312	8.2	22.3	110	1011	7.8	17.2	105
RIPLEY'S BELIEVE IT - NOT	A	5706	3588	7.2	62.9	100	1386	6.7	24.3	93	1142	7.1	20.0	99	1060	8.1	18.6	113
RIPTIDE	N	6202	3978	8.0	64.1	102	1797	8.6	29.0	110	1212	7.5	19.5	96	968	7.4	15.6	95
SCARECROW & MRS. KING	C	6513	4025	8.1	61.8	98	1540	7.4	23.6	90	1313	8.2	20.2	99	1171	9.0	18.0	109
SIMON & SIMON	C	8593	5518	11.1	64.2	102	2354	11.3	27.4	104	1827	11.4	21.3	105	1337	10.3	15.6	95
60 MINUTES	C	13342	7951	15.9	59.6	95	3193	15.4	23.9	91	2490	15.5	18.7	92	2269	17.4	17.0	104
ST. ELSEWHERE	N	6029	3866	7.7	64.1	102	1629	7.8	27.0	103	1167	7.3	19.4	95	1070	8.2	17.7	108
THREE'S COMPANY	A	8565	5268	10.6	61.5	98	2164	10.4	25.3	96	1660	10.3	19.4	95	1444	11.1	16.9	103
T.J. HOOKER	A	7400	4545	9.1	61.4	98	1842	8.9	24.9	95	1411	8.8	19.1	94	1292	9.9	17.5	106
TONIGHT SHOW	N	2433	1671	3.3	68.7	109	605	2.9	24.9	95	530	3.3	21.8	107	535	4.1	22.0	134
TRAPPER JOHN, M.D.	C	5958	3883	7.8	65.2	104	1503	7.2	25.2	96	1399	8.7	23.5	116	981	7.5	16.5	100
TV BLOOPERS & PRAC. JOKES	N	9086	6088	12.2	67.0	106	2542	12.2	28.0	107	2241	13.9	24.7	121	1305	10.0	14.4	87
20/20	A	8306	5121	10.3	61.7	98	1986	9.5	23.9	91	1666	10.4	20.1	99	1469	11.3	17.7	108
WEBSTER	A	6788	3937	7.9	58.0	92	1655	8.0	24.4	93	1363	8.5	20.1	99	920	7.1	13.6	83
WORLD NEWS - SUN	A	2036	1235	2.5	60.7	96	448	2.2	22.0	84	465	2.9	22.8	112	323	2.5	15.9	97
YELLOW ROSE	N	3174	1961	3.9	61.8	98	797	3.8	25.1	96	569	3.5	17.9	88	595	4.6	18.7	114
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	10665	21.4	65.4	104	4356	20.9	26.7	102	3405	21.2	20.9	103	2904	22.3	17.8	108
BASKETBALL - COLLEGE GAMES		10054	7078	14.2	70.4	112	2685	12.9	26.7	102	2604	16.2	25.9	128	1789	13.7	17.8	108
BASKETBALL - PRO GAMES		8248	5622	11.3	68.2	108	2306	11.1	28.0	107	2024	12.6	24.5	121	1292	9.9	15.7	95
BOWLING		5356	3301	6.6	61.6	98	1376	6.6	25.7	98	927	5.8	17.3	85	998	7.7	18.6	113
BOXING		11255	7415	14.9	65.9	105	3183	15.3	28.3	108	2446	15.2	21.7	107	1786	13.7	15.9	97
FOOTBALL - COLLEGE GAMES		14647	9743	19.5	66.5	106	4012	19.3	27.4	104	3388	21.1	23.1	114	2343	18.0	16.0	97
FOOTBALL - PRO GAMES		23581	16117	32.3	68.3	109	6586	31.7	27.9	106	5458	33.9	23.1	114	4073	31.3	17.3	105
GOLF		6145	3826	7.7	62.3	99	1233	5.9	20.1	76	1540	9.6	25.1	123	1053	8.1	17.1	104
POST-SEASON COLL. FOOTBALL		12828	8410	16.9	65.6	104	3265	15.7	25.5	97	2803	17.4	21.9	108	2343	18.0	18.3	111
POST-SEASON PRO FOOTBALL		15397	10498	21.0	68.2	108	4233	20.4	27.5	105	3476	21.6	22.6	111	2789	21.4	18.1	110
TENNIS		3483	2221	4.5	63.8	101	867	4.2	24.9	95	842	5.2	24.2	119	512	3.9	14.7	90
WRESTLING - PROFESSIONAL		6023	4581	9.2	76.1	121	2332	11.2	38.7	148	1309	8.1	21.7	107	940	7.2	15.6	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

0070
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	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL FEMALES	88464	60555	100.0	68.5	100	24304	100.0	27.5	100	19269	100.0	21.8	100	16982	100.0	19.2	100
FEMALE HOMEMAKERS	80986	55322	91.4	68.3	100	22264	91.6	27.5	100	17660	91.6	21.8	100	15399	90.7	19.0	99
EMPLOYED MOTHERS	18702	14363	23.7	76.8	112	6540	26.9	35.0	127	4330	22.5	23.2	106	3493	20.6	18.7	97
18 - 24	14726	10721	17.7	72.8	106	4536	18.7	30.8	112	3773	19.6	25.6	118	2412	14.2	16.4	85
25 - 34	20202	15554	25.7	77.0	112	6564	27.0	32.5	118	4623	24.0	22.9	105	4367	25.7	21.6	113
35 - 44	14781	11072	18.3	74.9	109	4978	20.5	33.7	123	3345	17.4	22.6	104	2749	16.2	18.6	97
45 - 54	11449	7880	13.0	68.8	101	2885	11.9	25.2	92	2548	13.2	22.3	102	2447	14.4	21.4	111
55 - 64	11846	7408	12.2	62.5	91	2816	11.6	23.8	87	2239	11.6	18.9	87	2353	13.9	19.9	103
65 OR OLDER	15459	7920	13.1	51.2	75	2526	10.4	16.3	59	2741	14.2	17.7	81	2653	15.6	17.2	89
18 - 34	34928	26275	43.4	75.2	110	11100	45.7	31.8	116	8396	43.6	24.0	110	6779	39.9	19.4	101
18 - 49	55154	41008	67.7	74.4	109	17479	71.9	31.7	115	12937	67.1	23.5	108	10592	62.4	19.2	100
25 - 54	46433	34505	57.0	74.3	109	14427	59.4	31.1	113	10515	54.6	22.6	104	9563	56.3	20.6	107
35 - 49	20226	14733	24.3	72.8	106	6379	26.2	31.5	115	4541	23.6	22.5	103	3813	22.5	18.9	98
50 OR OLDER	33310	19547	32.3	58.7	86	6826	28.1	20.5	75	6332	32.9	19.0	87	6390	37.6	19.2	100
GRADUATED COLLEGE	12110	7945	13.1	65.6	96	2455	10.1	20.3	74	2678	13.9	22.1	102	2812	16.6	23.2	121
ATTENDED COLLEGE	15309	11008	18.2	71.9	105	4663	19.2	30.5	111	3049	15.8	19.9	91	3296	19.4	21.5	112
GRADUATED HIGH SCHOOL	36912	26583	43.9	72.0	105	10843	44.6	29.4	107	8799	45.7	23.8	109	6942	40.9	18.8	98
DID NOT GRADUATE HIGH SCHOOL	24134	15019	24.8	62.2	91	6344	26.1	26.3	96	4743	24.6	19.7	90	3932	23.2	16.3	85
EMPLOYED FULL-TIME	35457	25215	41.6	71.1	104	10137	41.7	28.6	104	8080	41.9	22.8	105	6997	41.2	19.7	103
EMPLOYED PART-TIME	8514	6385	10.5	75.0	110	2553	10.5	30.0	109	2020	10.5	23.7	109	1812	10.7	21.3	111
NOT EMPLOYED	44494	28955	47.8	65.1	95	11615	47.8	26.1	95	9168	47.6	20.6	95	8172	48.1	18.4	96
PROFESSIONAL/MANAGER	10811	7175	11.8	66.4	97	2509	10.3	23.2	84	2273	11.8	21.0	97	2393	14.1	22.1	115
TECH/CLERICAL/SALES	19640	14513	24.0	73.9	108	6003	24.7	30.6	111	4616	24.0	23.5	108	3894	22.9	19.8	103
PRECISION/CRAFT	1023	802	1.3	78.4	115	*455	1.9	44.5	162	**214	1.1	20.9	96	**133	0.8	13.0	68
OTHER EMPLOYED	12498	9109	15.0	72.9	106	3723	15.3	29.8	108	2998	15.6	24.0	110	2389	14.1	19.1	100
SINGLE	15995	11369	18.8	71.1	104	4343	17.9	27.2	99	3817	19.8	23.9	110	3209	18.9	20.1	105
MARRIED	51689	36158	59.7	70.0	102	15082	62.1	29.2	106	11165	57.9	21.6	99	9912	58.4	19.2	100
DIVORCED/SEPARATED/WIDOWED	20780	13028	21.5	62.7	92	4880	20.1	23.5	85	4287	22.2	20.6	95	3861	22.7	18.6	97
PARENTS	33922	26316	43.5	77.6	113	12213	50.3	36.0	131	7790	40.4	23.0	105	6313	37.2	18.6	97
WHITE	76422	52124	86.1	68.2	100	20973	86.3	27.4	100	16599	86.1	21.7	100	14551	85.7	19.0	99
BLACK	10066	7070	11.7	70.2	103	2794	11.5	27.8	101	2251	11.7	22.4	103	2025	11.9	20.1	105
OTHER	1976	1361	2.2	68.9	101	**538	2.2	27.2	99	**418	2.2	21.2	97	**405	2.4	20.5	107
NORTHEAST-CENSUS	19803	12855	21.2	64.9	95	4972	20.5	25.1	91	4438	23.0	22.4	103	3445	20.3	17.4	91
NORTH CENTRAL	22181	16389	27.1	73.9	108	6684	27.5	30.1	110	5160	26.8	23.3	107	4545	26.8	20.5	107
SOUTH	30082	20083	33.2	66.8	98	8059	33.2	26.8	98	6520	33.8	21.7	100	5504	32.4	18.3	95
WEST	16398	11228	18.5	68.5	100	4590	18.9	28.0	102	3151	16.4	19.2	88	3487	20.5	21.3	111
NORTHEAST-MKTG.	20163	12548	20.7	62.2	91	4682	19.3	23.2	85	4484	23.3	22.2	102	3382	19.9	16.8	87
EAST CENTRAL	13054	9312	15.4	71.3	104	3899	16.0	29.9	109	2866	14.9	22.0	101	2547	15.0	19.5	102
WEST CENTRAL	14993	11057	18.3	73.7	108	4458	18.3	29.7	108	3436	17.8	22.9	105	3163	18.6	21.1	110
SOUTH	25785	17835	29.5	69.2	101	7283	30.0	28.2	103	5737	29.8	22.2	102	4815	28.4	18.7	97
PACIFIC	14470	9803	16.2	67.7	99	3982	16.4	27.5	100	2746	14.3	19.0	87	3075	18.1	21.3	111
COUNTY SIZE A	36705	23831	39.4	64.9	95	9395	38.7	25.6	93	7838	40.7	21.4	98	6598	38.9	18.0	94
COUNTY SIZE B	26819	19002	31.4	70.9	104	7872	32.4	29.4	107	5921	30.7	22.1	101	5209	30.7	19.4	101
COUNTY SIZE C	13597	9693	16.0	71.3	104	3835	15.8	28.2	103	3096	16.1	22.8	105	2763	16.3	20.3	106
COUNTY SIZE D	11344	8029	13.3	70.8	103	3203	13.2	28.2	103	2414	12.5	21.3	98	2412	14.2	21.3	111
METRO CENTRAL CITY	26825	18156	30.0	67.7	99	7314	30.1	27.3	99	6024	31.3	22.5	103	4819	28.4	18.0	94
METRO SUBURBAN	39912	27086	44.7	67.9	99	10522	43.3	26.4	96	8868	46.0	22.2	102	7695	45.3	19.3	100
NON METRO	21728	15313	25.3	70.5	103	6469	26.6	29.8	108	4377	22.7	20.1	92	4467	26.3	20.6	107
TOP 5 ADI'S	20847	13694	22.6	65.7	96	5634	23.2	27.0	98	4352	22.6	20.9	96	3708	21.8	17.8	93
TOP 10 ADI'S	28719	18302	30.2	63.7	93	7404	30.5	25.8	94	6051	31.4	21.1	97	4847	28.5	16.9	88
TOP 20 ADI'S	40904	26491	43.7	64.8	95	10519	43.3	25.7	94	8358	43.4	20.4	94	7613	44.8	18.6	97
HSHLD INC. $50,000 OR MORE	7931	5520	9.1	69.6	102	2144	8.8	27.0	98	1675	8.7	21.1	97	1701	10.0	21.4	112
$40,000 OR MORE	15233	10630	17.6	69.8	102	4096	16.9	26.9	98	3490	18.1	22.9	105	3044	17.9	20.0	104
$30,000 OR MORE	28333	19805	32.7	69.9	102	7895	32.5	27.9	101	6331	32.9	22.3	103	5579	32.9	19.7	103
$25,000 OR MORE	36417	25516	42.1	70.1	102	10399	42.8	28.6	104	7968	41.4	21.9	100	7148	42.1	19.6	102
$20,000 - $24,999	9943	7101	11.7	71.4	104	2791	11.5	28.1	102	2557	13.3	25.7	118	1753	10.3	17.6	92
$15,000 - $19,999	9211	6549	10.8	71.1	104	2640	10.9	28.7	104	1994	10.3	21.6	99	1915	11.3	20.8	108
$10,000 - $14,999	13477	9259	15.3	68.7	100	3814	15.7	28.3	103	2787	14.5	20.7	95	2658	15.7	19.7	103
UNDER $10,000	19418	12131	20.0	62.5	91	4660	19.2	24.0	87	3963	20.6	20.4	94	3508	20.7	18.1	94
HOUSEHOLD OF 1 PERSON	11987	6704	11.1	55.9	82	2038	8.4	17.0	62	2371	12.3	19.8	91	2295	13.5	19.1	100
2 PEOPLE	27046	16903	27.9	62.5	91	5797	23.9	21.4	78	5342	27.7	19.8	91	5764	33.9	21.3	111
3 OR 4 PEOPLE	34251	25363	41.9	74.1	108	10998	45.3	32.1	117	8458	43.9	24.7	113	5907	34.8	17.2	90
5 OR MORE PEOPLE	15180	11585	19.1	76.3	111	5471	22.5	36.0	131	3098	16.1	20.4	94	3016	17.8	19.9	103
NO CHILD IN HSHLD	49819	30868	51.0	62.0	91	10545	43.4	21.2	77	10512	54.6	21.1	97	9811	57.8	19.7	103
CHILD(REN) UNDER 2 YRS	6045	4906	8.1	81.2	119	1915	7.9	31.7	115	1599	8.3	26.5	121	1392	8.2	23.0	120
2 - 5 YEARS	15233	11433	18.9	75.1	110	5509	22.7	36.2	132	3360	17.4	22.1	101	2564	15.1	16.8	88
6 - 11 YEARS	16260	13068	21.6	80.4	117	6731	27.7	41.4	151	3612	18.7	22.2	102	2725	16.0	16.8	87
12 - 17 YEARS	19173	14688	24.3	76.6	112	6689	27.5	34.9	127	4234	22.0	22.1	101	3765	22.2	19.6	102
RESIDENCE OWNED	61371	41682	68.8	67.9	99	16364	67.3	26.7	97	13402	69.6	21.8	100	11917	70.2	19.4	101
VALUE: $50,000 OR MORE	35355	23934	39.5	67.7	99	8911	36.7	25.2	92	7965	41.3	22.5	103	7057	41.6	20.0	104
VALUE: UNDER $50,000	26016	17749	29.3	68.2	100	7453	30.7	28.6	104	5436	28.2	20.9	96	4860	28.6	18.7	97

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM THREE - FIVE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT TWO OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL FEMALES		88464	60555	100.0	68.5	100	24304	100.0	27.5	100	19269	100.0	21.8	100	16982	100.0	19.2	100
MAGAZINES	QUINTILE 1	17988	13333	22.0	74.1	108	5450	22.4	30.3	110	4581	23.8	25.5	117	3302	19.4	18.4	96
	QUINTILE 2	19446	14012	23.1	72.1	105	5845	24.0	30.1	109	4344	22.5	22.3	103	3823	22.5	19.7	102
	QUINTILE 3	14626	9902	16.4	67.7	99	3675	15.1	25.1	91	3133	16.3	21.4	98	3095	18.2	21.2	110
	QUINTILE 4	16014	10808	17.8	67.5	99	4504	18.5	28.1	102	3308	17.2	20.7	95	2996	17.6	18.7	97
	QUINTILE 5	20389	12501	20.6	61.3	90	4830	19.9	23.7	86	3903	20.3	19.1	88	3767	22.2	18.5	96
NEWSPAPERS	QUINTILE 1	13830	9433	15.6	68.2	100	3731	15.4	27.0	98	2931	15.2	21.2	97	2771	16.3	20.0	104
	QUINTILE 2	26350	18006	29.7	68.3	100	7025	28.9	26.7	97	5872	30.5	22.3	102	5110	30.1	19.4	101
	QUINTILE 3	12415	8802	14.5	70.9	104	3683	15.2	29.7	108	2801	14.5	22.6	104	2319	13.7	18.7	97
	QUINTILE 4	21911	14924	24.6	68.1	100	5998	24.7	27.4	100	4629	24.0	21.1	97	4298	25.3	19.6	102
	QUINTILE 5	13960	9389	15.5	67.3	98	3868	15.9	27.7	101	3036	15.8	21.7	100	2485	14.6	17.8	93
OUTDOOR	QUINTILE 1	16810	12163	20.1	72.4	106	5058	20.8	30.1	110	3784	19.6	22.5	103	3321	19.6	19.8	103
	QUINTILE 2	17101	12061	19.9	70.5	103	4872	20.0	28.5	104	4081	21.2	23.9	110	3108	18.3	18.2	95
	QUINTILE 3	17579	12331	20.4	70.1	102	4939	20.3	28.1	102	3997	20.7	22.7	104	3395	20.0	19.3	101
	QUINTILE 4	18343	11989	19.8	65.4	95	4573	18.8	24.9	91	3714	19.3	20.2	93	3702	21.8	20.2	105
	QUINTILE 5	18631	12011	19.8	64.5	94	4862	20.0	26.1	95	3693	19.2	19.8	91	3456	20.4	18.5	97
RADIO-DRIVE TIME	QUINTILE 1	17390	12153	20.1	69.9	102	5012	20.6	28.8	105	4029	20.9	23.2	106	3112	18.3	17.9	93
	QUINTILE 2	16591	11932	19.7	71.9	105	4990	20.5	30.1	109	3572	18.5	21.5	99	3371	19.9	20.3	106
	QUINTILE 3	16910	11586	19.1	68.5	100	4743	19.5	28.0	102	3496	18.1	20.7	95	3348	19.7	19.8	103
	QUINTILE 4	18002	12389	20.5	68.8	101	5019	20.7	27.9	101	4134	21.5	23.0	105	3237	19.1	18.0	94
	QUINTILE 5	19572	12494	20.6	63.8	93	4541	18.7	23.2	84	4039	21.0	20.6	95	3914	23.0	20.0	104
RADIO-MID-DAY	TERCILE 1	23248	16389	27.1	70.5	103	6757	27.8	29.1	106	5493	28.5	23.6	108	4139	24.4	17.8	93
	TERCILE 2	23667	16889	27.9	71.4	104	6812	28.0	28.8	105	5307	27.5	22.4	103	4770	28.1	20.2	105
	TERCILE 3	41549	27277	45.0	65.7	96	10736	44.2	25.8	94	8469	44.0	20.4	94	8073	47.5	19.4	101
RADIO-TOTAL	QUINTILE 1	17786	12499	20.6	70.3	103	5252	21.6	29.5	107	3971	20.6	22.3	103	3276	19.3	18.4	96
	QUINTILE 2	17316	12216	20.2	70.5	103	4958	20.4	28.6	104	4236	22.0	24.5	112	3022	17.8	17.5	91
	QUINTILE 3	18428	12821	21.2	69.6	102	5272	21.7	28.6	104	3830	19.9	20.8	95	3719	21.9	20.2	105
	QUINTILE 4	17669	12224	20.2	69.2	101	4942	20.3	28.0	102	3763	19.5	21.3	98	3520	20.7	19.9	104
	QUINTILE 5	17265	10795	17.8	62.5	91	3880	16.0	22.5	82	3470	18.0	20.1	92	3445	20.3	20.0	104
TV-PRIME TIME	QUINTILE 1	17416	11773	19.4	67.6	99	4797	19.7	27.5	100	3738	19.4	21.5	99	3238	19.1	18.6	97
	QUINTILE 2	17413	12329	20.4	70.8	103	4922	20.3	28.3	103	4042	21.0	23.2	107	3365	19.8	19.3	101
	QUINTILE 3	17943	12448	20.6	69.4	101	5016	20.6	28.0	102	3958	20.5	22.1	101	3474	20.5	19.4	101
	QUINTILE 4	18442	12793	21.1	69.4	101	5134	21.1	27.8	101	3991	20.7	21.6	99	3668	21.6	19.9	104
	QUINTILE 5	17250	11212	18.5	65.0	95	4435	18.2	25.7	94	3539	18.4	20.5	94	3237	19.1	18.8	98
TV-DAYTIME	TERCILE 1	29966	20765	34.3	69.3	101	8570	35.3	28.6	104	6676	34.6	22.3	102	5520	32.5	18.4	96
	TERCILE 2	29480	20452	33.8	69.4	101	8262	34.0	28.0	102	7014	36.4	23.8	109	5175	30.5	17.6	91
	TERCILE 3	29018	19338	31.9	66.6	97	7472	30.7	25.7	94	5579	29.0	19.2	88	6287	37.0	21.7	113
TV-TOTAL	QUINTILE 1	17740	12132	20.0	68.4	100	5061	20.8	28.5	104	3876	20.1	21.8	100	3195	18.8	18.0	94
	QUINTILE 2	17674	12352	20.4	69.9	102	4899	20.2	27.7	101	4179	21.7	23.6	109	3274	19.3	18.5	96
	QUINTILE 3	17730	12204	20.2	68.8	101	5125	21.1	28.9	105	3708	19.2	20.9	96	3371	19.9	19.0	99
	QUINTILE 4	17563	11989	19.8	68.3	100	4542	18.7	25.9	94	3893	20.2	22.2	102	3554	20.9	20.2	105
	QUINTILE 5	17757	11880	19.6	66.9	98	4678	19.2	26.3	96	3614	18.8	20.4	93	3589	21.1	20.2	105
MAGAZINES-NEWSPAPERS: DUAL		23278	16791	27.7	72.1	105	6561	27.0	28.2	103	5562	28.9	23.9	110	4669	27.5	20.1	104
MAGAZINE IMPERATIVE		21634	15863	26.2	73.3	107	6636	27.3	30.7	112	5117	26.6	23.7	109	4109	24.2	19.0	99
NEWSPAPER IMPERATIVE		23455	15131	25.0	64.5	94	6015	24.7	25.6	93	4688	24.3	20.0	92	4428	26.1	18.9	98
MAGAZINES-OUTDOOR: DUAL		17482	12787	21.1	73.1	107	5505	22.7	31.5	115	4271	22.2	24.4	112	3012	17.7	17.2	90
MAGAZINE IMPERATIVE		28830	20334	33.6	70.5	103	7855	32.3	27.2	99	6555	34.0	22.7	104	5924	34.9	20.5	107
OUTDOOR IMPERATIVE		26119	17655	29.2	67.6	99	6919	28.5	26.5	96	5472	28.4	21.0	96	5264	31.0	20.2	105
MAGAZINES-RADIO: DUAL		20162	14368	23.7	71.3	104	5930	24.4	29.4	107	4943	25.7	24.5	113	3495	20.6	17.3	90
MAGAZINE IMPERATIVE		26292	19021	31.4	72.3	106	7541	31.0	28.7	104	5871	30.5	22.3	103	5609	33.0	21.3	111
RADIO IMPERATIVE		25308	17099	28.2	67.6	99	7077	29.1	28.0	102	5232	27.2	20.7	95	4790	28.2	18.9	99
MAGAZINES-TELEVISION: DUAL		17312	12788	21.1	73.9	108	5225	21.5	30.2	110	4222	21.9	24.4	112	3341	19.7	19.3	101
MAGAZINE IMPERATIVE		29099	20702	34.2	71.1	104	8311	34.2	28.6	104	6577	34.1	22.6	104	5814	34.2	20.0	104
TELEVISION IMPERATIVE		27505	17807	29.4	64.7	95	7096	29.2	25.8	94	5628	29.2	20.5	94	5084	29.9	18.5	96
NEWSPAPERS-OUTDOOR: DUAL		18628	13219	21.8	71.0	104	5409	22.3	29.0	106	4154	21.6	22.3	102	3657	21.5	19.6	102
NEWSPAPER IMPERATIVE		29178	19540	32.3	67.0	98	7590	31.2	26.0	95	6236	32.4	21.4	98	5714	33.6	19.6	102
OUTDOOR IMPERATIVE		25260	18098	29.9	71.6	105	7350	30.2	29.1	106	5914	30.7	23.4	107	4834	28.5	19.1	100
NEWSPAPERS-RADIO: DUAL		19246	13513	22.3	70.2	103	5658	23.3	29.4	107	4515	23.4	23.5	108	3341	19.7	17.4	90
NEWSPAPER IMPERATIVE		28155	19054	31.5	67.7	99	7364	30.3	26.2	95	5792	30.1	20.6	94	5898	34.7	20.9	109
RADIO IMPERATIVE		25308	17958	29.7	71.0	104	7459	30.7	29.5	107	5735	29.8	22.7	104	4764	28.1	18.8	98
NEWSPAPERS-TELEVISION: DUAL		18615	12627	20.9	67.8	99	5391	22.2	29.0	105	4066	21.1	21.8	100	3170	18.7	17.0	89
NEWSPAPER IMPERATIVE		29207	20107	33.2	68.8	101	7557	31.1	25.9	94	6372	33.1	21.8	100	6177	36.4	21.1	110
TELEVISION IMPERATIVE		25472	17786	29.4	69.8	102	7315	30.1	28.7	105	5669	29.4	22.3	102	4803	28.3	18.9	98
OUTDOOR-RADIO: DUAL		17292	12500	20.6	72.3	106	5046	20.8	29.2	106	4279	22.2	24.7	114	3176	18.7	18.4	96
OUTDOOR IMPERATIVE		26915	18801	31.0	69.9	102	7709	31.7	28.6	104	5804	30.1	21.6	99	5289	31.1	19.7	102
RADIO IMPERATIVE		28938	19565	32.3	67.6	99	8157	33.6	28.2	103	6097	31.6	21.1	97	5311	31.3	18.4	96
OUTDOOR-TELEVISION: DUAL		16112	11629	19.2	72.2	105	4751	19.5	29.5	107	3967	20.6	24.6	113	2911	17.1	18.1	94
OUTDOOR IMPERATIVE		28228	19798	32.7	70.1	102	8054	33.1	28.5	104	6250	32.4	22.1	102	5495	32.4	19.5	101
TELEVISION IMPERATIVE		30024	20113	33.2	67.0	98	8303	34.2	27.7	101	6301	32.7	21.0	96	5509	32.4	18.3	96
RADIO-TELEVISION: DUAL		17803	12763	21.1	71.7	105	5437	22.4	30.5	111	4163	21.6	23.4	107	3163	18.6	17.8	93
RADIO IMPERATIVE		28338	19512	32.2	68.9	101	7932	32.6	28.0	102	6090	31.6	21.5	99	5490	32.3	19.4	101
TELEVISION IMPERATIVE		28445	19123	31.6	67.2	98	7551	31.1	26.5	97	6006	31.2	21.1	97	5566	32.8	19.6	102

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	TOTAL U.S. '000	BUY A '000	B % DOWN	C % ACROSS	D INDX	HEAVY SIX OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM THREE - FIVE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	60555	100.0	68.5	100	24304	100.0	27.5	100	19269	100.0	21.8	100	16982	100.0	19.2	100
ATLANTIC MONTHLY	415	259	0.4	62.4	91	**57	0.2	13.7	50	**64	0.3	15.4	71	**139	0.8	33.5	174
BARRON'S	522	*309	0.5	59.2	86	**97	0.4	18.6	68	**112	0.6	21.5	99	**100	0.6	19.2	100
BETTER HOMES & GARDENS	17429	12453	20.6	71.4	104	4856	20.0	27.9	101	4138	21.5	23.7	109	3459	20.4	19.8	103
BON APPETIT	2772	1674	2.8	60.4	88	493	2.0	17.8	65	584	3.0	21.1	97	597	3.5	21.5	112
BUSINESS WEEK	1469	918	1.5	62.5	91	371	1.5	25.3	92	281	1.5	19.1	88	*266	1.6	18.1	94
CAR AND DRIVER	397	339	0.6	85.4	125	**117	0.5	29.5	107	**133	0.7	33.5	154	**89	0.5	22.4	117
CBS MAGAZINE NETWORK (GROSS)	1633	1294	2.1	79.2	116	536	2.2	32.8	119	421	2.2	25.8	118	336	2.0	20.6	107
CHANGING TIMES	1554	935	1.5	60.2	88	404	1.7	26.0	95	289	1.5	18.6	85	243	1.4	15.6	81
COLONIAL HOMES	1304	833	1.4	63.9	93	378	1.6	29.0	106	206	1.1	15.8	73	248	1.5	19.0	99
CONDE NAST MAG. PKG. (GROSS)	17858	12681	20.9	71.0	104	5094	21.0	28.5	104	3955	20.5	22.1	102	3633	21.4	20.3	106
CONSUMERS DIGEST	1406	1013	1.7	72.0	105	407	1.7	28.9	105	*302	1.6	21.5	99	305	1.8	21.7	113
COSMOPOLITAN	8815	6537	10.8	74.2	108	2686	11.1	30.5	111	2236	11.6	25.4	116	1615	9.5	18.3	95
COUNTRY LIVING	2636	2049	3.4	77.7	114	908	3.7	34.4	125	595	3.1	22.6	104	547	3.2	20.8	108
CUISINE	1554	1017	1.7	65.4	96	309	1.3	19.9	72	392	2.0	25.2	116	315	1.9	20.3	106
CYCLE WORLD	469	385	0.6	82.1	120	*221	0.9	47.1	172	**38	0.2	8.1	37	**126	0.7	26.9	140
DCI:CREATIVE IDEAS FOR LIV	2631	2072	3.4	78.8	115	958	3.9	36.4	133	499	2.6	19.0	87	615	3.6	23.4	122
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	5193	8.6	73.5	107	2115	8.7	29.9	109	1655	8.6	23.4	108	1423	8.4	20.1	105
DISCOVER	998	736	1.2	73.7	108	292	1.2	29.3	106	*203	1.1	20.3	93	*241	1.4	24.1	126
EBONY	4289	3247	5.4	75.7	111	1321	5.4	30.8	112	1002	5.2	23.4	107	924	5.4	21.5	112
ESQUIRE	1176	896	1.5	76.2	111	353	1.5	30.0	109	284	1.5	24.1	111	259	1.5	22.0	115
ESSENCE	2392	1902	3.1	79.5	116	750	3.1	31.4	114	501	2.6	20.9	96	651	3.8	27.2	142
FAMILY CIRCLE	17209	12747	21.1	74.1	108	5079	20.9	29.5	107	4339	22.5	25.2	116	3329	19.6	19.3	101
THE FAMILY HANDYMAN	1184	927	1.5	78.3	114	347	1.4	29.3	107	276	1.4	23.3	107	303	1.8	25.6	133
FAMILY WEEKLY	12391	8806	14.5	71.1	104	3471	14.3	28.0	102	2615	13.6	21.1	97	2721	16.0	22.0	114
FIELD & STREAM	2438	1827	3.0	74.9	109	844	3.5	34.6	126	502	2.6	20.6	95	482	2.8	19.8	103
FOOD & WINE	614	405	0.7	66.0	96	*152	0.6	24.8	90	*152	0.8	24.8	114	**102	0.6	16.6	87
FORBES	813	454	0.7	55.8	82	*113	0.5	13.9	51	*155	0.8	19.1	88	*186	1.1	22.9	119
FORTUNE	1083	723	1.2	66.8	98	*276	1.1	25.5	93	*208	1.1	19.2	88	*239	1.4	22.1	115
GENTLEMEN'S QUARTERLY	1197	871	1.4	72.8	106	*311	1.3	26.0	95	*279	1.4	23.3	107	*281	1.7	23.5	122
GLAMOUR	6625	4831	8.0	72.9	107	1974	8.1	29.8	108	1443	7.5	21.8	100	1414	8.3	21.3	111
GOLF DIGEST	707	463	0.8	65.5	96	*155	0.6	21.9	80	*210	1.1	29.7	136	**98	0.6	13.9	72
GOLF DIGEST/TENNIS (GROSS)	1316	925	1.5	70.3	103	312	1.3	23.7	86	344	1.8	26.1	120	*269	1.6	20.4	106
GOLF MAGAZINE	469	318	0.5	67.8	99	**105	0.4	22.4	81	**98	0.5	20.9	96	**116	0.7	24.7	129
GOLF MAGAZINE/SKI (GROSS)	1060	724	1.2	68.3	100	*256	1.1	24.2	88	*259	1.3	24.4	112	*210	1.2	19.8	103
GOOD HOUSEKEEPING	17784	13113	21.7	73.7	108	5227	21.5	29.4	107	4392	22.8	24.7	113	3494	20.6	19.6	102
HARPER'S BAZAAR	2931	2105	3.5	71.8	105	712	2.9	24.3	88	689	3.6	23.5	108	705	4.2	24.1	125
HEALTH	2199	1580	2.6	71.9	105	615	2.5	28.0	102	479	2.5	21.8	100	486	2.9	22.1	115
HEARST MAG CORP. BUY (GROSS)	49148	36347	60.0	74.0	108	14830	61.0	30.2	110	11924	61.9	24.3	111	9594	56.5	19.5	102
HEARST MAN POWER (GROSS)	2113	1509	2.5	71.4	104	656	2.7	31.0	113	418	2.2	19.8	91	435	2.6	20.6	107
HEARST WOMAN POWER (GROSS)	35062	26238	43.3	74.8	109	10678	43.9	30.5	111	8889	46.1	25.4	116	6671	39.3	19.0	99
HOUSE BEAUTIFUL	3865	2727	4.5	70.6	103	1138	4.7	29.4	107	902	4.7	23.3	107	686	4.0	17.7	92
INC.	315	*240	0.4	76.2	111	**118	0.5	37.5	136	**39	0.2	12.4	57	**82	0.5	26.0	136
JET	3690	2737	4.5	74.2	108	1103	4.5	29.9	109	850	4.4	23.0	106	783	4.6	21.2	111
LADIES' HOME JOURNAL	12930	9699	16.0	75.0	110	4194	17.3	32.4	118	3145	16.3	24.3	112	2361	13.9	18.3	95
LHJ FAMILY GRP COMBO(GROSS)	18161	13585	22.4	74.8	109	5855	24.1	32.2	117	4348	22.6	23.9	110	3382	19.9	18.6	97
LIFE	5065	3485	5.8	68.8	101	1334	5.5	26.3	96	1241	6.4	24.5	112	910	5.4	18.0	94
L.A. TIMES HOME MAGAZINE	1310	829	1.4	63.3	92	297	1.2	22.7	83	*178	0.9	13.6	62	355	2.1	27.1	141
MADEMOISELLE	3759	2696	4.5	71.7	105	1035	4.3	27.5	100	917	4.8	24.4	112	745	4.4	19.8	103
MC CALL'S	14658	10995	18.2	75.0	110	4517	18.6	30.8	112	3396	17.6	23.2	106	3082	18.1	21.0	110
MC CALL'S/WRK MOTHER (GROSS)	15857	11988	19.8	75.6	110	4923	20.3	31.0	113	3773	19.6	23.8	109	3292	19.4	20.8	108
MECHANIX ILLUSTRATED	809	662	1.1	81.8	120	*257	1.1	31.8	116	*180	0.9	22.2	102	*226	1.3	27.9	146
METROPOLITAN HOME	1009	708	1.2	70.2	103	*234	1.0	23.2	84	315	1.6	31.2	143	*160	0.9	15.9	83
MONEY	1707	1096	1.8	64.2	94	336	1.4	19.7	72	397	2.1	23.3	107	363	2.1	21.3	111
MOTHER EARTH NEWS	1123	794	1.3	70.7	103	387	1.6	34.5	125	*218	1.1	19.4	89	*189	1.1	16.8	88
MS.	932	769	1.3	82.5	121	310	1.3	33.3	121	208	1.1	22.3	102	*252	1.5	27.0	141
NATIONAL ENQUIRER	11971	8869	14.6	74.1	108	3835	15.8	32.0	117	2936	15.2	24.5	113	2098	12.4	17.5	91
NATIONAL GEOGRAPHIC	10503	7273	12.0	69.2	101	2636	10.8	25.1	91	2288	11.9	21.8	100	2349	13.8	22.4	117
NATIONAL SUNDAY MAGAZINE PKG	54325	37669	62.2	69.3	101	14838	61.1	27.3	99	12100	62.8	22.3	102	10732	63.2	19.8	103
NATURAL HISTORY	626	412	0.7	65.8	96	*214	0.9	34.2	124	*103	0.5	16.5	76	*95	0.6	15.2	79
NEW WOMAN	1992	1482	2.4	74.4	109	534	2.2	26.8	98	518	2.7	26.0	119	431	2.5	21.6	113
NEW YORK INCLUDING CUE	547	306	0.5	55.9	82	**93	0.4	17.0	62	*122	0.6	22.3	102	**91	0.5	16.6	87
THE NEW YORKER	1380	802	1.3	58.1	85	317	1.3	23.0	84	245	1.3	17.8	82	240	1.4	17.4	91
NEWSWEEK	6925	4717	7.8	68.1	100	1861	7.7	26.9	98	1612	8.4	23.3	107	1244	7.3	18.0	94
THE N.Y. TIMES DAILY EDITION	1363	716	1.2	52.5	77	285	1.2	20.9	76	249	1.3	18.3	84	*182	1.1	13.4	70
THE N.Y. TIMES MAGAZINE	2333	1245	2.1	53.4	78	466	1.9	20.0	73	500	2.6	21.4	98	279	1.6	12.0	62
OMNI	872	582	1.0	66.7	98	*240	1.0	27.5	100	*181	0.9	20.8	95	*161	0.9	18.5	96
ON CABLE	1298	1058	1.7	81.5	119	561	2.3	43.2	157	321	1.7	24.7	114	*177	1.0	13.6	71
1001 HOME IDEAS	3032	2306	3.8	76.1	111	1046	4.3	34.5	126	724	3.8	23.9	110	536	3.2	17.7	92
ORGANIC GARDENING	1680	1200	2.0	71.4	104	563	2.3	33.5	122	320	1.7	19.0	87	317	1.9	18.9	98
OUTDOOR LIFE	960	751	1.2	78.2	114	369	1.5	38.4	140	*214	1.1	22.3	102	*169	1.0	17.6	92
PARADE MAGAZINE	26755	18376	30.3	68.7	100	7250	29.8	27.1	99	6267	32.5	23.4	108	4859	28.6	18.2	95

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	TOTAL U.S. '000	BUY A '000	B % DOWN	C % ACROSS	D INDX	HEAVY SIX OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM THREE - FIVE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	60555	100.0	68.5	100	24304	100.0	27.5	100	19269	100.0	21.8	100	16982	100.0	19.2	100
PARENTS	4173	3324	5.5	79.7	116	1534	6.3	36.8	134	990	5.1	23.7	109	799	4.7	19.1	100
PENTHOUSE	973	643	1.1	66.1	97	*249	1.0	25.6	93	*209	1.1	21.5	99	**186	1.1	19.1	100
PEOPLE	13479	9840	16.2	73.0	107	3966	16.3	29.4	107	3356	17.4	24.9	114	2518	14.8	18.7	97
PLAYBOY	2183	1514	2.5	69.4	101	774	3.2	35.5	129	403	2.1	18.5	85	337	2.0	15.4	80
POPULAR HOT RODDING	388	327	0.5	84.3	123	**119	0.5	30.7	112	**125	0.6	32.2	148	**83	0.5	21.4	111
POPULAR MECHANICS	1037	697	1.2	67.2	98	*256	1.1	24.7	90	*170	0.9	16.4	75	*270	1.6	26.0	136
POPULAR SCIENCE	920	644	1.1	70.0	102	*284	1.2	30.9	112	*167	0.9	18.2	83	*194	1.1	21.1	110
PREVENTION	4071	2641	4.4	64.9	95	951	3.9	23.4	85	820	4.3	20.1	92	869	5.1	21.3	111
PSYCHOLOGY TODAY	1940	1397	2.3	72.0	105	520	2.1	26.8	98	424	2.2	21.9	100	452	2.7	23.3	121
READER'S DIGEST	24031	16877	27.9	70.2	103	6830	28.1	28.4	103	5245	27.2	21.8	100	4802	28.3	20.0	104
REDBOOK	8464	6588	10.9	77.8	114	2766	11.4	32.7	119	2261	11.7	26.7	123	1561	9.2	18.4	96
ROAD & TRACK	429	*327	0.5	76.2	111	**115	0.5	26.8	98	**140	0.7	32.6	150	**72	0.4	16.8	87
ROLLING STONE	1355	1077	1.8	79.5	116	420	1.7	31.0	113	391	2.0	28.9	132	*266	1.6	19.6	102
RUNNER'S WORLD	329	*223	0.4	67.8	99	**68	0.3	20.7	75	**87	0.5	26.4	121	**67	0.4	20.4	106
SATURDAY EVENING POST	1268	856	1.4	67.5	99	294	1.2	23.2	84	335	1.7	26.4	121	*228	1.3	18.0	94
SCIENCE 84	702	497	0.8	70.8	103	*209	0.9	29.8	108	*114	0.6	16.2	75	*174	1.0	24.8	129
SCIENCE DIGEST	553	380	0.6	68.7	100	*188	0.8	34.0	124	*99	0.5	17.9	82	**93	0.5	16.8	88
SCIENTIFIC AMERICAN	615	367	0.6	59.7	87	*160	0.7	26.0	95	**86	0.4	14.0	64	*121	0.7	19.7	102
SELF	2683	2002	3.3	74.6	109	764	3.1	28.5	104	662	3.4	24.7	113	576	3.4	21.5	112
SEVENTEEN	3309	2516	4.2	76.0	111	1182	4.9	35.7	130	754	3.9	22.8	105	580	3.4	17.5	91
SKI	591	406	0.7	68.7	100	*150	0.6	25.4	92	*161	0.8	27.2	125	**94	0.6	15.9	83
SMITHSONIAN	3039	1873	3.1	61.6	90	638	2.6	21.0	76	615	3.2	20.2	93	620	3.7	20.4	106
SOAP OPERA DIGEST	3683	2883	4.8	78.3	114	1308	5.4	35.5	129	866	4.5	23.5	108	709	4.2	19.3	100
SOUTHERN LIVING	4434	3121	5.2	70.4	103	1157	4.8	26.1	95	1156	6.0	26.1	120	808	4.8	18.2	95
SPORT	701	583	1.0	83.2	121	*320	1.3	45.6	166	*128	0.7	18.3	84	**135	0.8	19.3	100
THE SPORTING NEWS	518	*407	0.7	78.6	115	*177	0.7	34.2	124	**149	0.8	28.8	132	**81	0.5	15.6	81
SPORTS AFIELD	523	433	0.7	82.8	121	*212	0.9	40.5	148	*150	0.8	28.7	132	**71	0.4	13.6	71
SPORTS ILLUSTRATED	3325	2376	3.9	71.5	104	902	3.7	27.1	99	906	4.7	27.2	125	568	3.3	17.1	89
STAR	8567	6528	10.8	76.2	111	2990	12.3	34.9	127	2160	11.2	25.2	116	1379	8.1	16.1	84
SUNDAY	27630	19176	31.7	69.4	101	7672	31.6	27.8	101	6159	32.0	22.3	102	5345	31.5	19.3	101
SUNSET	2219	1623	2.7	73.1	107	570	2.3	25.7	93	450	2.3	20.3	93	602	3.5	27.1	141
TV GUIDE	24258	17790	29.4	73.3	107	7352	30.3	30.3	110	5763	29.9	23.8	109	4675	27.5	19.3	100
TENNIS	609	462	0.8	75.9	111	*157	0.6	25.8	94	**134	0.7	22.0	101	*171	1.0	28.1	146
TIME	9929	6912	11.4	69.6	102	2814	11.6	28.3	103	2269	11.8	22.9	105	1829	10.8	18.4	96
TOWN & COUNTRY	1062	749	1.2	70.5	103	279	1.1	26.3	96	*179	0.9	16.9	77	291	1.7	27.4	143
TRAVEL & LEISURE	1051	686	1.1	65.3	95	250	1.0	23.8	87	299	1.6	28.4	131	*137	0.8	13.0	68
TRUE STORY	3946	3081	5.1	78.1	114	1519	6.3	38.5	140	825	4.3	20.9	96	736	4.3	18.7	97
U.S.NEWS & WORLD REPORT	3782	2310	3.8	61.1	89	737	3.0	19.5	71	811	4.2	21.4	98	763	4.5	20.2	105
USA TODAY	1874	1363	2.3	72.7	106	523	2.2	27.9	102	443	2.3	23.6	109	397	2.3	21.2	110
US	2213	1780	2.9	80.4	118	657	2.7	29.7	108	653	3.4	29.5	135	471	2.8	21.3	111
VOGUE	4792	3151	5.2	65.8	96	1321	5.4	27.6	100	933	4.8	19.5	89	897	5.3	18.7	98
WALL STREET JOURNAL	2045	1360	2.2	66.5	97	408	1.7	20.0	73	500	2.6	24.4	112	452	2.7	22.1	115
WEIGHT WATCHERS	2364	1712	2.8	72.4	106	740	3.0	31.3	114	546	2.8	23.1	106	426	2.5	18.0	94
WOMAN'S DAY	15182	11369	18.8	74.9	109	4691	19.3	30.9	112	3855	20.0	25.4	117	2824	16.6	18.6	97
WORKING MOTHER	1198	993	1.6	82.9	121	406	1.7	33.9	123	377	2.0	31.5	144	*210	1.2	17.5	91
WORKING WOMAN	1523	1110	1.8	72.9	106	540	2.2	35.5	129	308	1.6	20.2	93	*263	1.5	17.3	90
WORLD TENNIS	*183	*126	0.2	68.9	101	**47	0.2	25.7	93	**27	0.1	14.8	68	**52	0.3	28.4	148
ZIFF-DAVIS MAG NETWK (GROSS)	2776	2019	3.3	72.7	106	875	3.6	31.5	115	679	3.5	24.5	112	466	2.7	16.8	87
BLAIR INSERTS	47909	32892	54.3	68.7	100	13011	53.5	27.2	99	10698	55.5	22.3	103	9182	54.1	19.2	100
DAILY NEWSPAPERS																	
READ ANY	56731	38748	64.0	68.3	100	15379	63.3	27.1	99	12370	64.2	21.8	100	10998	64.8	19.4	101
READ ONE	47696	32536	53.7	68.2	100	12878	53.0	27.0	98	10476	54.4	22.0	101	9182	54.1	19.3	100
READ TWO OR MORE	9034	6213	10.3	68.8	100	2501	10.3	27.7	101	1894	9.8	21.0	96	1817	10.7	20.1	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	39888	65.9	69.1	101	15850	65.2	27.5	100	12786	66.4	22.1	102	11251	66.3	19.5	102
READ ONE	50513	34913	57.7	69.1	101	13776	56.7	27.3	99	11262	58.4	22.3	102	9875	58.1	19.5	102
READ TWO OR MORE	7219	4975	8.2	68.9	101	2074	8.5	28.7	105	1524	7.9	21.1	97	1377	8.1	19.1	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.32				30.18				28.60				28.89			
30 DAY REACH	78184	53810	88.9	68.8	101	21608	88.9	27.6	101	17369	90.1	22.2	102	14833	87.3	19.0	99
50 SHWG - 30 DAY AV FREQ	14.80	15.42				15.82				15.09				15.21			
30 DAY REACH	74239	51269	84.7	69.1	101	20649	85.0	27.8	101	16480	85.5	22.2	102	14140	83.3	19.0	99
25 SHWG - 30 DAY AV FREQ	8.05	8.32				8.55				8.17				8.17			
30 DAY REACH	68254	47469	78.4	69.5	102	19038	78.3	27.9	102	15246	79.1	22.3	103	13185	77.6	19.3	101
CABLE TV: HOME WIRED	35215	25441	42.0	72.2	106	10188	41.9	28.9	105	8730	45.3	24.8	114	6523	38.4	18.5	96
HOME NOT WIRED	53250	35114	58.0	65.9	96	14117	58.1	26.5	96	10539	54.7	19.8	91	10459	61.6	19.6	102
HAVE PAY CABLE	17885	13584	22.4	76.0	111	5723	23.5	32.0	116	4668	24.2	26.1	120	3194	18.8	17.9	93

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

0074
P-22

	TOTAL U.S. '000	BUY A '000	B % DOWN	C % ACROSS	D INDX	HEAVY SIX OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM THREE - FIVE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	60555	100.0	68.5	100	24304	100.0	27.5	100	19269	100.0	21.8	100	16982	100.0	19.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	33693	55.6	70.2	103	13902	57.2	29.0	105	10668	55.4	22.2	102	9123	53.7	19.0	99
10:00 AM - 3:00 PM	33674	23970	39.6	71.2	104	9732	40.0	28.9	105	8012	41.6	23.8	109	6226	36.7	18.5	96
3:00 PM - 7:00 PM	34431	24426	40.3	70.9	104	10164	41.8	29.5	107	7884	40.9	22.9	105	6378	37.6	18.5	96
7:00 PM - MIDNIGHT	17761	12309	20.3	69.3	101	5122	21.1	28.8	105	3893	20.2	21.9	101	3294	19.4	18.5	97
MIDNIGHT - 6:00 AM	10087	7150	11.8	70.9	104	2841	11.7	28.2	103	2219	11.5	22.0	101	2040	12.3	20.7	108
6:00 AM - MIDNIGHT	64318	45301	74.8	70.4	103	18516	76.2	28.8	105	14496	75.2	22.5	103	12289	72.4	19.1	100
ENTIRE DAY	65181	45952	75.9	70.5	103	18793	77.3	28.8	105	14743	76.5	22.6	104	12416	73.1	19.0	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	12640	20.9	72.6	106	5146	21.2	29.6	108	4114	21.4	23.6	108	3381	19.9	19.4	101
ALL NEWS	2520	1557	2.6	61.8	90	510	2.1	20.2	74	582	3.0	23.1	106	465	2.7	18.5	96
AOR/PROGRESSIVE	4419	3144	5.2	71.1	104	1376	5.7	31.1	113	957	5.0	21.7	99	811	4.8	18.4	96
BEAUTIFUL MUSIC	6119	4164	6.9	68.1	99	1697	7.0	27.7	101	1404	7.3	22.9	105	1063	6.3	17.4	90
BLACK	2623	1876	3.1	71.5	104	819	3.4	31.2	114	623	3.2	23.8	109	434	2.6	16.5	86
CLASSICAL	1553	1050	1.7	67.6	99	319	1.3	20.5	75	305	1.6	19.6	90	427	2.5	27.5	143
CHR/ROCK	11282	8307	13.7	73.6	108	3482	14.3	30.9	112	2753	14.3	24.4	112	2071	12.2	18.4	96
COUNTRY	13343	9711	16.0	72.8	106	4212	17.3	31.6	115	2939	15.3	22.0	101	2559	15.1	19.2	100
GOLDEN OLDIES	1299	871	1.4	67.1	98	333	1.4	25.6	93	333	1.7	25.6	118	*205	1.2	15.8	82
MOR/NOSTALGIA	5241	3399	5.6	64.9	95	1167	4.8	22.3	81	1296	6.7	24.7	114	936	5.5	17.9	93
NEWS/TALK	4165	2649	4.4	63.6	93	988	4.1	23.7	86	801	4.2	19.2	88	860	5.1	20.6	108
RELIGIOUS	3324	2105	3.5	63.3	93	856	3.5	25.8	94	613	3.2	18.4	85	636	3.7	19.1	100
SOFT ROCK	609	468	0.8	76.8	112	*141	0.6	23.2	84	**203	1.1	33.3	153	**124	0.7	20.4	106
URBAN CONTEMPORARY	1853	1319	2.2	71.2	104	542	2.2	29.2	106	457	2.4	24.7	113	320	1.9	17.3	90
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2676	4.4	71.9	105	1188	4.9	31.9	116	869	4.5	23.3	107	619	3.6	16.6	87
ABC DIRECTION	2488	1770	2.9	71.1	104	782	3.2	31.4	114	541	2.8	21.7	100	446	2.6	17.9	93
ABC ENTERTAINMENT	5129	3686	6.1	71.9	105	1723	7.1	33.6	122	1119	5.8	21.8	100	844	5.0	16.5	86
ABC FM	2498	1875	3.1	75.1	110	806	3.3	32.3	117	610	3.2	24.4	112	459	2.7	18.4	96
ABC INFORMATION	5721	3711	6.1	64.9	95	1531	6.3	26.8	97	1143	5.9	20.0	92	1037	6.1	18.1	94
ABC ROCK	2021	1478	2.4	73.1	107	533	2.2	26.4	96	574	3.0	28.4	130	371	2.2	18.4	96
CBS	4756	3077	5.1	64.7	95	1036	4.3	21.8	79	1001	5.2	21.0	97	1040	6.1	21.9	114
MUTUAL	5272	3795	6.3	72.0	105	1519	6.3	28.8	105	1341	7.0	25.4	117	935	5.5	17.7	92
NBC	4964	3312	5.5	66.7	97	1256	5.2	25.3	92	1196	6.2	24.1	111	859	5.1	17.3	90
RADIOMADIO	2218	1595	2.6	71.9	105	590	2.4	26.6	97	658	3.4	29.7	136	346	2.0	15.6	81
RKO ONE	2565	1929	3.2	75.2	110	827	3.4	32.2	117	590	3.1	23.0	106	513	3.0	20.0	104
RKO TWO	3640	2556	4.2	70.2	103	1003	4.1	27.6	100	741	3.8	20.4	93	812	4.8	22.3	116
THE SOURCE	2467	1800	3.0	73.0	107	834	3.4	33.8	123	574	3.0	23.3	107	392	2.3	15.9	83
NON-WIRED : BLAIR	9466	7030	11.6	74.3	108	2898	11.9	30.6	111	2243	11.6	23.7	109	1889	11.1	20.0	104
INTERNET	13616	9746	16.1	71.6	105	4298	17.7	31.6	115	2809	14.6	20.6	95	2639	15.5	19.4	101
KATZ RADIO GROUP	16998	11801	19.5	69.4	101	4612	19.0	27.1	99	3848	20.0	22.6	104	3342	19.7	19.7	102
SUPERNET	11622	8171	13.5	70.3	103	3261	13.4	28.1	102	2968	15.4	25.5	117	1941	11.4	16.7	87
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	6246	10.3	66.3	97	2509	10.3	26.6	97	2043	10.6	21.7	100	1694	10.0	18.0	94
MKDAY 9:00 AM - 1:00 PM	13304	9212	15.2	69.2	101	3897	16.0	29.3	107	2852	14.8	21.4	98	2463	14.5	18.5	96
MKDAY 1:00 PM - 4:30 PM	17591	12216	20.2	69.4	101	5064	20.8	28.8	105	3903	20.3	22.2	102	3249	19.1	18.5	96
MKDAY 4:30 PM - 7:30 PM	24418	16190	26.7	66.3	97	6599	27.2	27.0	98	5218	27.1	21.4	98	4374	25.8	17.9	93
MKDAY 7:30 PM - 8:00 PM	34400	22939	37.9	66.7	97	9123	37.5	26.5	97	7450	38.7	21.7	99	6366	37.5	18.5	96
MKDAY 11:00 PM - 11:30 PM	26120	18372	30.3	70.3	103	7380	30.4	28.3	103	5991	31.1	22.9	105	5001	29.4	19.1	100
MKDAY 11:30 PM - 1:00 AM	8402	6055	10.0	72.1	105	2501	10.3	29.8	108	2019	10.5	24.0	110	1536	9.0	18.3	95
M-SAT 8-11 PM+SUN 7-11 PM	36828	25421	42.0	69.0	101	10231	42.1	27.8	101	8170	42.4	22.2	102	7020	41.3	19.1	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	5083	8.4	70.4	103	2205	9.1	30.5	111	1630	8.5	22.6	104	1248	7.3	17.3	90
ANOTHER WORLD N	4924	3464	5.7	70.3	103	1507	6.2	30.6	111	1079	5.6	21.9	101	878	5.2	17.8	93
AS THE WORLD TURNS C	5966	3977	6.6	66.7	97	1603	6.6	26.9	98	1213	6.3	20.3	93	1161	6.8	19.5	101
CAPITOL C	3672	2543	4.2	69.3	101	975	4.0	26.6	97	867	4.5	23.6	108	701	4.1	19.1	99
CBS MORN. NEWS 1 C	1590	998	1.6	62.8	92	408	1.7	25.7	93	294	1.5	18.5	85	295	1.7	18.6	97
CBS MORN. NEWS 2 C	1298	754	1.2	58.1	85	278	1.1	21.4	78	220	1.1	16.9	78	256	1.5	19.7	103
DAYS OF OUR LIVES N	6389	4667	7.7	73.0	107	2000	8.2	31.3	114	1473	7.6	23.1	106	1194	7.0	18.7	97
FACTS OF LIFE - DAYTIME N	2526	1794	3.0	71.0	104	780	3.2	30.9	112	551	2.9	21.8	100	463	2.7	18.3	95
FAMILY FEUD A	3427	2389	3.9	69.7	102	954	3.9	27.8	101	711	3.7	20.7	95	725	4.3	21.2	110
GENERAL HOSPITAL A	6870	4747	7.8	69.1	101	1953	8.0	28.4	103	1598	8.3	23.3	107	1196	7.0	17.4	91
GOOD MORNING, AMERICA-730 A	3767	2516	4.2	66.8	98	1010	4.2	26.8	98	906	4.7	24.1	110	599	3.5	15.9	83
GOOD MORNING, AMERICA-830 A	3076	2149	3.5	69.9	102	853	3.5	27.7	101	762	4.0	24.8	114	534	3.1	17.4	90
GUIDING LIGHT C	5789	4056	6.7	70.1	102	1562	6.4	27.0	98	1350	7.0	23.3	107	1144	6.7	19.8	103
ONE LIFE TO LIVE A	4918	3489	5.8	70.9	104	1413	5.8	28.7	105	1191	6.2	24.2	111	885	5.2	18.0	94
PRESS YOUR LUCK C	2367	1596	2.6	67.4	99	742	3.1	31.3	114	430	2.2	18.2	83	424	2.5	17.9	93
PRICE IS RIGHT 1 C	4727	3094	5.1	65.5	96	1218	5.0	25.8	94	988	5.1	20.9	96	888	5.2	18.8	98
PRICE IS RIGHT 2 C	5511	3685	6.1	66.9	98	1614	6.6	29.3	107	1069	5.5	19.4	89	1002	5.9	18.2	95
RYAN'S HOPE A	3479	2512	4.1	72.2	105	1064	4.4	30.6	111	843	4.4	24.2	111	605	3.6	17.4	91
SALE OF THE CENTURY N	2823	1978	3.3	70.1	102	847	3.5	30.0	109	626	3.2	22.2	102	505	3.0	17.9	93
SEARCH FOR TOMORROW N	2525	1816	3.0	71.9	105	771	3.2	30.5	111	604	3.1	23.9	110	441	2.6	17.5	91
TODAY SHOW 1 N	2979	1922	3.2	64.5	94	719	3.0	24.1	88	568	2.9	19.1	88	636	3.7	21.3	111
TODAY SHOW 2 N	2792	1831	3.0	65.6	96	753	3.1	27.0	98	551	2.9	19.7	91	527	3.1	18.9	98
$25,000 PYRAMID C	2899	1961	3.2	67.6	99	854	3.5	29.5	107	556	2.9	19.2	88	550	3.2	19.0	99
WHEEL OF FORTUNE N	4689	3424	5.7	73.0	107	1432	5.9	30.5	111	1085	5.6	23.1	106	908	5.3	19.4	101
YOUNG AND THE RESTLESS C	6231	4221	7.0	67.7	99	1722	7.1	27.6	101	1228	6.4	19.7	90	1271	7.5	20.4	106
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	1334	2.2	67.6	99	526	2.2	26.7	97	378	2.0	19.2	88	430	2.5	21.8	114
NBA PLAYOFF GAME -1 C	1246	818	1.4	65.7	96	295	1.2	23.7	86	309	1.6	24.8	114	213	1.3	17.1	89
NBC MAJOR LEAGUE PRE-GAME N	1140	780	1.3	68.4	100	*315	1.3	27.6	101	*204	1.1	17.9	82	*261	1.5	22.9	119
SPORTSWORLD - SUN N	1328	893	1.5	67.2	98	354	1.5	26.7	97	271	1.4	20.4	94	268	1.6	20.2	105
SUNDAY MORNING C	1645	994	1.6	60.4	88	398	1.6	24.2	88	333	1.7	20.2	93	263	1.5	16.0	83

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*=PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**=NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

0075
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		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY SIX OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM THREE - FIVE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT TWO OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL FEMALES		88464	60555	100.0	68.5	100	24304	100.0	27.5	100	19269	100.0	21.8	100	16982	100.0	19.2	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	18161	30.0	64.9	95	7108	29.2	25.4	93	5794	30.1	20.7	95	5260	31.0	18.8	98
NETWORK AFFILIATES - LATE		21966	15368	25.4	70.0	102	6055	24.9	27.6	100	4993	25.9	22.7	104	4320	25.4	19.7	102
INDEPENDENTS - LATE		2247	1471	2.4	65.5	96	521	2.1	23.2	84	551	2.9	24.5	113	398	2.3	17.7	92
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	8394	13.9	72.8	106	3586	14.8	31.1	113	2626	13.6	22.8	105	2182	12.8	18.9	99
ABC MONDAY NIGHT MOVIE	A	6879	4717	7.8	68.6	100	1880	7.7	27.3	99	1651	8.6	24.0	110	1185	7.0	17.2	90
ABC SUNDAY NIGHT MOVIE	A	13690	9238	15.3	67.5	99	3723	15.3	27.2	99	2986	15.5	21.8	100	2529	14.9	18.5	96
ABC WORLD NEWS TONIGHT	A	6589	4108	6.8	62.3	91	1636	6.7	24.8	90	1240	6.4	18.8	86	1232	7.3	18.7	97
AFTERMASH	C	6391	4330	7.2	67.8	99	1731	7.1	27.1	99	1467	7.6	23.0	105	1132	6.7	17.7	92
ALICE	C	10273	7002	11.6	68.2	100	2712	11.2	26.4	96	2406	12.5	23.4	108	1885	11.1	18.3	96
AMERICAN PARADE	C	7130	4511	7.4	63.3	92	1684	6.9	23.6	86	1352	7.0	19.0	87	1475	8.7	20.7	108
BENSON	A	11665	7839	12.9	67.2	98	3146	12.9	27.0	98	2542	13.2	21.8	100	2151	12.7	18.4	96
BLUE THUNDER	A	5442	3953	6.5	72.6	106	1586	6.5	29.1	106	1264	6.6	23.2	107	1103	6.5	20.3	106
CAGNEY & LACEY	C	10565	7586	12.5	71.8	105	3076	12.7	29.1	106	2407	12.5	22.8	105	2104	12.4	19.9	104
CBS EVENING NEWS-DEAN	C	3668	2260	3.7	61.6	90	823	3.4	22.4	82	840	4.4	22.9	105	597	3.5	16.3	85
CBS EVENING NEWS-RATHER	C	7561	4876	8.1	64.5	94	1810	7.4	23.9	87	1623	8.4	21.5	99	1443	8.5	19.1	99
CBS SAT. NEWS-SCHIEFFER	C	3948	2430	4.0	61.6	90	940	3.9	23.8	87	728	3.8	18.4	85	762	4.5	19.3	101
CBS SATURDAY NIGHT MOVIE	C	5966	4180	6.9	70.1	102	1723	7.1	28.9	105	1376	7.1	23.1	106	1080	6.4	18.1	94
CBS WEDNESDAY NIGHT MOVIE	C	6529	4321	7.1	66.2	97	1755	7.2	26.9	98	1236	6.4	18.9	87	1330	7.8	20.4	106
CHEERS	N	9842	7012	11.6	71.2	104	2713	11.2	27.6	100	2473	12.8	25.1	115	1825	10.7	18.5	97
DALLAS	C	23935	16557	27.3	69.2	101	6483	26.7	27.1	99	5115	26.5	21.4	98	4959	29.2	20.7	108
DIFF'RENT STROKES	N	7574	5215	8.6	68.9	101	2216	9.1	29.3	106	1619	8.4	21.4	98	1380	8.1	18.2	95
DOUBLE TROUBLE	N	7786	5305	8.8	68.1	100	2213	9.1	28.4	103	1772	9.2	22.8	104	1320	7.8	17.0	88
DUCK FACTORY	N	6290	4388	7.2	69.8	102	1630	6.7	25.9	94	1643	8.5	26.1	120	1114	6.6	17.7	92
DUKES OF HAZZARD	C	6402	4513	7.5	70.5	103	1860	7.7	29.1	106	1352	7.0	21.1	97	1301	7.7	20.3	106
DYNASTY	A	21955	15487	25.6	70.5	103	6311	26.0	28.7	105	4867	25.3	22.2	102	4310	25.4	19.6	102
FACTS OF LIFE	N	8898	6119	10.1	68.8	100	2454	10.1	27.6	100	2155	11.2	24.2	111	1511	8.9	17.0	88
FALCON CREST	C	21877	15306	25.3	70.0	102	6094	25.1	27.9	101	4743	24.6	21.7	100	4469	26.3	20.4	106
FALL GUY	A	10045	7107	11.7	70.8	103	2857	11.8	28.4	104	2272	11.8	22.6	104	1978	11.6	19.7	103
FAMILY TIES	N	8922	6095	10.1	68.3	100	2462	10.1	27.6	100	2104	10.9	23.6	108	1529	9.0	17.1	89
FANTASY ISLAND	A	8288	5697	9.4	68.7	100	2261	9.3	27.3	99	1880	9.8	22.7	104	1557	9.2	18.8	98
FOULUPS,BLEEPS & BLUNDERS	A	9891	6423	10.6	64.9	95	2538	10.4	25.7	93	2042	10.6	20.6	95	1843	10.9	18.6	97
FOUR SEASONS	C	5429	3757	6.2	69.2	101	1500	6.2	27.6	101	1294	6.7	23.8	109	963	5.7	17.7	92
GIMME A BREAK	N	9646	6543	10.8	67.8	99	2760	11.4	28.6	104	2231	11.6	23.1	106	1552	9.1	16.1	84
HART TO HART	A	9983	6920	11.4	69.3	101	2819	11.6	28.2	103	2204	11.4	22.1	101	1897	11.2	19.0	99
HILL STREET BLUES	N	9688	6755	11.2	69.7	102	2700	11.1	27.9	101	2276	11.8	23.5	108	1779	10.5	18.4	96
HOTEL	A	15435	10785	17.8	69.9	102	4439	18.3	28.8	105	3480	18.1	22.5	104	2866	16.9	18.6	97
JEFFERSONS	C	10031	6783	11.2	67.6	99	2641	10.9	26.3	96	2405	12.5	24.0	110	1738	10.2	17.3	90
JENNIFER SLEPT HERE	N	6376	4426	7.3	69.4	101	1993	8.2	31.3	114	1367	7.1	21.4	98	1066	6.3	16.7	87
KATE & ALLIE	C	9951	6840	11.3	68.7	100	2789	11.5	28.0	102	2113	11.0	21.2	97	1938	11.4	19.5	101
KNIGHT RIDER	N	7908	5748	9.5	72.7	106	2398	9.9	30.3	110	1807	9.4	22.9	105	1543	9.1	19.5	102
LOVE BOAT	A	13226	8952	14.8	67.7	99	3573	14.7	27.0	98	2830	14.7	21.4	98	2550	15.0	19.3	100
MAGNUM PI	C	12105	8493	14.0	70.2	102	3318	13.7	27.4	100	2651	13.8	21.9	101	2525	14.9	20.9	109
MAMA'S FAMILY	N	6364	4365	7.2	68.6	100	1892	7.8	29.7	108	1281	6.6	20.1	92	1192	7.0	18.7	98
MASTER, THE	N	3955	2835	4.7	71.7	105	1203	4.9	30.4	111	890	4.6	22.5	103	743	4.4	18.8	98
MATT HOUSTON	A	6903	4933	8.1	71.5	104	2030	8.4	29.4	107	1550	8.0	22.5	103	1353	8.0	19.6	102
NBC MONDAY NIGHT MOVIE	N	13443	9497	15.7	70.6	103	3826	15.7	28.5	104	2901	15.1	21.6	99	2770	16.3	20.6	107
NBC NIGHTLY NEWS	N	5585	3678	6.1	65.9	96	1418	5.8	25.4	92	1190	6.2	21.3	98	1071	6.3	19.2	100
NBC NIGHTLY NEWS-SAT	N	3688	2314	3.8	62.7	92	922	3.8	25.0	91	689	3.6	18.7	86	703	4.1	19.1	99
NBC NIGHTLY NEWS-SUN	N	3310	1997	3.3	60.3	88	794	3.3	24.0	87	667	3.5	20.2	93	536	3.2	16.2	84
NBC SUNDAY NIGHT MOVIE	N	9238	6519	10.8	70.6	103	2894	11.9	31.3	114	1855	9.6	20.1	92	1770	10.4	19.2	100
NEWHART	C	9876	6964	11.5	70.5	103	2901	11.9	29.4	107	2271	11.8	23.0	106	1792	10.6	18.1	95
ONE DAY AT A TIME	C	7954	5425	9.0	68.2	100	2252	9.3	28.3	103	1774	9.2	22.3	102	1399	8.2	17.6	92
PEOPLE ARE FUNNY	N	5182	3528	5.8	68.1	99	1517	6.2	29.3	107	1147	6.0	22.1	102	864	5.1	16.7	87
REAL PEOPLE	N	9674	6505	10.7	67.2	98	2685	11.0	27.8	101	2016	10.5	20.8	96	1803	10.6	18.6	97
REMINGTON STEELE	N	8511	6184	10.2	72.7	106	2455	10.1	28.8	105	1951	10.1	22.9	105	1778	10.5	20.9	109
RIPLEY'S BELIEVE IT - NOT	A	5656	4045	6.7	71.5	104	1801	7.4	31.8	116	1161	6.0	20.5	94	1083	6.4	19.1	100
RIPTIDE	N	7718	5821	9.6	75.4	110	2379	9.8	30.8	112	1867	9.7	24.2	111	1574	9.3	20.4	106
SCARECROW & MRS. KING	C	11058	7421	12.3	67.1	98	2926	12.0	26.5	96	2365	12.3	21.4	98	2130	12.5	19.3	100
SIMON & SIMON	C	11615	8098	13.4	69.7	102	2965	12.2	25.5	93	2531	13.1	21.8	100	2602	15.3	22.4	117
60 MINUTES	C	14326	9120	15.1	63.7	93	3287	13.5	22.9	84	3131	16.2	21.9	100	2702	15.9	18.9	98
ST. ELSEWHERE	N	7670	5505	9.1	71.8	105	2054	8.5	26.8	97	1940	10.1	25.3	116	1511	8.9	19.7	103
THREE'S COMPANY	A	12068	8265	13.6	68.5	100	3508	14.4	29.1	106	2496	13.0	20.7	95	2261	13.3	18.7	98
T.J. HOOKER	A	9735	6793	11.2	69.8	102	2672	11.0	27.4	100	2142	11.1	22.0	101	1979	11.7	20.3	106
TONIGHT SHOW	N	2531	1807	3.0	71.4	104	706	2.9	27.9	102	608	3.2	24.0	110	493	2.9	19.5	101
TRAPPER JOHN, M.D.	C	10374	7370	12.2	71.0	104	3012	12.4	29.0	106	2389	12.4	23.0	106	1970	11.6	19.0	99
TV BLOOPERS & PRAC. JOKES	N	9795	6636	11.0	67.7	99	2587	10.6	26.4	96	2310	12.0	23.6	108	1738	10.2	17.7	92
20/20	A	10009	6973	11.5	69.7	102	2776	11.4	27.7	101	2352	12.2	23.5	108	1845	10.9	18.4	96
WEBSTER	A	11934	7990	13.2	67.0	98	3172	13.1	26.6	97	2645	13.7	22.2	102	2173	12.8	18.2	95
WORLD NEWS - SUN	A	3291	2245	3.7	68.2	100	875	3.6	26.6	97	708	3.7	21.5	99	663	3.9	20.1	105
YELLOW ROSE	N	5196	3836	6.3	73.8	108	1575	6.5	30.3	110	1161	6.0	22.3	103	1100	6.5	21.2	110
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	7163	11.8	75.0	110	3052	12.6	32.0	116	2168	11.3	22.7	104	1944	11.4	20.4	106
BASKETBALL - COLLEGE GAMES		4414	3301	5.5	74.8	109	1360	5.6	30.8	112	1173	6.1	26.6	122	768	4.5	17.4	91
BASKETBALL - PRO GAMES		3876	2848	4.7	73.5	107	1126	4.6	29.1	106	1021	5.3	26.3	121	701	4.1	18.1	94
BOWLING		4056	3101	5.1	76.5	112	1254	5.2	30.9	113	1030	5.3	25.4	117	817	4.8	20.1	105
BOXING		4154	3329	5.5	80.1	117	1550	6.4	37.3	136	1069	5.5	25.7	118	710	4.2	17.1	89
FOOTBALL - COLLEGE GAMES		6754	5031	8.3	74.5	109	2013	8.3	29.8	108	1563	8.1	23.1	106	1455	8.6	21.5	112
FOOTBALL - PRO GAMES		12364	9783	16.2	79.1	116	4297	17.7	34.8	127	2970	15.4	24.0	110	2516	14.8	20.3	106
GOLF		3615	2474	4.1	68.4	100	774	3.2	21.4	78	891	4.6	24.6	113	809	4.8	22.4	117
POST-SEASON COLL. FOOTBALL		5296	4033	6.7	76.2	111	1813	7.5	34.2	125	1172	6.1	22.1	102	1047	6.2	19.8	103
POST-SEASON PRO FOOTBALL		6693	5294	8.7	79.1	116	2380	9.8	35.6	129	1712	8.9	25.6	117	1202	7.1	18.0	94
TENNIS		3281	2476	4.1	75.5	110	995	4.1	30.3	110	829	4.3	25.3	116	652	3.8	19.9	104
WRESTLING - PROFESSIONAL		3672	2873	4.7	78.2	114	1541	6.3	42.0	153	804	4.2	21.9	101	*529	3.1	14.4	75

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0076
P-22

	TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5697	100.0	3.4	100	29806	100.0	17.8	100	24980	100.0	14.9	100	8944	100.0	5.3	100
MALES	79263	1894	33.2	2.4	70	12688	42.6	16.0	90	11875	47.5	15.0	101	3843	43.0	4.8	91
FEMALES	88464	3804	66.8	4.3	127	17118	57.4	19.4	109	13104	52.5	14.8	99	5101	57.0	5.8	108
18 - 24	28671	1016	17.8	3.5	104	5684	19.1	19.8	112	5369	21.5	18.7	126	1926	21.5	6.7	126
25 - 34	39536	1185	20.8	3.0	88	8160	27.4	20.6	116	6769	27.1	17.1	115	2580	28.8	6.5	122
35 - 44	28978	755	13.3	2.6	77	5665	19.0	19.5	110	4579	18.3	15.8	106	1650	18.4	5.7	107
45 - 54	22345	942	16.5	4.2	124	3633	12.2	16.3	91	2564	10.3	11.5	77	985	11.0	4.4	83
55 - 64	22224	782	13.7	3.5	104	3470	11.6	15.6	88	2713	10.9	12.2	82	766	8.6	3.4	65
65 OR OLDER	25973	1016	17.8	3.9	115	3195	10.7	12.3	69	2986	12.0	11.5	77	1037	11.6	4.0	75
18 - 34	68207	2201	38.6	3.2	95	13844	46.4	20.3	114	12138	48.6	17.8	119	4506	50.4	6.6	124
18 - 49	108058	3378	59.3	3.1	92	21488	72.1	19.9	112	18147	72.6	16.8	113	6716	75.1	6.2	117
25 - 54	90859	2883	50.6	3.2	93	17457	58.6	19.2	108	13911	55.7	15.3	103	5215	58.3	5.7	108
35 - 49	39851	1176	20.6	3.0	87	7644	25.6	19.2	108	6009	24.1	15.1	101	2209	24.7	5.5	104
50 OR OLDER	59669	2320	40.7	3.9	114	8318	27.9	13.9	78	6833	27.4	11.5	77	2228	24.9	3.7	70
GRADUATED COLLEGE	28091	1021	17.9	3.6	107	4131	13.9	14.7	83	3022	12.1	10.8	72	1038	11.6	3.7	69
ATTENDED COLLEGE	28938	1236	21.7	4.3	126	4785	16.1	16.5	93	4529	18.1	15.7	105	1480	16.5	5.1	96
GRADUATED HIGH SCHOOL	65503	2023	35.5	3.1	91	12372	41.5	18.9	106	9962	39.9	15.2	102	3935	44.0	6.0	113
DID NOT GRADUATE HIGH SCHOOL	45195	1418	24.9	3.1	92	8518	28.6	18.8	106	7467	29.9	16.5	111	2491	27.9	5.5	103
EMPLOYED MALES	56429	1256	22.0	2.2	66	9037	30.3	16.0	90	8200	32.8	14.5	98	2642	29.5	4.7	88
EMPLOYED FEMALES	43971	1905	33.4	4.3	128	8851	29.7	20.1	113	6731	26.9	15.3	103	2382	26.6	5.4	102
EMPLOYED FULL-TIME	87773	2779	48.8	3.2	93	15329	51.4	17.5	98	12773	51.1	14.6	98	4387	49.0	5.0	94
EMPLOYED PART-TIME	12627	*381	6.7	3.0	89	2559	8.6	20.3	114	2157	8.6	17.1	115	637	7.1	5.0	95
NOT EMPLOYED	67327	2537	44.5	3.8	111	11918	40.0	17.7	100	10049	40.2	14.9	100	3920	43.8	5.8	109
PROFESSIONAL/MANAGER	25845	888	15.6	3.4	101	3848	12.9	14.9	84	2924	11.7	11.3	76	939	10.5	3.6	68
TECH/CLERICAL/SALES	30895	1093	19.2	3.5	104	5807	19.5	18.8	106	4573	18.3	14.8	99	1720	19.2	5.6	104
PRECISION/CRAFT	12629	*317	5.6	2.5	74	2230	7.5	17.7	99	1892	7.6	15.0	101	648	7.2	5.1	96
OTHER EMPLOYED	31031	863	15.1	2.8	82	6003	20.1	19.3	109	5541	22.2	17.9	120	1718	19.2	5.5	104
SINGLE	35557	1335	23.4	3.8	111	6414	21.5	18.0	102	6353	25.4	17.9	120	2070	23.1	5.8	109
MARRIED	103585	3366	59.1	3.2	96	18597	62.4	18.0	101	14906	59.7	14.4	97	5414	60.5	5.2	98
DIVORCED/SEPARATED/WIDOWED	28585	996	17.5	3.5	103	4795	16.1	16.8	94	3720	14.9	13.0	87	1460	16.3	5.1	96
PARENTS	59295	1585	27.8	2.7	79	12707	42.6	21.4	121	10309	41.3	17.4	117	4024	45.0	6.8	127
WHITE	146081	5151	90.4	3.5	104	24854	83.4	17.0	96	20151	80.7	13.8	93	7448	83.3	5.1	96
BLACK	17974	434	7.6	2.4	71	4315	14.5	24.0	135	4319	17.3	24.0	161	1334	14.9	7.4	139
OTHER	3672	**112	2.0	3.1	90	*636	2.1	17.3	97	*509	2.0	13.9	93	**162	1.8	4.4	83
NORTHEAST-CENSUS	37005	2093	36.7	5.7	167	5345	17.9	14.4	81	3731	14.9	10.1	68	1319	14.7	3.6	67
NORTH CENTRAL	42643	795	14.0	1.9	55	7688	25.8	18.0	101	6220	24.9	14.6	98	2466	27.6	5.8	108
SOUTH	56777	1681	29.5	3.0	87	11177	37.5	19.7	111	10376	41.5	18.3	123	3569	39.9	6.3	118
WEST	31303	1129	19.8	3.6	106	5596	18.8	17.9	101	4653	18.6	14.9	100	1590	17.8	5.1	95
NORTHEAST-MKTG.	38125	2023	35.5	5.3	156	5454	18.3	14.3	81	3740	15.0	9.8	66	1176	13.1	3.1	58
EAST CENTRAL	24794	699	12.3	2.8	83	4212	14.1	17.0	96	3104	12.4	12.5	84	1572	17.6	6.3	119
WEST CENTRAL	28511	603	10.6	2.1	62	5188	17.4	18.2	102	4585	18.4	16.1	108	1811	20.2	6.4	119
SOUTH	48953	1363	23.9	2.8	82	10162	34.1	20.8	117	9622	38.5	19.7	132	3108	34.7	6.3	119
PACIFIC	27344	1009	17.7	3.7	109	4791	16.1	17.5	99	3928	15.7	14.4	96	1277	14.3	4.7	88
COUNTY SIZE A	69301	2498	43.8	3.6	106	10795	36.2	15.6	88	9355	37.4	13.5	91	3153	35.3	4.5	85
COUNTY SIZE B	50439	1807	31.7	3.6	105	9898	33.2	19.5	110	7565	30.3	14.9	100	2824	31.6	5.6	105
COUNTY SIZE C	26259	895	15.7	3.4	100	4974	16.7	18.9	107	4002	16.0	15.2	102	1737	19.4	6.6	124
COUNTY SIZE D	21534	*498	8.7	2.3	68	4139	13.9	19.2	108	4058	16.2	18.8	127	1231	13.8	5.7	107
METRO CENTRAL CITY	50014	1727	30.3	3.5	102	9364	31.4	18.7	105	7648	30.6	15.3	103	2776	31.0	5.6	104
METRO SUBURBAN	76832	2819	49.5	3.7	108	12465	41.8	16.2	91	10155	40.7	13.2	89	3595	40.2	4.7	88
NON METRO	40861	1151	20.2	2.8	83	7977	26.8	19.5	110	7176	28.7	17.6	118	2573	28.8	6.3	118
TOP 5 ADI'S	39550	1714	30.1	4.3	128	6141	20.6	15.5	87	5406	21.6	13.7	92	1718	19.2	4.3	81
TOP 10 ADI'S	54877	2117	37.2	3.9	114	8364	28.1	15.2	86	7194	28.8	13.1	88	2322	26.0	4.2	79
TOP 20 ADI'S	77516	2801	49.2	3.6	106	11761	39.5	15.2	85	10274	41.1	13.3	89	3452	38.6	4.5	84
HSHLD INC. $50,000 OR MORE	17257	647	11.4	3.7	110	2804	9.4	16.2	91	2382	9.5	13.8	93	*500	5.6	2.9	54
$40,000 OR MORE	33235	1240	21.8	3.7	110	5624	18.9	16.9	95	4540	18.2	13.7	92	1194	13.3	3.6	67
$30,000 OR MORE	59693	2102	36.9	3.5	104	10144	34.0	17.0	96	7901	31.6	13.2	89	2424	27.1	4.1	76
$25,000 OR MORE	76275	2747	48.2	3.6	106	12940	43.4	17.0	95	10204	40.8	13.4	90	3206	35.8	4.2	79
$20,000 - $24,999	18607	*483	8.5	2.6	76	3217	10.8	17.3	97	2593	10.4	13.9	94	939	10.5	5.0	95
$15,000 - $19,999	17175	523	9.2	3.0	90	3154	10.6	18.4	103	2496	10.0	14.5	98	1011	11.3	5.9	110
$10,000 - $14,999	24569	876	15.4	3.6	105	4872	16.3	19.8	112	4166	16.7	17.0	114	2035	22.8	8.3	155
UNDER $10,000	31101	1069	18.8	3.4	101	5623	18.9	18.1	102	5521	22.1	17.8	119	1754	19.6	5.6	106
HOUSEHOLD OF 1 PERSON	19441	790	13.9	4.1	120	2734	9.2	14.1	79	2123	8.5	10.9	73	896	10.0	4.6	86
2 PEOPLE	51803	1847	32.4	3.6	105	7812	26.2	15.1	85	6287	25.2	12.1	81	2272	25.4	4.4	82
3 OR 4 PEOPLE	66933	2141	37.6	3.2	94	12699	42.6	19.0	107	10656	42.7	15.9	107	3662	40.9	5.5	103
5 OR MORE PEOPLE	29550	*919	16.1	3.1	92	6560	22.0	22.2	125	5914	23.7	20.0	134	2114	23.6	7.2	134
NO CHILD IN HSHLD	96587	3575	62.8	3.7	109	14607	49.0	15.1	85	12408	49.7	12.8	86	4201	47.0	4.3	82
CHILD(REN) UNDER 2 YRS	10844	**309	5.4	2.8	84	2481	8.3	22.9	129	2200	8.8	20.3	136	1071	12.0	9.9	185
2 - 5 YEARS	26358	*576	10.1	2.2	64	5814	19.5	22.1	124	4802	19.2	18.2	122	1891	21.1	7.2	135
6 - 11 YEARS	30453	778	13.7	2.6	75	7048	23.6	23.1	130	5959	23.9	19.6	131	2049	22.9	6.7	126
12 - 17 YEARS	36575	1130	19.8	3.1	91	7959	26.7	21.8	122	6381	25.5	17.4	117	2331	26.1	6.4	120
RESIDENCE OWNED	117770	3855	67.7	3.3	96	20225	67.9	17.2	97	16997	68.0	14.4	97	5746	64.2	4.9	91
VALUE: $50,000 OR MORE	70166	2573	45.2	3.7	108	11319	38.0	16.1	91	9099	36.4	13.0	87	2821	31.5	4.0	75
VALUE: UNDER $50,000	47604	1282	22.5	2.7	79	8906	29.9	18.7	105	7898	31.6	16.6	111	2925	32.7	6.1	115

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5697	100.0	3.4	100	29806	100.0	17.8	100	24980	100.0	14.9	100	8944	100.0	5.3	100
MAGAZINES	QUINTILE 1	34022	1789	31.4	5.3	155	6976	23.4	20.5	115	5702	22.8	16.8	113	2142	23.9	6.3	118
	QUINTILE 2	34800	1361	23.9	3.9	115	6571	22.0	18.9	106	5172	20.7	14.9	100	1937	21.7	5.6	104
	QUINTILE 3	30514	822	14.4	2.7	79	4996	16.8	16.4	92	4367	17.5	14.3	96	1625	18.2	5.3	100
	QUINTILE 4	33324	695	12.2	2.1	61	5795	19.4	17.4	98	4795	19.2	14.4	97	1747	19.5	5.2	98
	QUINTILE 5	35066	1030	18.1	2.9	86	5469	18.3	15.6	88	4943	19.8	14.1	95	1492	16.7	4.3	80
NEWSPAPERS	QUINTILE 1	29107	1099	19.3	3.8	111	4489	15.1	15.4	87	3433	13.7	11.8	79	1319	14.7	4.5	85
	QUINTILE 2	49095	1504	26.4	3.1	90	8501	28.5	17.3	97	7040	28.2	14.3	96	2475	27.7	5.0	95
	QUINTILE 3	23107	800	14.0	3.5	102	3932	13.2	17.0	96	3384	13.5	14.6	98	1514	16.9	6.6	123
	QUINTILE 4	33556	1068	18.7	3.2	94	6297	21.1	18.8	106	4880	19.5	14.5	98	1876	21.0	5.6	105
	QUINTILE 5	32863	1226	21.5	3.7	110	6588	22.1	20.0	113	6243	25.0	19.0	128	1762	19.7	5.4	101
OUTDOOR	QUINTILE 1	33431	1167	20.5	3.5	103	6268	21.0	18.7	106	5078	20.3	15.2	102	1816	20.3	5.4	102
	QUINTILE 2	33478	1155	20.3	3.5	102	6432	21.6	19.2	108	5511	22.1	16.5	111	2056	23.0	6.1	115
	QUINTILE 3	33574	1245	21.9	3.7	109	6180	20.7	18.4	104	4823	19.3	14.4	96	1623	18.1	4.8	91
	QUINTILE 4	33935	1268	22.3	3.7	110	5598	18.8	16.5	93	4911	19.7	14.5	97	1769	19.8	5.2	98
	QUINTILE 5	33310	863	15.1	2.6	76	5329	17.9	16.0	90	4656	18.6	14.0	94	1680	18.8	5.0	95
RADIO-DRIVE TIME	QUINTILE 1	33136	1039	18.2	3.1	92	6668	22.4	20.1	113	5143	20.6	15.5	104	1794	20.1	5.4	102
	QUINTILE 2	31658	857	15.0	2.7	80	5567	18.7	17.6	99	4657	18.6	14.7	99	1687	18.9	5.3	100
	QUINTILE 3	32541	1236	21.7	3.8	112	5518	18.5	17.0	95	4845	19.4	14.9	100	1781	19.9	5.5	103
	QUINTILE 4	34247	1157	20.3	3.4	99	6099	20.5	17.8	100	5347	21.4	15.6	105	1819	20.3	5.3	100
	QUINTILE 5	36144	1408	24.7	3.9	115	5954	20.0	16.5	93	4987	20.0	13.8	93	1864	20.8	5.2	97
RADIO-MID-DAY	TERCILE 1	45037	1263	22.2	2.8	83	8767	29.4	19.5	110	7132	28.6	15.8	106	2420	27.1	5.4	101
	TERCILE 2	44819	1923	33.8	4.3	126	7834	26.3	17.5	98	6637	26.6	14.8	99	2615	29.2	5.8	109
	TERCILE 3	77872	2511	44.1	3.2	95	13204	44.3	17.0	95	11211	44.9	14.4	97	3910	43.7	5.0	94
RADIO-TOTAL	QUINTILE 1	33763	1019	17.9	3.0	89	6640	22.3	19.7	111	5181	20.7	15.3	103	1793	20.0	5.3	100
	QUINTILE 2	33240	1060	18.6	3.2	94	6180	20.7	18.6	105	5148	20.6	15.5	104	1957	21.9	5.9	110
	QUINTILE 3	33408	911	16.0	2.7	80	5543	18.6	16.6	93	5002	20.0	15.0	101	1657	18.5	5.0	93
	QUINTILE 4	34792	1499	26.3	4.3	127	6102	20.5	17.5	99	5149	20.6	14.8	99	1867	20.9	5.4	101
	QUINTILE 5	32524	1208	21.2	3.7	109	5341	17.9	16.4	92	4500	18.0	13.8	93	1670	18.7	5.1	96
TV-PRIME TIME	QUINTILE 1	33090	1189	20.9	3.6	106	5815	19.5	17.6	99	4835	19.4	14.6	98	1818	20.3	5.5	103
	QUINTILE 2	33357	1123	19.7	3.4	99	6657	22.3	20.0	112	5326	21.3	16.0	107	1668	18.6	5.0	94
	QUINTILE 3	33980	1213	21.3	3.6	105	5981	20.1	17.6	99	4998	20.0	14.7	99	1872	20.9	5.5	103
	QUINTILE 4	33854	1140	20.0	3.4	99	5858	19.7	17.3	97	5158	20.6	15.2	102	1854	20.7	5.5	103
	QUINTILE 5	33444	1032	18.1	3.1	91	5495	18.4	16.4	92	4664	18.7	13.9	94	1733	19.4	5.2	97
TV-DAYTIME	TERCILE 1	49121	1786	31.3	3.6	107	9367	31.4	19.1	107	7937	31.8	16.2	108	2970	33.2	6.0	113
	TERCILE 2	48823	1822	32.0	3.7	110	8845	29.7	18.1	102	7149	28.6	14.6	98	2560	28.6	5.2	98
	TERCILE 3	69782	2089	36.7	3.0	88	11594	38.9	16.6	93	9893	39.6	14.2	95	3415	38.2	4.9	92
TV-TOTAL	QUINTILE 1	33584	1161	20.4	3.5	102	6326	21.2	18.8	106	5239	21.0	15.6	105	1963	21.9	5.8	110
	QUINTILE 2	33441	1270	22.3	3.8	112	6039	20.3	18.1	102	5268	21.1	15.8	106	1679	18.8	5.0	94
	QUINTILE 3	33505	1140	20.0	3.4	100	5753	19.3	17.2	97	4624	18.5	13.8	93	1875	21.0	5.6	105
	QUINTILE 4	33466	1112	19.5	3.3	98	6007	20.2	17.9	101	4794	19.2	14.3	96	1561	17.5	4.7	87
	QUINTILE 5	33731	1014	17.8	3.0	89	5682	19.1	16.8	95	5055	20.2	15.0	101	1866	20.9	5.5	104
MAGAZINES-NEWSPAPERS: DUAL		44503	1865	32.7	4.2	123	8223	27.6	18.5	104	6468	25.9	14.5	98	2514	28.1	5.6	106
MAGAZINE IMPERATIVE		39363	1785	31.3	4.5	134	8169	27.4	20.8	117	6850	27.4	17.4	117	2451	27.4	6.2	117
NEWSPAPER IMPERATIVE		46441	1045	18.3	2.3	66	6688	22.4	14.4	81	5661	22.7	12.2	82	2108	23.6	4.5	85
MAGAZINES-OUTDOOR: DUAL		33726	1613	28.3	4.8	141	6688	22.4	19.8	112	5353	21.4	15.9	107	2075	23.2	6.2	115
MAGAZINE IMPERATIVE		52846	2061	36.2	3.9	115	9476	31.8	17.9	101	7668	30.7	14.5	97	2933	32.8	5.6	104
OUTDOOR IMPERATIVE		52140	1239	21.7	2.4	70	8965	30.1	17.2	97	7716	30.9	14.8	99	2622	29.3	5.0	94
MAGAZINES-RADIO: DUAL		37081	1414	24.8	3.8	112	7756	26.0	20.9	118	6086	24.4	16.4	110	2282	25.5	6.2	115
MAGAZINE IMPERATIVE		49747	2308	40.5	4.6	137	8815	29.6	17.7	100	7383	29.6	14.8	100	2735	30.6	5.5	103
RADIO IMPERATIVE		49208	1008	17.7	2.0	60	8049	27.0	16.4	92	7020	28.1	14.3	96	2433	27.2	4.9	93
MAGAZINES-TELEVISION: DUAL		33103	1409	24.7	4.3	125	6470	21.7	19.5	110	5383	21.5	16.3	109	1815	20.3	5.5	103
MAGAZINE IMPERATIVE		54575	2229	39.1	4.1	120	9969	33.4	18.3	103	8260	33.1	15.1	102	3193	35.7	5.9	110
TELEVISION IMPERATIVE		53249	1485	26.1	2.8	82	8879	29.8	16.7	94	7483	30.0	14.1	94	2600	29.1	4.9	92
NEWSPAPERS-OUTDOOR: DUAL		36255	1162	20.4	3.2	94	6466	21.7	17.8	100	5267	21.1	14.5	98	1890	21.1	5.2	98
NEWSPAPER IMPERATIVE		55591	1829	32.1	3.3	97	8688	29.1	15.6	88	7131	28.5	12.8	86	2718	30.4	4.9	92
OUTDOOR IMPERATIVE		48319	1855	32.6	3.8	113	9613	32.3	19.9	112	8140	32.6	16.8	113	2831	31.7	5.9	110
NEWSPAPERS-RADIO: DUAL		37242	1101	19.3	3.0	87	6737	22.6	18.1	102	4982	19.9	13.4	90	1968	22.0	5.3	99
NEWSPAPER IMPERATIVE		54423	2006	35.2	3.7	109	8467	28.4	15.6	88	7442	29.8	13.7	92	2661	29.8	4.9	92
RADIO IMPERATIVE		46650	1398	24.5	3.0	88	9173	30.8	19.7	111	7997	32.0	17.1	115	2688	30.1	5.8	108
NEWSPAPERS-TELEVISION: DUAL		35974	1153	20.2	3.2	94	6373	21.4	17.7	100	5450	21.8	15.1	102	1891	21.1	5.3	99
NEWSPAPER IMPERATIVE		56095	1862	32.7	3.3	98	8800	29.5	15.7	88	7121	28.5	12.7	85	2714	30.3	4.8	91
TELEVISION IMPERATIVE		47170	1879	33.0	4.0	117	9146	30.7	19.4	109	7580	30.3	16.1	108	2711	30.3	5.7	108
OUTDOOR-RADIO: DUAL		33748	1066	18.7	3.2	93	6378	21.4	18.9	106	5578	22.3	16.5	111	1968	22.0	5.8	109
OUTDOOR IMPERATIVE		52785	1939	34.0	3.7	108	9803	32.9	18.6	105	7939	31.8	15.0	101	2901	32.4	5.5	103
RADIO IMPERATIVE		52882	1512	26.5	2.9	84	9362	31.4	17.7	100	7516	30.1	14.2	95	2604	29.1	4.9	92
OUTDOOR-TELEVISION: DUAL		32030	1247	21.9	3.9	115	6335	21.3	19.8	111	5076	20.3	15.8	106	1997	22.3	6.2	117
OUTDOOR IMPERATIVE		54626	1802	31.6	3.3	97	9984	33.5	18.3	103	8409	33.7	15.4	103	2931	32.8	5.4	101
TELEVISION IMPERATIVE		54874	1912	33.6	3.5	103	9307	31.2	17.0	95	7931	31.7	14.5	97	2697	30.2	4.9	92
RADIO-TELEVISION: DUAL		33386	1124	19.7	3.4	99	6632	22.3	19.9	112	5256	21.0	15.7	106	1823	20.4	5.5	102
RADIO IMPERATIVE		53810	1527	26.8	2.8	84	9607	32.2	17.9	100	7750	31.0	14.4	97	2904	32.5	5.4	101
TELEVISION IMPERATIVE		54023	2016	35.4	3.7	110	9338	31.3	17.3	97	8109	32.5	15.0	101	2940	32.9	5.4	102

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5697	100.0	3.4	100	29806	100.0	17.8	100	24980	100.0	14.9	100	8944	100.0	5.3	100
ATLANTIC MONTHLY	867	**18	0.3	2.1	61	*150	0.5	17.3	97	**96	0.4	11.1	74	**27	0.3	3.1	58
BARRON'S	1580	**113	2.0	7.2	211	*159	0.5	10.1	57	*176	0.7	11.1	75	**45	0.5	2.8	53
BETTER HOMES & GARDENS	22303	1106	19.4	5.0	147	4717	15.8	21.2	120	3773	15.1	17.0	114	1258	14.1	5.7	106
BON APPETIT	3510	*287	5.0	7.5	222	550	1.8	14.4	81	448	1.8	11.8	79	206	2.3	5.4	101
BUSINESS WEEK	4663	*182	3.2	3.9	115	785	2.6	16.8	95	835	3.3	17.9	120	295	3.3	6.3	119
CAR AND DRIVER	3102	**117	2.1	3.8	111	539	1.8	17.4	98	542	2.2	17.5	117	*166	1.9	5.4	100
CBS MAGAZINE NETWORK (GROSS)	7311	*169	3.0	2.3	68	1431	4.8	19.6	110	1476	5.9	20.2	136	479	5.4	6.6	123
CHANGING TIMES	3400	*105	1.8	3.1	91	509	1.7	15.0	84	520	2.1	15.3	103	*296	3.3	8.7	163
COLONIAL HOMES	1796	**84	1.5	4.7	138	326	1.1	18.2	102	353	1.4	19.7	132	*212	2.4	11.8	221
CONDE NAST MAG. PKG. (GROSS)	19924	1429	25.1	7.2	211	3921	13.2	19.7	111	3332	13.3	16.7	112	1219	13.6	6.1	115
CONSUMERS DIGEST	3125	*161	2.8	5.2	152	486	1.6	15.6	88	502	2.0	16.1	108	*179	2.0	5.7	107
COSMOPOLITAN	10577	476	8.4	4.5	132	2257	7.6	21.3	120	1628	6.5	15.4	103	737	8.2	7.0	131
COUNTRY LIVING	3746	*176	3.1	4.7	138	789	2.6	21.1	119	547	2.2	14.6	98	*190	2.1	5.1	95
CUISINE	2214	**108	1.9	4.9	144	386	1.3	17.4	98	329	1.3	14.9	100	*119	1.3	5.4	101
CYCLE WORLD	2394	**42	0.7	1.8	52	509	1.7	21.3	120	512	2.0	21.4	144	**126	1.4	5.3	99
DCI:CREATIVE IDEAS FOR LIV	3068	*134	2.4	4.4	129	674	2.3	22.0	124	624	2.5	20.3	137	*275	3.1	9.0	168
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	408	7.2	4.3	126	2003	6.7	21.0	118	1772	7.1	18.5	125	737	8.2	7.7	145
DISCOVER	2277	**68	1.2	3.0	88	380	1.3	16.7	94	315	1.3	13.8	93	*199	2.2	8.7	164
EBONY	7187	*169	3.0	2.4	69	1755	5.9	24.4	137	1817	7.3	25.3	170	587	6.6	8.2	153
ESQUIRE	2560	**72	1.3	2.8	83	550	1.8	21.5	121	528	2.1	20.6	138	*266	3.0	10.4	195
ESSENCE	3242	*79	1.4	2.4	72	924	3.1	28.5	160	867	3.5	26.7	180	355	4.0	11.0	205
FAMILY CIRCLE	19639	1043	18.3	5.3	156	4093	13.7	20.8	117	3008	12.0	15.3	103	1090	12.2	5.6	104
FAMILY HANDYMAN	3540	**126	2.2	3.6	105	772	2.6	21.8	123	566	2.3	16.0	107	251	2.8	7.1	133
FAMILY WEEKLY	23924	739	13.0	3.1	91	4564	15.3	19.1	107	3597	14.4	15.0	101	1323	14.8	5.5	104
FIELD & STREAM	9883	*214	3.8	2.2	64	2011	6.7	20.3	115	1989	8.0	20.1	135	559	6.3	5.7	106
FOOD & WINE	1030	**22	0.6	3.1	91	*166	0.6	16.1	91	*156	0.6	15.1	102	**87	1.0	8.4	158
FORBES	2679	*167	2.9	6.2	184	341	1.1	12.7	72	396	1.6	14.8	99	**104	1.2	3.9	73
FORTUNE	2931	**114	2.0	3.9	115	483	1.6	16.5	93	417	1.7	14.2	96	*195	2.2	6.7	125
GENTLEMEN'S QUARTERLY	3481	**135	2.4	3.9	114	790	2.7	22.7	128	734	2.9	21.1	142	*253	2.8	7.3	136
GLAMOUR	7163	526	9.2	7.3	216	1394	4.7	19.5	110	1034	4.1	14.4	97	486	5.4	6.8	127
GOLF DIGEST	2355	**61	1.1	2.6	76	440	1.5	18.7	105	371	1.5	15.8	106	*124	1.4	5.3	99
GOLF DIGEST/TENNIS (GROSS)	3610	**79	1.4	2.2	64	699	2.3	19.4	109	552	2.2	15.3	103	*188	2.1	5.2	98
GOLF MAGAZINE	2046	**155	2.7	7.6	223	437	1.5	21.4	120	357	1.4	17.4	117	*162	1.8	7.9	148
GOLF MAGAZINE/SKI (GROSS)	3547	*185	3.2	5.2	154	736	2.5	20.7	117	621	2.5	17.5	118	*235	2.6	6.6	124
GOOD HOUSEKEEPING	20353	1034	18.1	5.1	150	4060	13.6	19.9	112	3296	13.2	16.2	109	1230	13.8	6.0	113
HARPER'S BAZAAR	3362	*234	4.1	7.0	205	802	2.7	23.9	134	655	2.6	19.5	131	*182	2.0	5.4	102
HEALTH	2987	*170	3.0	5.7	168	744	2.5	24.9	140	506	2.0	16.9	114	*226	2.5	7.6	142
HEARST MAG CORP. BUY (GROSS)	67928	3169	55.6	4.7	137	14153	47.5	20.8	117	11225	44.9	16.5	111	4307	48.2	6.3	119
HEARST MAN POWER (GROSS)	11282	*219	3.8	1.9	57	2255	7.6	20.0	112	1884	7.5	16.7	112	755	8.4	6.7	125
HEARST WOMAN POWER (GROSS)	40514	2072	36.4	5.1	151	8543	28.7	21.1	119	6576	26.3	16.2	109	2554	28.6	6.3	118
HOUSE BEAUTIFUL	4885	286	5.0	5.9	172	1055	3.5	21.6	122	854	3.4	17.5	117	*264	3.0	5.4	101
INC.	1308	**58	1.0	4.4	131	*150	0.5	11.5	65	*295	1.2	22.6	151	**51	0.6	3.9	73
JET	6498	*136	2.4	2.1	62	1631	5.5	25.1	141	1662	6.7	25.6	172	555	6.2	8.5	160
LADIES' HOME JOURNAL	14797	714	12.5	4.8	142	3075	10.3	20.8	117	2614	10.5	17.7	119	969	10.8	6.5	123
LHJ FAMILY GRP COMBO(GROSS)	21743	1089	19.1	5.0	147	4773	16.0	22.0	124	3808	15.2	17.5	118	1602	17.9	7.4	138
LIFE	9881	421	7.4	4.3	125	1890	6.3	19.1	108	1612	6.5	16.3	110	589	6.6	6.0	112
L.A. TIMES HOME MAGAZINE	2775	**108	1.9	3.9	115	440	1.5	15.9	89	285	1.1	10.3	69	**50	0.6	1.8	34
MADEMOISELLE	4219	*358	6.3	8.5	250	978	3.3	23.2	130	803	3.2	19.0	128	*233	2.6	5.5	104
MC CALL'S	16422	788	13.8	4.8	141	3735	12.5	22.7	128	2908	11.6	17.7	119	1299	14.5	7.9	148
MC CALL'S/WRK MOTHER (GROSS)	17919	863	15.1	4.8	142	4139	13.9	23.1	130	3220	12.9	18.0	121	1415	15.8	7.9	148
MECHANIX ILLUSTRATED	4433	**96	1.7	2.2	64	870	2.9	19.6	110	668	2.7	15.1	101	*230	2.6	5.2	97
METROPOLITAN HOME	1504	**38	0.7	2.5	74	268	0.9	17.8	100	*248	1.0	16.5	111	**64	0.7	4.3	80
MONEY	4723	*219	3.8	4.6	137	784	2.6	16.6	93	678	2.7	14.4	96	*176	2.0	3.7	70
MOTHER EARTH NEWS	2325	**156	2.7	6.7	198	437	1.5	18.8	106	315	1.3	13.5	91	*187	2.1	8.0	151
MS.	1189	**46	0.8	3.9	114	292	1.0	24.6	138	*211	0.8	17.7	119	**136	1.5	11.4	215
NATIONAL ENQUIRER	18892	786	13.8	4.2	122	4121	13.8	21.8	123	3568	14.3	18.9	127	1299	14.5	6.9	129
NATIONAL GEOGRAPHIC	22129	827	14.5	3.7	110	3792	12.7	17.1	96	3102	12.4	14.0	94	1046	11.7	4.7	89
NATIONAL SUNDAY MAGAZINE PKG	103750	3626	63.6	3.5	103	17528	58.8	16.9	95	14629	58.6	14.1	95	5367	60.0	5.2	97
NATURAL HISTORY	1379	**32	0.6	2.3	68	*243	0.8	17.6	99	*238	1.0	17.3	116	**105	1.2	7.6	143
NEW WOMAN	2289	**74	1.3	3.2	95	573	1.9	25.0	141	366	1.5	16.0	107	*136	1.5	5.9	111
NEW YORK INCLUDING CUE	1088	**43	0.8	4.0	116	**119	0.4	10.9	62	**78	0.3	7.2	48	**39	0.4	3.6	67
THE NEW YORKER	2459	**98	1.7	3.9	115	388	1.3	15.8	89	320	1.3	13.0	87	*107	1.2	4.4	82
NEWSWEEK	16527	559	9.8	3.4	100	2905	9.7	17.6	99	2546	10.2	15.4	103	862	9.6	5.2	98
THE N.Y. TIMES DAILY EDITION	2739	*163	2.9	6.0	175	333	1.1	12.2	68	*206	0.8	7.5	50	**39	0.4	1.4	27
THE N.Y. TIMES MAGAZINE	4443	250	4.4	5.6	166	548	1.8	12.3	69	409	1.6	9.2	62	**50	0.6	1.1	21
OMNI	2799	**104	1.8	3.7	109	478	1.6	17.1	96	459	1.8	16.4	110	*171	1.9	6.1	115
ON CABLE	2209	**30	0.5	1.4	40	459	1.5	20.8	117	543	2.2	24.6	165	*167	1.9	7.6	142
1001 HOME IDEAS	3959	*206	3.6	5.2	153	955	3.2	24.1	136	688	2.8	17.4	117	407	4.6	10.3	193
ORGANIC GARDENING	3111	**93	1.6	3.0	88	779	2.6	25.0	141	566	2.3	18.2	122	*251	2.8	8.1	151
OUTDOOR LIFE	5024	**112	2.0	2.2	66	960	3.2	19.1	108	970	3.9	19.3	130	308	3.4	6.1	115
PARADE MAGAZINE	51292	2017	35.4	3.9	116	8818	29.6	17.2	97	7166	28.7	14.0	94	2837	31.7	5.5	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0079
P-22

	TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS %	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS %	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS %	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	5697	100.0	3.4	100	29806	100.0	17.8	100	24980	100.0	14.9	100	8944	100.0	5.3	100
PARENTS	5298	*249	4.4	4.7	138	1367	4.6	25.8	145	970	3.9	18.3	123	455	5.1	8.6	161
PENTHOUSE	5129	*129	2.3	2.5	74	909	3.0	17.7	100	1038	4.2	20.2	136	373	4.2	7.3	136
PEOPLE	21070	1080	19.0	5.1	151	3769	12.6	17.9	101	3196	12.8	15.2	102	1294	14.5	6.1	115
PLAYBOY	10562	313	5.5	3.0	87	1899	6.4	18.0	101	1802	7.2	17.1	115	643	7.2	6.1	114
POPULAR HOT RODDING	2498	**58	1.0	2.3	68	577	1.9	23.1	130	571	2.3	22.9	153	*150	1.7	6.0	113
POPULAR MECHANICS	5887	**129	2.3	2.2	65	1211	4.1	20.6	116	960	3.8	16.3	109	386	4.3	6.6	123
POPULAR SCIENCE	4317	**120	2.1	2.8	82	760	2.5	17.6	99	683	2.7	15.8	106	*254	2.8	5.9	110
PREVENTION	5792	288	5.1	5.0	146	922	3.1	15.9	90	679	2.7	11.7	79	*252	2.8	4.4	82
PSYCHOLOGY TODAY	3284	*136	2.4	4.1	122	615	2.1	18.7	105	522	2.1	15.9	107	*180	2.0	5.5	103
READER'S DIGEST	40046	1662	29.2	4.2	122	7405	24.8	18.5	104	5847	23.4	14.6	98	2013	22.5	5.0	94
REDBOOK	9584	562	9.9	5.9	173	2226	7.5	23.2	131	1652	6.6	17.2	116	587	6.6	6.1	115
ROAD & TRACK	2590	**108	1.9	4.2	123	467	1.6	18.0	101	445	1.8	17.2	115	**127	1.4	4.9	92
ROLLING STONE	3302	*187	3.3	5.7	167	680	2.3	20.6	116	556	2.2	16.8	113	*259	2.9	7.8	147
RUNNER'S WORLD	1229	**53	0.9	4.3	127	*275	0.9	22.4	126	**188	0.8	15.3	103	**89	1.0	7.2	136
SATURDAY EVENING POST	2110	*124	2.2	5.9	173	345	1.2	16.4	92	320	1.3	15.2	102	*141	1.6	6.7	125
SCIENCE 84	1543	**14	0.2	0.9	27	320	1.1	20.7	117	*134	0.5	8.7	58	**59	0.7	3.8	72
SCIENCE DIGEST	1747	**23	0.4	1.3	39	342	1.1	19.6	110	*276	1.1	15.8	106	**115	1.3	6.6	123
SCIENTIFIC AMERICAN	1994	**60	1.1	3.0	89	319	1.1	16.0	90	*211	0.8	10.6	71	**68	0.8	3.4	64
SELF	3119	*245	4.3	7.9	231	662	2.2	21.2	119	640	2.6	20.5	138	*214	2.4	6.9	129
SEVENTEEN	3923	*218	3.8	5.6	164	888	3.0	22.6	127	774	3.1	19.7	132	*296	3.3	7.5	141
SKI	1501	**30	0.5	2.0	59	299	1.0	19.9	112	*264	1.1	17.6	118	**73	0.8	4.9	91
SMITHSONIAN	5976	259	4.5	4.3	128	946	3.2	15.8	89	764	3.1	12.8	86	281	3.1	4.7	88
SOAP OPERA DIGEST	4228	**142	2.5	3.4	99	1159	3.9	27.4	154	888	3.6	21.0	141	369	4.1	8.7	164
SOUTHERN LIVING	6488	*274	4.8	4.2	124	1329	4.5	20.5	115	1148	4.6	17.7	119	462	5.2	7.1	134
SPORT	3500	**109	1.9	3.1	92	758	2.5	21.7	122	794	3.2	22.7	152	275	3.1	7.9	147
THE SPORTING NEWS	2456	**18	0.3	0.7	22	451	1.5	18.4	103	447	1.8	18.2	122	*214	2.4	8.7	163
SPORTS AFIELD	3648	**67	1.2	1.8	54	702	2.4	19.2	108	647	2.6	17.7	119	254	2.8	7.0	131
SPORTS ILLUSTRATED	14484	370	6.5	2.6	75	2430	8.2	16.8	94	2272	9.1	15.7	105	853	9.5	5.9	110
STAR	12661	626	11.0	4.9	146	2681	9.0	21.2	119	2268	9.1	17.9	120	867	9.7	6.8	128
SUNDAY	52799	1705	29.9	3.2	95	8151	27.3	15.4	87	6792	27.2	12.9	86	2467	27.6	4.7	88
SUNSET	3513	**120	2.1	3.4	101	619	2.1	17.6	99	462	1.8	13.2	88	*159	1.8	4.5	85
TV GUIDE	42766	1716	30.1	4.0	118	8758	29.4	20.5	115	7100	28.4	16.6	111	2883	32.2	6.7	126
TENNIS	1254	**18	0.3	1.4	42	*259	0.9	20.7	116	*181	0.7	14.4	97	**64	0.7	5.1	96
TIME	22054	1054	18.5	4.8	141	3723	12.5	16.9	95	3229	12.9	14.6	98	1052	11.8	4.8	89
TOWN & COUNTRY	1555	*90	1.6	5.8	170	259	0.9	16.7	94	*247	1.0	15.9	107	**97	1.1	6.2	117
TRAVEL & LEISURE	2173	*128	2.2	5.9	173	354	1.2	16.3	92	369	1.5	17.0	114	*99	1.1	4.6	85
TRUE STORY	4636	*164	2.9	3.5	104	1180	4.0	25.5	143	986	3.9	21.3	143	497	5.6	10.7	201
U.S.NEWS & WORLD REPORT	10353	362	6.4	3.5	103	1542	5.2	14.9	84	1706	6.8	16.5	111	582	6.5	5.6	105
USA TODAY	4994	*138	2.4	2.8	81	765	2.6	15.3	86	626	2.5	12.5	84	292	3.3	5.8	110
US	3528	*208	3.7	5.9	174	815	2.7	23.1	130	736	2.9	20.9	140	*253	2.8	7.2	134
VOGUE	5424	300	5.3	5.5	163	887	3.0	16.4	92	855	3.4	15.8	106	286	3.2	5.3	99
WALL STREET JOURNAL	6292	303	5.3	4.8	142	772	2.6	12.3	69	651	2.6	10.3	69	*159	1.8	2.5	47
WEIGHT WATCHERS	2762	**117	2.1	4.2	125	613	2.1	22.2	125	556	2.2	20.1	135	*145	1.6	5.2	98
WOMAN'S DAY	16320	894	15.7	5.5	161	3333	11.2	20.4	115	2564	10.3	15.7	105	1052	11.8	6.4	121
WORKING MOTHER	1496	**75	1.3	5.0	148	404	1.4	27.0	152	312	1.2	20.9	140	**116	1.3	7.8	145
WORKING WOMAN	1851	**146	2.6	7.9	232	452	1.5	24.4	137	361	1.4	19.5	131	*171	1.9	9.2	173
WORLD TENNIS	580	**9	0.2	1.6	46	**139	0.5	24.0	135	**103	0.4	17.8	119	**78	0.9	13.4	252
ZIFF-DAVIS MAG NETWK (GROSS)	12412	470	8.2	3.8	111	2252	7.6	18.1	102	2258	9.0	18.2	122	739	8.3	6.0	112
BLAIR INSERTS	91671	3198	56.1	3.5	103	15057	50.5	16.4	92	12500	50.0	13.6	92	4554	50.9	5.0	93
DAILY NEWSPAPERS																	
READ ANY	109190	3577	62.8	3.3	96	18669	62.6	17.1	96	14832	59.4	13.6	91	5572	62.3	5.1	96
READ ONE	89587	2862	50.2	3.2	94	15569	52.2	17.4	98	12566	50.3	14.0	94	4768	53.3	5.3	100
READ TWO OR MORE	19602	715	12.6	3.6	107	3099	10.4	15.8	89	2265	9.1	11.6	78	804	9.0	4.1	77
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3802	66.7	3.5	102	18556	62.3	16.9	95	15276	61.2	13.9	94	5755	64.3	5.2	98
READ ONE	95074	3182	55.9	3.3	99	16199	54.3	17.0	96	13440	53.8	14.1	95	5148	57.6	5.4	102
READ TWO OR MORE	14588	619	10.9	4.2	125	2357	7.9	16.2	91	1836	7.3	12.6	85	607	6.8	4.2	78
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.62				30.19				30.14				30.06			
30 DAY REACH	149706	5134	90.1	3.4	101	26892	90.2	18.0	101	22295	89.3	14.9	100	7975	89.2	5.3	100
50 SHWG - 30 DAY AV FREQ	15.16	15.25				15.83				15.79				15.74			
30 DAY REACH	142406	4988	87.6	3.5	103	25701	86.2	18.0	102	21350	85.5	15.0	101	7634	85.4	5.4	101
25 SHWG - 30 DAY AV FREQ	8.23	8.03				8.51				8.50				8.44			
30 DAY REACH	131152	4744	83.3	3.6	106	23919	80.2	18.2	103	19881	79.6	15.2	102	7139	79.8	5.4	102
CABLE TV: HOME WIRED	66879	2536	44.5	3.8	112	12234	41.0	18.3	103	9629	38.5	14.4	97	3384	37.8	5.1	95
HOME NOT WIRED	100848	3161	55.5	3.1	92	17572	59.0	17.4	98	15350	61.4	15.2	102	5560	62.2	5.5	103
HAVE PAY CABLE	35024	1469	25.8	4.2	123	6850	23.0	19.6	110	5177	20.7	14.8	99	1807	20.2	5.2	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0080
P-22

	TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5697	100.0	3.4	100	29806	100.0	17.8	100	24980	100.0	14.9	100	8944	100.0	5.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3206	56.3	3.4	99	17448	58.5	18.2	103	14314	57.3	15.0	101	5129	57.3	5.4	101
10:00 AM - 3:00 PM	63599	2188	38.4	3.4	101	12038	40.4	18.9	107	9838	39.4	15.5	104	3670	41.0	5.8	108
3:00 PM - 7:00 PM	72097	2186	38.4	3.0	89	13137	44.1	18.2	103	11210	44.9	15.5	104	4083	45.7	5.7	106
7:00 PM - MIDNIGHT	36670	984	17.3	2.7	79	6634	22.3	18.1	102	5842	23.4	15.9	107	2005	22.4	5.5	103
MIDNIGHT - 6:00 AM	21908	722	12.7	3.3	97	3964	13.3	18.1	102	3116	12.5	14.2	96	1125	12.6	5.1	96
6:00 AM - MIDNIGHT	127571	4272	75.0	3.3	99	23030	77.3	18.1	102	19311	77.3	15.1	102	7045	78.8	5.5	104
ENTIRE DAY	129239	4338	76.1	3.4	99	23365	78.4	18.1	102	19475	78.0	15.1	101	7114	79.5	5.5	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1136	19.9	3.3	98	6249	21.0	18.4	103	4980	19.9	14.6	98	1909	21.3	5.6	105
ALL NEWS	6062	212	3.7	3.5	103	746	2.5	12.3	69	698	2.8	11.5	77	*145	1.6	2.4	45
AOR/PROGRESSIVE	11884	429	7.5	3.6	106	2148	7.2	18.1	102	1795	7.2	15.1	101	752	8.4	6.3	119
BEAUTIFUL MUSIC	11180	401	7.0	3.6	106	1916	6.4	17.1	96	1489	6.0	13.3	89	452	5.1	4.0	76
BLACK	4538	**130	2.3	2.9	84	1157	3.9	25.5	143	1108	4.4	24.4	164	390	4.4	8.6	161
CLASSICAL	3857	*144	2.5	3.7	110	644	2.2	16.7	94	464	1.9	12.0	81	*143	1.6	3.7	70
CHR/ROCK	21946	884	15.5	4.0	119	4598	15.4	21.0	118	3367	13.5	15.3	103	1281	14.3	5.8	109
COUNTRY	27262	725	12.7	2.7	78	5000	16.8	18.3	103	4501	18.0	16.5	111	1601	17.9	5.9	110
GOLDEN OLDIES	3339	**111	1.9	3.3	98	659	2.2	19.7	111	528	2.1	15.8	106	*197	2.2	5.9	111
MOR/NOSTALGIA	10346	317	5.6	3.1	90	1615	5.4	15.6	88	1456	5.8	14.1	94	497	5.6	4.8	90
NEWS/TALK	8929	208	3.7	2.3	69	1283	4.3	14.4	81	1058	4.2	11.8	80	430	4.8	4.8	90
RELIGIOUS	5488	*185	3.2	3.4	99	1098	3.7	20.0	113	901	3.6	16.4	110	436	4.9	7.9	149
SOFT ROCK	1232	**30	0.5	2.4	72	*208	0.7	16.9	95	**138	0.6	11.2	75	**61	0.7	5.0	93
URBAN CONTEMPORARY	3184	*90	1.6	2.8	83	687	2.3	21.6	121	649	2.6	20.4	137	*114	1.3	3.6	67
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*135	2.4	2.0	58	1498	5.0	21.7	122	1162	4.7	16.8	113	345	3.9	5.0	94
ABC DIRECTION	5212	*182	3.2	3.5	103	876	2.9	16.8	95	904	3.6	17.3	116	323	3.6	6.2	116
ABC ENTERTAINMENT	10385	359	6.3	3.5	102	1952	6.5	18.8	106	1597	6.4	15.4	103	566	6.3	5.5	102
ABC FM	4762	*156	2.7	3.3	96	1052	3.5	22.1	124	737	3.0	15.5	104	309	3.5	6.5	122
ABC INFORMATION	11339	355	6.2	3.1	92	1748	5.9	15.4	87	1466	5.9	12.9	87	638	7.1	5.6	106
ABC ROCK	4878	*182	3.2	3.7	110	967	3.2	19.8	112	754	3.0	15.5	104	394	4.4	8.1	151
CBS	10709	328	5.8	3.1	90	1806	6.1	16.9	95	1459	5.8	13.6	91	452	5.1	4.2	79
MUTUAL	10251	303	5.3	3.0	87	1811	6.1	17.7	99	1720	6.9	16.8	113	498	5.6	4.9	91
NBC	12243	399	7.0	3.3	96	1980	6.6	16.2	91	1678	6.7	13.7	92	600	6.7	4.9	92
RADIORADIO	4606	*139	2.4	3.0	89	921	3.1	20.0	113	743	3.0	16.1	108	*292	3.3	6.3	119
RKO ONE	5148	*183	3.2	3.6	105	1021	3.4	19.8	112	964	3.9	18.7	126	375	4.2	7.3	137
RKO TWO	7313	*184	3.2	2.5	74	1120	3.8	15.3	86	1019	4.1	13.9	94	416	4.7	5.7	107
THE SOURCE	5981	*162	2.8	2.7	80	1202	4.0	20.1	113	814	3.3	13.6	91	307	3.4	5.1	96
NON-WIRED : BLAIR	19329	526	9.2	2.7	80	3748	12.6	19.4	109	2965	11.9	15.3	103	1116	12.5	5.8	108
INTERNET	27139	927	16.3	3.4	101	4932	16.5	18.2	102	4306	17.2	15.9	107	1585	17.7	5.8	110
KATZ RADIO GROUP	36319	1213	21.3	3.3	98	6189	20.8	17.0	96	4857	19.4	13.4	90	1729	19.3	4.8	89
SUPERNET	22361	783	13.7	3.5	103	4278	14.4	19.1	108	3448	13.8	15.4	104	1329	14.9	5.9	111
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	548	9.6	3.8	111	2710	9.1	18.6	105	2390	9.6	16.4	110	899	10.1	6.2	116
MKDAY 9:00 AM - 1:00 PM	18688	633	11.1	3.4	100	3680	12.3	19.7	111	3062	12.3	16.4	110	1090	12.2	5.8	109
MKDAY 1:00 PM - 4:30 PM	24061	870	15.3	3.6	106	4708	15.8	19.6	110	3949	15.8	16.4	110	1551	17.3	6.4	121
MKDAY 4:30 PM - 7:30 PM	44079	1538	27.0	3.5	103	7785	26.1	17.7	99	6354	25.4	14.4	97	2213	24.7	5.0	94
MKDAY 7:30 PM - 8:00 PM	61979	2222	39.0	3.6	106	10970	36.8	17.7	100	9126	36.5	14.7	99	3165	35.4	5.1	96
MKDAY 11:00 PM - 11:30 PM	49084	1707	30.0	3.5	102	9186	30.8	18.7	105	7732	31.0	15.8	106	2891	32.3	5.9	110
MKDAY 11:30 PM - 1:00 AM	16560	577	10.1	3.5	103	3164	10.6	19.1	108	2766	11.1	16.7	112	1014	11.3	6.1	115
M-SAT 8-11 PM+SUN 7-11 PM	66967	2366	41.5	3.5	104	12175	40.8	18.2	102	10074	40.3	15.0	101	3608	40.3	5.4	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	422	7.4	4.6	134	1848	6.2	19.9	112	1812	7.3	19.5	131	628	7.0	6.8	127
ANOTHER WORLD N	6138	226	4.0	3.7	108	1461	4.9	23.8	134	1191	4.8	19.4	130	453	5.1	7.4	138
AS THE WORLD TURNS C	7707	250	4.4	3.2	96	1334	4.5	17.3	97	1055	4.2	13.7	92	527	5.9	6.8	128
CAPITOL C	4688	163	2.9	3.5	102	931	3.1	19.9	112	717	2.9	15.3	103	386	4.3	8.2	154
CBS MORN. NEWS 1 C	2792	*115	2.0	4.1	121	433	1.5	15.5	87	469	1.9	16.8	113	206	2.3	7.4	138
CBS MORN. NEWS 2 C	2071	*91	1.6	4.4	129	367	1.2	17.7	100	270	1.1	13.0	88	107	1.2	5.2	97
DAYS OF OUR LIVES N	8018	368	6.5	4.6	135	1812	6.1	22.6	127	1453	5.8	18.1	122	574	6.4	7.2	134
FACTS OF LIFE - DAYTIME N	3487	113	2.0	3.2	95	832	2.8	23.9	134	671	2.7	19.2	129	162	1.8	4.6	87
FAMILY FEUD A	4817	128	2.2	2.7	78	908	3.0	18.8	106	876	3.5	18.2	122	245	2.7	5.1	95
GENERAL HOSPITAL A	8333	351	6.2	4.2	124	1675	5.6	20.1	113	1399	5.6	16.8	113	451	5.0	5.4	101
GOOD MORNING, AMERICA-730 A	5472	226	4.0	4.1	122	1022	3.4	18.7	105	812	3.3	14.8	100	323	3.6	5.9	111
GOOD MORNING, AMERICA-830 A	3965	129	2.3	3.3	96	675	2.3	17.0	96	561	2.2	14.1	95	234	2.6	5.9	111
GUIDING LIGHT C	7542	240	4.2	3.2	94	1339	4.5	17.8	100	1128	4.5	15.0	100	485	5.4	6.4	121
ONE LIFE TO LIVE A	6018	189	3.3	3.1	92	1203	4.0	20.0	112	1127	4.5	18.7	126	371	4.1	6.2	116
PRESS YOUR LUCK C	3589	134	2.4	3.7	110	696	2.3	19.4	109	526	2.1	14.7	98	240	2.7	6.7	125
PRICE IS RIGHT 1 C	7418	208	3.7	2.8	83	1309	4.4	17.6	99	1093	4.4	14.7	99	456	5.1	6.1	115
PRICE IS RIGHT 2 C	8276	242	4.2	2.9	86	1475	4.9	17.8	100	1272	5.1	15.4	103	558	6.2	6.7	126
RYAN'S HOPE A	4358	186	3.3	4.3	126	1059	3.6	24.3	137	877	3.5	20.1	135	335	3.7	7.7	144
SALE OF THE CENTURY N	3749	105	1.8	2.8	82	829	2.8	22.1	124	666	2.7	17.8	119	225	2.5	6.0	113
SEARCH FOR TOMORROW N	2884	*140	2.5	4.9	143	650	2.2	22.5	127	587	2.3	20.4	137	*144	1.6	5.0	94
TODAY SHOW 1 N	4869	218	3.8	4.5	132	928	3.1	19.1	107	770	3.1	15.8	106	206	2.3	4.2	79
TODAY SHOW 2 N	4135	173	3.0	4.2	123	730	2.4	17.7	99	684	2.7	16.5	111	221	2.5	5.3	100
$25,000 PYRAMID C	4361	154	2.7	3.5	104	763	2.6	17.5	98	629	2.5	14.4	97	245	2.7	5.6	105
WHEEL OF FORTUNE N	6187	202	3.5	3.3	96	1289	4.3	20.8	117	1112	4.5	18.0	121	397	4.4	6.4	120
YOUNG AND THE RESTLESS C	8186	233	4.1	2.8	84	1569	5.3	19.2	108	1250	5.0	15.3	103	572	6.4	7.0	131
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	175	3.1	3.7	109	733	2.5	15.5	87	620	2.5	13.1	88	184	2.1	3.9	73
NBA PLAYOFF GAME -1 C	5127	*84	1.5	1.6	48	849	2.8	16.6	93	682	2.7	13.3	89	210	2.3	4.1	77
NBC MAJOR LEAGUE PRE-GAME N	3945	**77	1.4	2.0	57	806	2.7	20.4	115	719	2.9	18.2	122	*305	3.4	7.7	145
SPORTSWORLD - SUN N	3370	*95	1.7	2.8	83	528	1.8	15.7	88	426	1.7	12.6	85	187	2.1	5.5	104
SUNDAY MORNING C	4200	*150	2.6	3.6	105	737	2.5	17.5	99	611	2.4	14.5	98	266	3.0	6.3	119

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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P-22

	TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5697	100.0	3.4	100	29806	100.0	17.8	100	24985	100.0	14.9	100	8944	100.0	5.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1870	32.8	3.6	105	8877	29.8	17.0	96	7275	29.1	13.9	93	2468	27.6	4.7	89
NETWORK AFFILIATES - LATE	39164	1359	23.9	3.5	102	7383	24.8	18.9	106	6069	24.3	15.5	104	2273	25.4	5.8	109
INDEPENDENTS - LATE	5133	221	3.9	4.3	127	834	2.8	16.2	91	710	2.8	13.8	93	233	2.6	4.5	85
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	22825	657	11.5	2.9	85	4621	15.5	20.2	114	3969	15.9	17.4	117	1315	14.7	5.8	108
ABC MONDAY NIGHT MOVIE A	11258	455	8.0	4.0	119	1977	6.6	17.6	99	1705	6.8	15.1	102	536	6.0	4.8	89
ABC SUNDAY NIGHT MOVIE A	23600	748	13.1	3.2	93	4365	14.6	18.5	104	3646	14.6	15.4	104	1189	13.3	5.0	94
ABC WORLD NEWS TONIGHT A	12801	415	7.3	3.2	95	2254	7.6	17.6	99	1720	6.9	13.4	90	514	5.7	4.0	75
AFTERMASH C	10966	*301	5.3	2.7	81	1838	6.2	16.8	94	1385	5.5	12.6	85	538	6.0	4.9	92
ALICE C	17050	628	11.0	3.7	108	3105	10.4	18.2	102	2269	9.1	13.3	89	812	9.1	4.8	89
AMERICAN PARADE C	11998	487	8.5	4.1	120	2005	6.7	16.7	94	1615	6.5	13.5	90	596	6.7	5.0	93
BENSON A	19258	667	11.7	3.5	102	3213	10.8	16.7	94	2650	10.6	13.8	92	901	10.1	4.7	88
BLUE THUNDER A	11478	405	7.1	3.5	104	2114	7.1	18.4	104	1797	7.2	15.7	105	562	6.3	4.9	92
CAGNEY & LACEY C	18263	571	10.0	3.1	92	3406	11.4	18.6	105	2877	11.5	15.8	106	979	10.9	5.4	101
CBS EVENING NEWS-DEAN C	7733	305	5.4	3.9	116	1111	3.7	14.4	81	961	3.8	12.4	83	287	3.2	3.7	70
CBS EVENING NEWS-RATHER C	15683	558	9.8	3.6	105	2508	8.4	16.0	90	2020	8.1	12.9	87	805	9.0	5.1	96
CBS SAT. NEWS-SCHIEFFER C	8744	237	4.2	2.7	80	1276	4.3	14.6	82	1146	4.6	13.1	88	354	4.0	4.0	76
CBS SATURDAY NIGHT MOVIE C	12000	351	6.2	2.9	86	2119	7.1	17.7	99	1864	7.5	15.5	104	643	7.2	5.4	100
CBS WEDNESDAY NIGHT MOVIE C	11522	271	4.8	2.4	69	2163	7.3	18.8	106	1745	7.0	15.1	102	722	8.1	6.3	118
CHEERS N	16818	616	10.8	3.7	108	3190	10.7	19.0	107	2206	8.8	13.1	88	999	11.2	5.9	111
DALLAS C	37510	1306	22.9	3.5	103	6471	21.7	17.3	97	5805	23.2	15.5	104	2280	25.5	6.1	114
DIFF'RENT STROKES N	11258	243	4.3	2.2	64	2038	6.8	18.1	102	1817	7.3	16.1	108	664	7.4	5.9	111
DOUBLE TROUBLE N	12248	461	8.1	3.8	111	2302	7.7	18.8	106	1855	7.4	15.1	102	670	7.5	5.5	103
DUCK FACTORY N	11100	336	5.9	3.0	89	2161	7.3	19.5	110	1490	6.0	13.4	90	616	6.9	5.5	104
DUKES OF HAZZARD C	13353	358	6.3	2.9	85	2262	7.6	18.3	103	2028	8.1	16.4	110	779	8.7	6.3	118
DYNASTY A	33279	950	16.7	2.9	84	6434	21.6	19.3	109	5636	22.6	16.9	114	1833	20.5	5.5	103
FACTS OF LIFE N	13410	485	8.5	3.6	106	2528	8.5	18.9	106	1956	7.8	14.6	98	682	7.6	5.1	95
FALCON CREST C	31093	1207	21.2	3.9	114	5527	18.5	17.8	100	4760	19.1	15.3	103	1890	21.1	6.1	114
FALL GUY A	18649	546	9.6	2.9	86	3700	12.4	19.8	112	3051	12.2	16.4	110	980	11.0	5.3	99
FAMILY TIES N	13101	411	7.2	3.1	92	2217	7.4	16.9	95	1830	7.3	14.0	94	740	8.3	5.6	106
FANTASY ISLAND A	13069	506	8.9	3.9	114	2558	8.6	19.6	110	2239	9.0	17.1	115	622	7.0	4.8	89
FOULUPS,BLEEPS & BLUNDERS A	16588	519	9.1	3.1	92	2654	8.9	16.0	90	2336	9.4	14.1	95	754	8.4	4.5	85
FOUR SEASONS C	9302	*299	5.2	3.2	95	1566	5.3	16.8	95	1153	4.6	12.4	83	480	5.4	5.2	97
GIMME A BREAK N	13955	408	7.2	2.9	86	2687	9.0	19.3	108	2195	8.8	15.7	106	827	9.2	5.9	111
HART TO HART A	15735	609	10.7	3.9	114	2998	10.1	19.1	107	2418	9.7	15.4	103	864	9.7	5.5	103
HILL STREET BLUES N	18257	687	12.1	3.8	111	3293	11.0	18.0	101	2502	10.0	13.7	92	1042	11.7	5.7	107
HOTEL A	24236	747	13.1	3.1	91	4567	15.3	18.8	106	3878	15.5	16.0	107	1272	14.2	5.2	98
JEFFERSONS C	17010	543	9.5	3.2	94	3044	10.2	17.9	101	2500	10.0	14.7	99	879	9.8	5.2	97
JENNIFER SLEPT HERE N	9397	250	4.4	2.7	78	1771	5.9	18.8	106	1458	5.8	15.5	104	584	6.5	6.2	117
KATE & ALLIE C	16762	541	9.5	3.2	95	2963	9.9	17.7	99	2260	9.0	13.5	91	876	9.8	5.2	98
KNIGHT RIDER N	13164	566	9.9	4.3	127	2636	8.8	20.0	113	2232	8.9	17.0	114	736	8.2	5.6	105
LOVE BOAT A	20400	779	13.7	3.8	112	3716	12.5	18.2	103	2986	12.0	14.6	98	1059	11.8	5.2	97
MAGNUM PI C	22543	846	14.8	3.8	110	4261	14.3	18.9	106	3316	13.3	14.7	99	1279	14.3	5.7	106
MAMA'S FAMILY N	9852	347	6.1	3.5	104	1854	6.2	18.8	106	1537	6.2	15.6	105	592	6.6	6.0	113
MASTER, THE N	8082	266	4.7	3.3	97	1645	5.5	20.4	115	1379	5.5	17.1	115	397	4.4	4.9	92
MATT HOUSTON A	12881	480	8.4	3.7	110	2490	8.4	19.3	109	2047	8.2	15.9	107	726	8.1	5.6	106
NBC MONDAY NIGHT MOVIE N	23889	888	15.6	3.7	109	4719	15.8	19.8	111	3835	15.4	16.1	108	1303	14.6	5.5	102
NBC NIGHTLY NEWS N	11156	326	5.7	2.9	86	2061	6.9	18.5	104	1762	7.1	15.8	106	419	4.7	3.8	70
NBC NIGHTLY NEWS-SAT N	7363	230	4.0	3.1	92	1095	3.7	14.9	84	815	3.3	11.1	74	272	3.0	3.7	69
NBC NIGHTLY NEWS-SUN N	6214	*150	2.6	2.4	71	968	3.2	15.6	88	732	2.9	11.8	79	258	2.9	4.2	78
NBC SUNDAY NIGHT MOVIE N	17590	554	9.7	3.1	93	3279	11.0	18.6	105	3126	12.5	17.8	119	1160	13.0	6.6	124
NEWHART C	16740	565	9.9	3.4	99	3312	11.1	19.8	111	2474	9.9	14.8	99	962	10.8	5.7	108
ONE DAY AT A TIME C	11820	414	7.3	3.5	103	2206	7.4	18.7	105	1679	6.7	14.2	95	777	8.7	6.6	123
PEOPLE ARE FUNNY N	9138	348	6.1	3.8	112	1848	6.2	20.2	114	1491	6.0	16.3	110	569	6.4	6.2	117
REAL PEOPLE N	15979	602	10.6	3.8	111	2755	9.2	17.2	97	2429	9.7	15.2	102	726	8.1	4.5	85
REMINGTON STEELE N	14395	578	10.1	4.0	118	2786	9.3	19.4	109	2278	9.1	15.8	106	891	10.0	6.2	116
RIPLEY'S BELIEVE IT - NOT A	11362	410	7.2	3.6	106	2138	7.2	18.8	106	1512	6.1	13.3	89	546	6.1	4.8	90
RIPTIDE N	13920	457	8.0	3.3	97	2923	9.8	21.0	118	2433	9.7	17.5	117	663	7.4	4.8	89
SCARECROW & MRS. KING C	17571	686	12.0	3.9	115	3053	10.2	17.4	98	2355	9.4	13.4	90	829	9.3	4.7	88
SIMON & SIMON C	20205	664	11.7	3.3	97	3785	12.7	18.7	105	3258	13.0	16.1	108	1066	11.9	5.3	99
60 MINUTES C	27668	969	17.0	3.5	103	4350	14.6	15.7	88	3527	14.1	12.7	86	1333	14.9	4.8	90
ST. ELSEWHERE N	13699	457	8.0	3.3	98	2485	8.3	18.1	102	2130	8.5	15.5	104	851	9.5	6.2	116
THREE'S COMPANY A	20622	610	10.7	3.0	87	3748	12.6	18.2	102	3218	12.9	15.6	105	985	11.0	4.8	90
T.J. HOOKER A	17136	736	12.9	4.3	126	3415	11.5	19.9	112	2783	11.1	16.2	109	827	9.2	4.8	91
TONIGHT SHOW N	4963	193	3.4	3.9	114	901	3.0	18.2	102	800	3.2	16.1	108	320	3.6	6.4	121
TRAPPER JOHN, M.D. C	16332	563	9.9	3.4	101	3039	10.2	18.6	105	2414	9.7	14.8	99	872	9.7	5.3	100
TV BLOOPERS & PRAC. JOKES N	18881	570	10.0	3.0	89	3598	12.1	19.1	107	2855	11.4	15.1	102	931	10.4	4.9	92
20/20 A	18315	580	10.2	3.2	93	3334	11.2	18.2	102	2789	11.2	15.2	102	983	11.0	5.4	101
WEBSTER A	18722	645	11.3	3.4	101	3169	10.6	16.9	95	2626	10.5	14.0	94	903	10.1	4.8	90
WORLD NEWS - SUN A	5337	349	6.1	6.6	193	917	3.1	17.2	97	682	2.7	12.8	86	269	3.0	5.0	95
YELLOW ROSE N	8370	282	4.9	3.4	99	1694	5.7	20.2	114	1301	5.2	15.5	104	454	5.1	5.4	102
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	818	14.4	3.2	93	4045	13.6	15.6	88	3815	15.3	14.8	99	1320	14.8	5.1	96
BASKETBALL - COLLEGE GAMES	14468	*428	7.5	3.0	87	2843	9.5	19.7	111	2234	8.9	15.4	104	901	10.1	6.2	117
BASKETBALL - PRO GAMES	12124	*502	8.8	4.1	122	2234	7.5	18.4	104	1837	7.4	15.2	102	831	9.3	6.9	129
BOWLING	9412	*432	7.6	4.6	135	1853	6.2	19.7	111	1298	5.2	13.8	93	704	7.9	7.5	140
BOXING	15409	*386	6.8	2.5	74	3293	11.0	21.4	120	2627	10.5	17.0	114	991	11.1	6.4	121
FOOTBALL - COLLEGE GAMES	21400	735	12.9	3.4	101	4243	14.2	19.8	112	3340	13.4	15.6	105	1382	15.5	6.5	121
FOOTBALL - PRO GAMES	35944	1075	18.9	3.0	88	6640	22.3	18.5	104	5494	22.0	15.3	103	2163	24.2	6.0	113
GOLF	9759	*433	7.6	4.4	131	1553	5.2	15.9	90	1229	4.9	12.6	85	*373	4.2	3.8	72
POST-SEASON COLL. FOOTBALL	18123	614	10.8	3.4	100	3542	11.9	19.5	110	2949	11.8	16.3	109	970	10.8	5.4	100
POST-SEASON PRO FOOTBALL	22091	758	13.3	3.4	101	4091	13.7	18.5	104	3373	13.5	15.3	103	1300	14.5	5.9	110
TENNIS	6764	*290	5.1	4.3	126	1218	4.1	18.0	101	795	3.2	11.8	79	*381	4.3	5.6	106
WRESTLING - PROFESSIONAL	9695	*376	6.6	3.9	114	2520	8.5	26.0	146	2097	8.4	21.6	145	768	8.6	7.9	149

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	BUTTERFINGER A '000	B % DOWN	C % ACROSS	D INDX	CADBURY A '000	B % DOWN	C % ACROSS	D INDX	CHUNKY A '000	B % DOWN	C % ACROSS	D INDX	CLARK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	24483	100.0	14.6	100	12038	100.0	7.2	100	8550	100.0	5.1	100	5937	100.0	3.5	100
MALES	79263	10560	43.1	13.3	91	4468	37.1	5.6	79	3836	44.9	4.8	95	2801	47.2	3.5	100
FEMALES	88464	13923	56.9	15.7	108	7570	62.9	8.6	119	4715	55.1	5.3	105	3136	52.8	3.5	100
18 - 24	28671	5175	21.1	18.0	124	2405	20.0	8.4	117	1866	21.8	6.5	128	1336	22.5	4.7	132
25 - 34	39536	7015	28.7	17.7	122	2989	24.8	7.6	105	2596	30.4	6.6	129	1329	22.4	3.4	95
35 - 44	28978	4777	19.5	16.5	113	2141	17.8	7.4	103	1628	19.0	5.6	110	1133	19.1	3.9	110
45 - 54	22345	2771	11.3	12.4	85	1401	11.6	6.3	87	1101	12.9	4.9	97	740	12.5	3.3	94
55 - 64	22224	2461	10.1	11.1	76	1636	13.6	7.4	103	748	8.7	3.4	66	694	11.7	3.1	88
65 OR OLDER	25973	2284	9.3	8.8	60	1466	12.2	5.6	79	612	7.2	2.4	46	705	11.9	2.7	77
18 - 34	68207	12190	49.8	17.9	122	5394	44.8	7.9	110	4462	52.2	6.5	128	2665	44.9	3.9	110
18 - 49	108058	18703	76.4	17.3	119	8134	67.6	7.5	105	6737	78.8	6.2	122	4200	70.7	3.9	110
25 - 54	90859	14563	59.5	16.0	110	6531	54.3	7.2	100	5324	62.3	5.9	115	3202	53.9	3.5	100
35 - 49	39851	6513	26.6	16.3	112	2740	22.8	6.9	96	2276	26.6	5.7	112	1536	25.9	3.9	109
50 OR OLDER	59669	5779	23.6	9.7	66	3904	32.4	6.5	91	1813	21.2	3.0	60	1736	29.2	2.9	82
GRADUATED COLLEGE	28091	2931	12.0	10.4	71	2310	19.2	8.2	115	1316	15.4	4.7	92	889	15.0	3.2	89
ATTENDED COLLEGE	28938	4575	18.7	15.8	108	2484	20.6	8.6	120	1525	17.8	5.3	103	968	16.3	3.3	95
GRADUATED HIGH SCHOOL	65503	10898	44.5	16.6	114	4946	41.1	7.6	105	3602	42.1	5.5	108	2299	38.7	3.5	99
DID NOT GRADUATE HIGH SCHOOL	45195	6079	24.8	13.5	92	2299	19.1	5.1	71	2106	24.6	4.7	91	1781	30.0	3.9	111
EMPLOYED MALES	56429	7830	32.0	13.9	95	3141	26.1	5.6	78	2833	33.1	5.0	98	1838	31.0	3.3	92
EMPLOYED FEMALES	43971	7141	29.2	16.2	111	4206	34.9	9.6	133	2589	30.3	5.9	116	1452	24.5	3.3	93
EMPLOYED FULL-TIME	87773	12983	53.0	14.8	101	6191	51.4	7.1	98	4663	54.5	5.3	104	2777	46.8	3.2	89
EMPLOYED PART-TIME	12627	1987	8.1	15.7	108	1155	9.6	9.1	127	760	8.9	6.0	118	*513	8.6	4.1	115
NOT EMPLOYED	67327	9512	38.9	14.1	97	4691	39.0	7.0	97	3127	36.6	4.6	91	2646	44.6	3.9	111
PROFESSIONAL/MANAGER	25845	2969	12.1	11.5	79	2138	17.8	8.3	115	1176	13.8	4.6	89	856	14.4	3.3	94
TECH/CLERICAL/SALES	30895	4723	19.3	15.3	105	2664	22.1	8.6	120	1777	20.8	5.8	113	1018	17.1	3.3	93
PRECISION/CRAFT	12629	1857	7.6	14.7	101	749	6.2	5.9	83	783	9.2	6.2	122	*477	8.0	3.8	107
OTHER EMPLOYED	31031	5422	22.1	17.5	120	1796	14.9	5.8	81	1687	19.7	5.4	107	940	15.8	3.0	86
SINGLE	35557	5667	23.1	15.9	109	3085	25.6	8.7	121	2335	27.3	6.6	129	1570	26.4	4.4	125
MARRIED	103585	14956	61.1	14.4	99	7279	60.5	7.0	98	5127	60.0	4.9	97	3418	57.6	3.3	93
DIVORCED/SEPARATED/WIDOWED	28585	3859	15.8	13.5	92	1674	13.9	5.9	82	1088	12.7	3.8	75	949	16.0	3.3	94
PARENTS	59295	10914	44.6	18.4	126	4351	36.1	7.3	102	3667	42.9	6.2	121	2313	39.0	3.9	110
WHITE	146081	20489	83.7	14.0	96	10971	91.1	7.5	105	7285	85.2	5.0	98	5022	84.6	3.4	97
BLACK	17974	3513	14.3	19.5	134	719	6.0	4.0	56	1132	13.2	6.3	124	834	14.0	4.6	131
OTHER	3672	**481	2.0	13.1	90	**348	2.9	9.5	132	**133	1.6	3.6	71	**81	1.4	2.2	62
NORTHEAST-CENSUS	37005	2639	10.8	7.1	49	4658	38.7	12.6	175	2664	31.2	7.2	141	1810	30.5	4.9	138
NORTH CENTRAL	42642	7115	29.1	16.7	114	2575	21.4	6.0	84	2214	25.9	5.2	102	2221	37.4	5.2	147
SOUTH	56777	9300	38.0	16.4	112	2061	17.1	3.6	51	2630	30.8	4.6	91	1386	23.3	2.4	69
WEST	31303	5429	22.2	17.3	119	2744	22.8	8.8	122	1042	12.2	3.3	65	521	8.8	1.7	47
NORTHEAST-MKTG.	38125	2803	11.4	7.4	50	4435	36.8	11.6	162	2584	30.2	6.8	133	1686	28.4	4.4	125
EAST CENTRAL	24794	3051	12.5	12.3	84	1852	15.4	7.5	104	1569	18.4	6.3	124	1911	32.2	7.7	218
WEST CENTRAL	28511	5490	22.4	19.3	132	1647	13.7	5.8	80	1277	14.9	4.5	88	1059	17.8	3.7	105
SOUTH	48953	8668	35.4	17.7	121	1695	14.1	3.5	48	2182	25.5	4.5	87	890	15.0	1.8	51
PACIFIC	27344	4471	18.3	16.4	112	2410	20.0	8.8	123	939	11.0	3.4	67	*391	6.6	1.4	40
COUNTY SIZE A	69301	8149	33.3	11.8	81	5865	48.7	8.5	118	3951	46.2	5.7	112	2866	48.3	4.1	117
COUNTY SIZE B	50633	8259	33.7	16.3	112	3727	31.0	7.4	103	2767	32.4	5.5	107	1736	29.2	3.4	97
COUNTY SIZE C	26259	4114	16.8	15.7	107	1657	13.8	6.3	88	997	11.7	3.8	74	773	13.0	2.9	83
COUNTY SIZE D	21534	3961	16.2	18.4	126	790	6.6	3.7	51	835	9.8	3.9	76	*562	9.5	2.6	74
METRO CENTRAL CITY	50014	7776	31.8	15.5	107	4144	34.4	8.3	115	2678	31.3	5.4	105	1620	27.3	3.2	92
METRO SUBURBAN	76832	9790	40.0	12.7	87	5892	48.9	7.7	107	4052	47.4	5.3	103	2928	49.3	3.8	108
NON METRO	40881	6917	28.3	16.9	116	2001	16.6	4.9	68	1820	21.3	4.5	87	1389	23.4	3.4	96
TOP 5 ADI'S	39550	4799	19.6	12.1	83	3923	32.6	9.9	138	2527	29.6	6.4	125	1664	28.0	4.2	119
TOP 10 ADI'S	54877	6372	26.0	11.6	80	5079	42.2	9.3	129	3170	37.1	5.8	113	2164	36.4	3.9	111
TOP 20 ADI'S	77516	9249	37.8	11.9	82	6593	54.8	8.5	119	4319	50.5	5.6	109	3005	50.6	3.9	110
HSHLD INC. $50,000 OR MORE	17257	2291	9.4	13.3	91	1584	13.2	9.2	128	775	9.1	4.5	88	583	9.8	3.4	95
$40,000 OR MORE	33235	4694	19.2	14.1	97	2990	24.8	9.0	125	1785	20.9	5.4	105	1087	18.3	3.3	92
$30,000 OR MORE	59693	8221	33.6	13.8	94	5047	41.9	8.5	118	3035	35.5	5.1	100	2117	35.7	3.5	100
$25,000 OR MORE	76275	10409	42.5	13.6	93	6390	53.1	8.4	117	3868	45.2	5.1	99	2678	45.1	3.5	99
$20,000 - $24,999	18607	2777	11.3	14.9	102	1338	11.1	7.2	100	1010	11.8	5.4	106	*559	9.4	3.0	85
$15,000 - $19,999	17175	2762	11.3	16.1	110	1363	11.3	7.9	111	1025	12.0	6.0	117	*471	7.9	2.7	77
$10,000 - $14,999	24569	3926	16.0	16.0	109	1464	12.2	6.0	83	1177	13.8	4.8	94	1032	17.4	4.2	119
UNDER $10,000	31101	4609	18.8	14.8	102	1484	12.3	4.8	66	1470	17.2	4.7	93	1197	20.2	3.8	109
HOUSEHOLD OF 1 PERSON	19441	1984	8.1	10.2	70	1226	10.2	6.3	88	642	7.5	3.3	65	663	11.2	3.4	96
2 PEOPLE	51803	5957	24.3	11.5	79	3148	26.2	6.1	85	1944	22.7	3.8	74	1680	28.3	3.2	92
3 OR 4 PEOPLE	66933	10661	43.5	15.9	109	5804	48.2	8.7	121	3757	43.9	5.6	110	2453	41.3	3.7	104
5 OR MORE PEOPLE	29550	5881	24.0	19.9	136	1860	15.5	6.3	88	2208	25.8	7.5	147	1141	19.2	3.9	109
NO CHILD IN HSHLD	96587	11560	47.2	12.0	82	6868	57.1	7.1	99	3935	46.0	4.1	80	3072	51.7	3.2	90
CHILD(REN) UNDER 2 YRS	10844	2129	8.7	19.6	135	650	5.4	6.0	84	859	10.0	7.9	155	*360	6.1	3.3	94
2 - 5 YEARS	26358	4560	18.6	17.3	119	1738	14.4	6.6	92	1518	17.8	5.8	113	799	13.5	3.0	86
6 - 11 YEARS	30453	5759	23.5	18.9	130	2235	18.6	7.3	102	2253	26.4	7.4	145	1183	19.9	3.9	110
12 - 17 YEARS	36575	7025	28.7	19.2	132	2679	22.3	7.3	102	2396	28.0	6.6	129	1736	29.2	4.7	134
RESIDENCE OWNED	117770	16734	68.3	14.2	97	8552	71.0	7.3	101	5648	66.1	4.8	94	4122	69.4	3.5	99
VALUE: $50,000 OR MORE	70166	9222	37.7	13.1	90	6115	50.8	8.7	121	3441	40.2	4.9	96	2441	41.1	3.5	98
VALUE: UNDER $50,000	47604	7512	30.7	15.8	108	2437	20.2	5.1	71	2207	25.8	4.6	91	1681	28.3	3.5	100

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	BUTTERFINGER A '000	B % DOWN	C % ACROSS	D INDX	CADBURY A '000	B % DOWN	C % ACROSS	D INDX	CHUNKY A '000	B % DOWN	C % ACROSS	D INDX	CLARK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	24483	100.0	14.6	100	12038	100.0	7.2	100	8550	100.0	5.1	100	5937	100.0	3.5	100
MAGAZINES	QUINTILE 1	34022	5855	23.9	17.2	118	3335	27.7	9.8	137	1916	22.4	5.6	110	1467	24.7	4.3	122
	QUINTILE 2	34800	5419	22.1	15.6	107	2827	23.5	8.1	113	2364	27.6	6.8	133	1509	25.4	4.3	123
	QUINTILE 3	30514	4070	16.6	13.3	91	2055	17.1	6.7	94	1394	16.3	4.6	90	920	15.5	3.0	85
	QUINTILE 4	33324	4980	20.3	14.9	102	2047	17.0	6.1	86	1525	17.8	4.6	90	1094	18.4	3.3	93
	QUINTILE 5	35066	4160	17.0	11.9	81	1774	14.7	5.1	70	1351	15.8	3.9	76	947	16.0	2.7	76
NEWSPAPERS	QUINTILE 1	29107	3513	14.3	12.1	83	3021	25.1	10.4	145	1565	18.3	5.4	105	1307	22.0	4.5	127
	QUINTILE 2	49095	6574	26.9	13.4	92	3868	32.1	7.9	110	2340	27.4	4.8	94	1597	26.9	3.3	92
	QUINTILE 3	23107	3554	14.5	15.4	105	1747	14.5	7.6	105	1286	15.0	5.6	109	926	15.6	4.0	113
	QUINTILE 4	33556	5371	21.9	16.0	110	1901	15.8	5.7	79	1688	19.7	5.0	99	1060	17.9	3.2	89
	QUINTILE 5	32863	5472	22.4	16.7	114	1500	12.5	4.6	64	1671	19.5	5.1	100	1047	17.6	3.2	90
OUTDOOR	QUINTILE 1	33431	5403	22.1	16.2	111	3152	26.2	9.4	131	2018	23.6	6.0	118	1358	22.9	4.1	115
	QUINTILE 2	33478	5487	22.4	16.4	112	2268	18.8	6.8	94	1803	21.1	5.4	106	1254	21.1	3.7	106
	QUINTILE 3	33574	5186	21.2	15.4	106	2266	18.8	6.7	94	1492	17.5	4.4	87	1001	16.9	3.0	84
	QUINTILE 4	33935	4223	17.2	12.4	85	2156	17.9	6.4	89	1765	20.6	5.2	102	1176	19.8	3.5	98
	QUINTILE 5	33310	4183	17.1	12.6	86	2196	18.2	6.6	92	1473	17.2	4.4	87	1148	19.3	3.4	97
RADIO-DRIVE TIME	QUINTILE 1	33136	5137	21.0	15.5	106	2370	19.7	7.2	100	1870	21.9	5.6	111	1216	20.5	3.7	104
	QUINTILE 2	31658	4612	18.8	14.6	100	2209	18.4	7.0	97	1395	16.3	4.4	86	1278	21.5	4.0	114
	QUINTILE 3	32541	4765	19.5	14.6	100	2632	21.9	8.1	113	1928	22.5	5.9	116	1192	20.1	3.7	103
	QUINTILE 4	34247	5274	21.5	15.4	106	2505	20.8	7.3	102	2016	23.6	5.9	115	1195	20.1	3.5	99
	QUINTILE 5	36144	4696	19.2	13.0	89	2322	19.3	6.4	90	1341	15.7	3.7	73	1056	17.8	2.9	83
RADIO-MID-DAY	TERCILE 1	45037	6547	26.7	14.5	100	3190	26.5	7.1	99	2522	29.5	5.6	110	1738	29.3	3.9	109
	TERCILE 2	44819	6524	26.6	14.6	100	3241	26.9	7.2	101	2124	24.8	4.7	93	1638	27.6	3.7	103
	TERCILE 3	77872	11411	46.6	14.7	100	5607	46.6	7.2	100	3905	45.7	5.0	98	2560	43.1	3.3	93
RADIO-TOTAL	QUINTILE 1	33763	5006	20.4	14.8	102	2451	20.4	7.3	101	1755	20.5	5.2	102	1159	19.5	3.4	97
	QUINTILE 2	33240	5027	20.5	15.1	104	2641	21.9	7.9	111	2174	25.4	6.5	128	1516	25.5	4.6	129
	QUINTILE 3	33408	5185	21.2	15.5	106	2307	19.2	6.9	96	1512	17.7	4.5	89	1003	16.9	3.0	85
	QUINTILE 4	34792	5080	20.7	14.6	100	2686	22.3	7.7	108	1931	22.6	5.6	109	1298	21.9	3.7	105
	QUINTILE 5	32524	4184	17.1	12.9	88	1954	16.2	6.0	84	1179	13.8	3.6	71	961	16.2	3.0	83
TV-PRIME TIME	QUINTILE 1	33090	4654	19.0	14.1	96	2652	22.0	8.0	112	1847	21.6	5.6	109	1273	21.4	3.8	109
	QUINTILE 2	33357	4984	20.4	14.9	102	2552	21.2	7.7	107	1890	22.1	5.7	111	1315	22.1	3.9	111
	QUINTILE 3	33980	4946	20.2	14.6	100	2606	21.6	7.7	107	1738	20.3	5.1	100	1003	16.9	3.0	83
	QUINTILE 4	33854	5004	20.4	14.8	101	2553	21.2	7.5	105	1549	18.1	4.6	90	1381	23.3	4.1	115
	QUINTILE 5	33444	4895	20.0	14.6	100	1675	13.9	5.0	70	1525	17.8	4.6	89	965	16.3	2.9	82
TV-DAYTIME	TERCILE 1	49121	7693	31.4	15.7	107	3423	28.4	7.0	97	2577	30.1	5.2	103	2100	35.4	4.3	121
	TERCILE 2	48823	7284	29.8	14.9	102	3767	31.3	7.7	108	2632	30.8	5.4	106	1722	29.0	3.5	100
	TERCILE 3	69782	9506	38.8	13.6	93	4848	40.3	6.9	97	3341	39.1	4.8	94	2115	35.6	3.0	86
TV-TOTAL	QUINTILE 1	33584	4876	19.9	14.5	99	2514	20.9	7.5	104	1712	20.0	5.1	100	1326	22.3	3.9	112
	QUINTILE 2	33441	4798	19.6	14.3	98	2377	19.7	7.1	99	1678	19.6	5.0	98	1242	20.9	3.7	105
	QUINTILE 3	33505	4840	19.8	14.4	99	2527	21.0	7.5	105	1981	23.2	5.9	116	1255	21.1	3.7	106
	QUINTILE 4	33466	4874	19.9	14.6	100	2444	20.3	7.3	102	1695	19.8	5.1	99	1034	17.4	3.1	87
	QUINTILE 5	33731	5094	20.8	15.1	103	2176	18.1	6.5	90	1485	17.4	4.4	86	1080	18.2	3.2	90
MAGAZINES-NEWSPAPERS: DUAL		44503	6637	27.1	14.9	102	4391	36.5	9.9	137	2606	30.5	5.9	115	1933	32.6	4.3	123
MAGAZINE IMPERATIVE		39363	7130	29.1	18.1	124	2683	22.3	6.8	95	2459	28.8	6.2	123	1508	25.4	3.8	108
NEWSPAPER IMPERATIVE		46441	5223	21.3	11.2	77	3419	28.4	7.4	103	1854	21.7	4.0	78	1431	24.1	3.1	87
MAGAZINES-OUTDOOR: DUAL		33726	5881	24.0	17.4	119	3066	25.5	9.1	127	2222	26.0	6.6	129	1457	24.5	4.3	122
MAGAZINE IMPERATIVE		52846	7506	30.7	14.2	97	4017	33.4	7.6	106	2740	32.0	5.2	102	1875	31.6	3.5	100
OUTDOOR IMPERATIVE		52140	7591	31.0	14.6	100	3416	28.4	6.6	91	2269	26.5	4.4	85	1608	27.1	3.1	87
MAGAZINES-RADIO: DUAL		37081	5987	24.5	16.1	111	2974	24.7	8.0	112	2496	29.2	6.7	132	1589	26.8	4.3	121
MAGAZINE IMPERATIVE		49747	7757	31.7	15.6	107	4313	35.8	8.7	121	2624	30.7	5.3	103	1865	31.4	3.7	106
RADIO IMPERATIVE		49208	6897	28.2	14.0	96	3087	25.6	6.3	87	2237	26.2	4.5	89	1583	26.7	3.2	91
MAGAZINES-TELEVISION: DUAL		33103	5078	20.7	15.3	105	2778	23.1	8.4	117	1772	20.7	5.4	105	1274	21.5	3.8	109
MAGAZINE IMPERATIVE		54575	8653	35.3	15.9	109	4678	38.9	8.6	119	3450	40.4	6.3	124	2147	36.2	3.9	111
TELEVISION IMPERATIVE		53249	6937	28.3	13.0	89	3241	26.9	6.1	85	2410	28.2	4.5	89	1756	29.6	3.3	93
NEWSPAPERS-OUTDOOR: DUAL		36255	5346	21.8	14.7	101	3388	28.1	9.3	130	2019	23.6	5.6	109	1631	27.5	4.5	127
NEWSPAPER IMPERATIVE		55591	6726	27.5	12.1	83	4442	36.9	8.0	111	2645	30.9	4.8	93	1767	29.8	3.2	90
OUTDOOR IMPERATIVE		48319	8531	34.8	17.7	121	3012	25.0	6.2	87	2557	29.9	5.3	104	1585	26.7	3.3	93
NEWSPAPERS-RADIO: DUAL		37242	5036	20.6	13.5	93	3351	27.8	9.0	125	2120	24.8	5.7	112	1467	24.7	3.9	111
NEWSPAPER IMPERATIVE		54423	7118	29.1	13.1	90	4478	37.2	8.2	115	2512	29.4	4.6	91	2004	33.8	3.7	104
RADIO IMPERATIVE		46650	8045	32.9	17.2	118	2750	22.8	5.9	82	2591	30.3	5.6	109	1640	27.6	3.5	99
NEWSPAPERS-TELEVISION: DUAL		35974	4547	18.6	12.6	87	3088	25.7	8.6	120	1677	19.6	4.7	91	1513	25.5	4.2	119
NEWSPAPER IMPERATIVE		56095	7716	31.5	13.8	94	4816	40.0	8.6	120	2931	34.3	5.2	103	1943	32.7	3.5	98
TELEVISION IMPERATIVE		47170	7789	31.8	16.5	113	2653	22.0	5.6	78	2671	31.2	5.7	111	1674	28.2	3.5	100
OUTDOOR-RADIO: DUAL		33748	5663	23.1	16.8	115	2731	22.7	8.1	113	2032	23.8	6.0	118	1379	23.2	4.1	115
OUTDOOR IMPERATIVE		52785	8485	34.7	16.1	110	3980	33.1	7.5	105	2487	29.1	4.7	92	1747	29.4	3.3	94
RADIO IMPERATIVE		52882	7067	28.9	13.4	92	3664	30.4	6.9	97	2755	32.2	5.2	102	1804	30.4	3.4	96
OUTDOOR-TELEVISION: DUAL		32030	5566	22.7	17.4	119	2535	21.1	7.9	110	1854	21.7	5.8	114	1372	23.1	4.3	121
OUTDOOR IMPERATIVE		54626	8606	35.2	15.8	108	4097	34.0	7.5	104	2818	33.0	5.2	101	1891	31.9	3.5	98
TELEVISION IMPERATIVE		54874	6953	28.4	12.7	87	3841	31.9	7.0	98	2537	29.7	4.6	91	1873	31.5	3.4	96
RADIO-TELEVISION: DUAL		33386	4868	19.9	14.6	100	2689	22.3	8.1	112	2034	23.8	6.1	120	1451	24.4	4.3	123
RADIO IMPERATIVE		53810	8205	33.5	15.2	104	3733	31.0	6.9	97	2799	32.7	5.2	102	1765	29.7	3.3	93
TELEVISION IMPERATIVE		54023	7657	31.3	14.2	97	3695	30.7	6.8	95	2588	30.3	4.8	94	1941	32.7	3.6	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0084
P-22

	TOTAL U.S. '000	BUTTERFINGER A '000	B % DOWN	C % ACROSS	D INDX	CADBURY A '000	B % DOWN	C % ACROSS	D INDX	CHUNKY A '000	B % DOWN	C % ACROSS	D INDX	CLARK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	24483	100.0	14.6	100	12038	100.0	7.2	100	8550	100.0	5.1	100	5937	100.0	3.5	100
ATLANTIC MONTHLY	867	**77	0.3	8.9	61	**119	1.0	13.7	191	**28	0.3	3.2	63	**61	1.0	7.0	199
BARRON'S	1580	*193	0.8	12.2	84	**141	1.2	8.9	124	**54	0.6	3.4	67	**56	0.9	3.5	100
BETTER HOMES & GARDENS	22203	3884	15.9	17.5	120	2128	17.7	9.6	134	1396	16.3	6.3	123	853	14.4	3.8	109
BON APPETIT	3810	567	2.3	14.9	102	456	3.8	12.0	167	*140	1.6	3.7	72	**100	1.7	2.6	74
BUSINESS WEEK	4663	645	2.6	13.8	95	323	2.7	6.9	97	*204	2.4	4.4	86	*206	3.5	4.4	125
CAR AND DRIVER	3102	510	2.1	16.4	113	*225	1.9	7.3	101	*205	2.4	6.6	130	*127	2.1	4.1	116
CBS MAGAZINE NETWORK (GROSS)	7311	1344	5.5	18.4	126	596	5.0	8.2	114	307	3.6	4.2	82	318	5.4	4.3	123
CHANGING TIMES	3400	450	1.8	13.2	91	*226	1.9	6.6	93	**162	1.9	4.8	93	**121	2.0	3.6	101
COLONIAL HOMES	1796	298	1.2	16.6	114	*136	1.1	7.6	106	**120	1.4	6.7	131	*104	1.8	5.8	164
CONDE NAST MAG. PKG. (GROSS)	19924	3529	14.4	17.7	121	2211	18.4	11.1	155	1582	18.5	7.9	156	1040	17.5	5.2	147
CONSUMERS DIGEST	3125	403	1.6	12.9	88	311	2.6	10.0	139	**126	1.5	4.0	79	**139	2.3	4.4	126
COSMOPOLITAN	10577	1802	7.4	17.0	117	1056	8.8	10.0	139	769	9.0	7.3	143	556	9.4	5.3	149
COUNTRY LIVING	3746	572	2.3	15.3	105	265	2.2	7.1	99	*260	3.0	6.9	136	*164	2.8	4.4	124
CUISINE	2214	324	1.3	14.6	100	244	2.0	11.0	154	**101	1.2	4.6	89	**99	1.7	4.5	126
CYCLE WORLD	2394	485	2.0	20.3	139	*248	2.1	10.4	144	**120	1.4	5.0	98	**96	1.6	4.0	113
DCI:CREATIVE IDEAS FOR LIV	3068	637	2.6	20.8	142	*227	1.9	7.4	103	*265	3.1	8.6	169	*140	2.4	4.6	129
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1693	6.9	17.7	121	578	4.8	6.0	84	577	6.7	6.0	118	302	5.1	3.2	89
DISCOVER	2277	383	1.6	16.8	115	*161	1.3	7.1	99	*144	1.7	6.3	124	**120	2.0	5.3	149
EBONY	7187	1420	5.8	19.8	135	371	3.1	5.2	72	546	6.4	7.6	149	371	6.2	5.2	146
ESQUIRE	2560	504	2.1	19.7	135	*260	2.2	10.2	142	*164	1.9	6.4	126	*108	1.8	4.2	119
ESSENCE	3242	792	3.2	24.4	167	*152	1.3	4.7	65	*292	3.4	9.0	177	*191	3.2	5.9	166
FAMILY CIRCLE	19639	3111	12.7	15.8	109	2143	17.8	10.9	152	1223	14.3	6.2	122	881	14.8	4.5	127
THE FAMILY HANDYMAN	3540	584	2.4	16.5	113	248	2.1	7.0	98	*222	2.6	6.3	123	*242	4.1	6.8	193
FAMILY WEEKLY	23924	3744	15.3	15.6	107	1750	14.5	7.3	102	1045	12.2	4.4	86	754	12.7	3.2	89
FIELD & STREAM	9883	1792	7.3	18.1	124	705	5.9	7.1	99	553	6.5	5.6	110	363	6.1	3.7	104
FOOD & WINE	1030	*131	0.5	12.7	87	**58	0.5	5.6	78	**57	0.7	5.5	109	**47	0.8	4.6	129
FORBES	2679	336	1.4	12.5	86	277	2.3	10.3	144	*105	1.2	3.9	77	**86	1.4	3.2	91
FORTUNE	2931	501	2.0	17.1	117	252	2.1	8.6	120	*121	1.4	4.1	81	*198	3.3	6.8	191
GENTLEMEN'S QUARTERLY	3481	599	2.4	17.2	118	409	3.4	11.7	164	*203	2.4	5.8	114	*207	3.5	5.9	168
GLAMOUR	7163	1264	5.2	17.6	121	830	6.9	11.6	161	638	7.5	8.9	175	*348	5.9	4.9	137
GOLF DIGEST	2355	297	1.2	12.6	86	*95	0.8	4.0	56	**52	0.6	2.2	43	**76	1.3	3.2	91
GOLF DIGEST/TENNIS (GROSS)	3610	459	1.9	12.7	87	*152	1.3	4.2	59	**129	1.5	3.6	70	*148	2.5	4.1	116
GOLF MAGAZINE	2046	330	1.3	16.1	110	*141	1.2	6.9	96	**67	0.8	3.3	64	**86	1.4	4.2	119
GOLF MAGAZINE/SKI (GROSS)	3547	593	2.4	16.7	115	*266	2.2	7.5	104	*186	2.2	5.2	103	*148	2.5	4.2	118
GOOD HOUSEKEEPING	20353	3534	14.4	17.4	119	2022	16.8	9.9	138	1178	13.8	5.8	114	764	12.9	3.8	106
HARPER'S BAZAAR	3362	646	2.6	19.2	132	340	2.8	10.1	141	*283	3.3	8.4	165	*182	3.1	5.4	153
HEALTH	2987	447	1.8	15.0	103	*241	2.0	8.1	112	*232	2.7	7.8	152	*134	2.3	4.5	127
HEARST MAG CORP. BUY (GROSS)	67928	11487	46.9	16.9	116	6183	51.4	9.1	127	4445	52.0	6.5	128	3099	52.2	4.6	129
HEARST MAN POWER (GROSS)	11282	1921	7.8	17.0	117	782	6.5	6.9	97	634	7.4	5.6	110	529	8.9	4.7	132
HEARST WOMAN POWER (GROSS)	40514	7050	28.8	17.4	119	4062	33.7	10.0	140	2617	30.6	6.5	127	1791	30.2	4.4	125
HOUSE BEAUTIFUL	4885	720	2.9	14.7	101	402	3.3	8.2	115	367	4.3	7.5	147	*207	3.5	4.2	120
INC.	1308	**206	0.8	15.7	108	**170	1.4	13.0	181	**40	0.5	3.1	60	**51	0.9	3.9	110
JET	6498	1384	5.7	21.3	146	290	2.4	4.5	62	500	5.8	7.7	151	363	6.1	5.6	158
LADIES' HOME JOURNAL	14797	2681	11.0	18.1	124	1691	14.0	11.4	159	1058	12.4	7.2	140	682	11.5	4.6	130
LHJ FAMILY GRP COMBO(GROSS)	21743	3932	16.1	18.1	124	2233	18.5	10.3	143	1513	17.7	7.0	137	1053	17.7	4.8	137
LIFE	9881	1687	6.9	17.1	117	965	8.0	9.8	136	578	6.8	5.8	115	553	9.3	5.6	158
L.A. TIMES HOME MAGAZINE	2775	328	1.3	11.8	81	*217	1.8	7.8	109	*92	1.1	3.3	65	**26	0.4	0.9	26
MADEMOISELLE	4219	729	3.0	17.3	118	493	4.1	11.7	163	*283	3.3	6.7	132	*263	4.4	6.2	176
MC CALL'S	16422	3073	12.6	18.7	128	1667	13.8	10.2	141	954	11.2	5.8	114	735	12.4	4.5	126
MC CALL'S/WRK MOTHER (GROSS)	17919	3401	13.9	19.0	130	1793	14.9	10.0	139	1005	11.8	5.6	110	781	13.2	4.4	123
MECHANIX ILLUSTRATED	4433	751	3.1	16.9	116	322	2.7	7.3	101	280	3.3	6.3	124	*172	2.9	3.9	110
METROPOLITAN HOME	1504	*176	0.7	11.7	80	*206	1.7	13.7	191	*149	1.7	9.9	194	**35	0.6	2.3	66
MONEY	4723	605	2.5	12.8	88	501	4.2	10.6	148	*293	3.4	6.2	122	285	4.8	6.0	170
MOTHER EARTH NEWS	2325	457	1.9	19.7	135	*211	1.8	9.1	126	**130	1.5	5.6	110	**104	1.8	4.5	126
MS.	1189	*229	0.9	19.3	132	*143	1.2	12.0	168	*139	1.6	11.7	229	**62	1.0	5.2	147
NATIONAL ENQUIRER	18892	3687	15.1	19.5	134	1596	13.3	8.4	118	1230	14.4	6.5	128	784	13.2	4.1	117
NATIONAL GEOGRAPHIC	22129	3064	12.5	13.8	95	2200	18.3	9.9	139	1023	12.0	4.6	91	786	13.2	3.6	100
NATIONAL SUNDAY MAGAZINE PKG	103750	14357	58.6	13.8	95	8694	72.2	8.4	117	5197	60.8	5.0	98	3873	65.2	3.7	105
NATURAL HISTORY	1379	*214	0.9	15.5	106	*176	1.5	12.8	178	**35	0.4	2.5	50	**70	1.2	5.1	143
NEW WOMAN	2289	415	1.7	18.1	124	*263	2.2	11.5	160	*237	2.8	10.4	203	**91	1.5	4.0	112
NEW YORK INCLUDING CUE	1088	**61	0.2	5.6	38	**73	0.6	6.7	93	**64	0.7	5.9	115	**31	0.5	2.8	80
THE NEW YORKER	2459	267	1.1	10.9	74	274	2.3	11.1	155	*142	1.7	5.8	113	*135	2.3	5.5	155
NEWSWEEK	16527	2483	10.1	15.0	103	1589	13.2	9.6	134	908	10.6	5.5	108	710	12.0	4.3	121
THE N.Y. TIMES DAILY EDITION	2739	*172	0.7	6.3	43	337	2.8	12.3	171	*152	1.8	5.5	109	**107	1.8	3.9	110
THE N.Y. TIMES MAGAZINE	4443	*337	1.4	7.6	52	530	4.4	11.9	166	258	3.0	5.8	114	*191	3.2	4.3	121
OMNI	2799	444	1.8	15.9	109	*175	1.5	6.3	87	*237	2.8	8.5	166	**122	2.1	4.4	123
ON CABLE	2209	466	1.9	21.1	145	*152	1.3	6.9	96	*173	2.0	7.8	154	*144	2.4	6.5	184
1001 HOME IDEAS	3959	804	3.3	20.3	139	301	2.5	7.6	106	*223	2.6	5.6	110	*237	4.0	6.0	169
ORGANIC GARDENING	3111	580	2.4	18.6	128	*248	2.1	8.0	111	*236	2.8	7.6	149	*161	2.7	5.2	146
OUTDOOR LIFE	5024	957	3.9	19.0	130	280	2.3	5.6	78	*264	3.1	5.3	103	216	3.6	4.3	121
PARADE MAGAZINE	51292	6936	28.3	13.5	93	4879	40.5	9.5	133	2862	33.5	5.6	109	2186	36.8	4.3	120

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0085
P-22

	TOTAL U.S. '000	BUTTERFINGER A '000	B % DOWN	C % ACROSS	D INDX	CADBURY A '000	B % DOWN	C % ACROSS	D INDX	CHUNKY A '000	B % DOWN	C % ACROSS	D INDX	CLARK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	24483	100.0	14.6	100	12038	100.0	7.2	100	8550	100.0	5.1	100	5937	100.0	3.5	100
PARENTS	5298	1090	4.5	20.6	141	464	3.9	8.8	122	354	4.1	6.7	131	*205	3.5	3.9	109
PENTHOUSE	5129	892	3.6	17.4	119	340	2.8	6.6	92	416	4.9	8.1	159	309	5.2	6.0	170
PEOPLE	21070	3420	14.0	16.2	111	2035	16.9	9.7	135	1262	14.8	6.0	117	832	14.0	3.9	112
PLAYBOY	10562	1624	6.6	15.4	105	675	5.6	6.4	89	522	6.1	4.9	97	478	8.1	4.5	128
POPULAR HOT RODDING	2498	466	1.9	18.7	128	*171	1.4	6.8	95	**104	1.2	4.2	82	**115	1.9	4.6	130
POPULAR MECHANICS	5887	1038	4.2	17.6	121	409	3.4	6.9	97	303	3.5	5.1	101	276	4.6	4.7	132
POPULAR SCIENCE	4317	642	2.6	14.9	102	*165	1.4	3.8	53	*302	3.5	7.0	137	*214	3.6	5.0	140
PREVENTION	5792	747	3.1	12.9	88	448	3.7	7.7	108	*237	2.8	4.1	80	*215	3.6	3.7	105
PSYCHOLOGY TODAY	3284	527	2.2	16.0	110	326	2.7	9.9	138	*248	2.9	7.6	148	*144	2.4	4.4	124
READER'S DIGEST	40046	5922	24.2	14.8	101	3395	28.2	8.5	118	2021	23.6	5.0	99	1506	25.4	3.8	106
REDBOOK	9584	1714	7.0	17.9	123	984	8.2	10.3	143	670	7.8	7.0	137	471	7.9	4.9	139
ROAD & TRACK	2590	438	1.8	16.9	116	*182	1.5	7.0	98	**75	0.9	2.9	57	**67	1.1	2.6	73
ROLLING STONE	3302	734	3.0	22.2	152	444	3.7	13.4	187	*235	2.7	7.1	140	*199	3.4	6.0	170
RUNNER'S WORLD	1229	**163	0.7	13.3	91	**124	1.0	10.1	141	**101	1.2	8.2	161	**40	0.7	3.3	92
SATURDAY EVENING POST	2110	350	1.4	16.6	114	252	2.1	11.9	166	**129	1.5	6.1	120	*137	2.3	6.5	183
SCIENCE 84	1543	*206	0.8	13.4	91	*115	1.0	7.5	104	**67	0.8	4.3	85	**64	1.1	4.1	117
SCIENCE DIGEST	1747	268	1.1	15.3	105	**151	1.3	8.6	120	**59	0.7	3.4	66	**53	0.9	3.0	86
SCIENTIFIC AMERICAN	1994	*211	0.9	10.6	72	*151	1.3	7.6	106	**136	1.6	6.8	134	**95	1.6	4.8	135
SELF	3119	773	3.2	24.8	170	329	2.7	10.5	147	374	4.4	12.0	235	*183	3.1	5.9	166
SEVENTEEN	3923	929	3.8	23.7	162	503	4.2	12.8	179	*248	2.9	6.3	124	*208	3.5	5.3	150
SKI	1501	263	1.1	17.5	120	**124	1.0	8.3	115	**119	1.4	7.9	156	**62	1.0	4.1	117
SMITHSONIAN	5976	813	3.3	13.6	93	575	4.8	9.6	134	289	3.4	4.8	95	255	4.3	4.3	121
SOAP OPERA DIGEST	4228	976	4.0	23.1	158	294	2.4	7.0	97	354	4.1	8.4	164	*227	3.8	5.4	152
SOUTHERN LIVING	6488	1056	4.3	16.3	112	351	2.9	5.4	75	*312	3.6	4.8	94	*162	2.7	2.5	71
SPORT	3500	621	2.5	17.7	122	*243	2.0	6.9	97	*155	1.8	4.4	87	*228	3.8	6.5	184
THE SPORTING NEWS	2456	488	2.0	19.9	136	**86	0.7	3.5	49	**174	2.0	7.1	139	*128	2.2	5.2	147
SPORTS AFIELD	3648	616	2.5	16.9	116	*223	1.9	6.1	85	*272	3.2	7.5	146	*199	3.4	5.5	154
SPORTS ILLUSTRATED	14484	2233	9.1	15.4	106	963	8.0	6.6	93	745	8.7	5.1	101	644	10.8	4.4	126
STAR	12661	2405	9.8	19.0	130	1062	8.8	8.4	117	922	10.8	7.3	143	622	10.5	4.9	139
SUNDAY	52799	6693	27.3	12.7	87	4977	41.3	9.4	131	2798	32.7	5.3	104	2155	36.3	4.1	115
SUNSET	3513	659	2.7	18.8	129	334	2.8	9.5	132	**163	1.9	4.6	91	**58	1.0	1.7	47
TV GUIDE	42766	7114	29.1	16.6	114	3409	28.3	8.0	111	2431	28.4	5.7	112	1749	29.5	4.1	116
TENNIS	1254	*162	0.7	12.9	89	**57	0.5	4.5	63	**77	0.9	6.1	120	**72	1.2	5.7	162
TIME	22054	2881	11.8	13.1	89	2040	16.9	9.3	129	1221	14.3	5.5	109	953	16.1	4.3	122
TOWN & COUNTRY	1555	*161	0.7	10.4	71	*157	1.3	10.1	141	**101	1.2	6.5	127	**86	1.4	5.5	156
TRAVEL & LEISURE	2173	*247	1.0	11.4	78	*197	1.6	9.1	126	**86	1.0	4.0	78	**94	1.6	4.3	122
TRUE STORY	4636	977	4.0	21.1	144	*193	1.6	4.2	58	*256	3.0	5.5	108	272	4.6	5.9	166
U.S.NEWS & WORLD REPORT	10353	1347	5.5	13.0	89	805	6.7	7.8	108	466	5.5	4.5	88	457	7.7	4.4	125
USA TODAY	4994	687	2.8	13.8	94	478	4.0	9.6	133	*249	2.9	5.0	98	*208	3.5	4.2	118
US	3528	799	3.3	22.6	155	433	3.6	12.3	171	*267	3.1	7.6	148	*214	3.6	6.1	171
VOGUE	5424	764	3.1	14.1	96	559	4.6	10.3	144	287	3.4	5.3	104	247	4.2	4.6	129
WALL STREET JOURNAL	6292	610	2.5	9.7	66	494	4.1	7.9	109	237	2.8	3.8	74	*198	3.3	3.1	89
WEIGHT WATCHERS	2762	661	2.7	23.9	164	312	2.6	11.3	157	**93	1.1	3.4	66	**97	1.6	3.5	99
WOMAN'S DAY	16320	2837	11.6	17.4	119	1845	15.3	11.3	158	1098	12.8	6.7	132	650	10.9	4.0	113
WORKING MOTHER	1496	328	1.3	21.9	150	*126	1.0	8.4	117	**51	0.6	3.4	67	**47	0.8	3.1	89
WORKING WOMAN	1851	332	1.4	17.9	123	*156	1.3	8.4	117	**140	1.6	7.6	148	**64	1.1	3.5	98
WORLD TENNIS	580	**70	0.3	12.1	83	**27	0.2	4.7	65	**24	0.3	4.1	81	**55	0.9	9.5	268
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1977	8.1	15.9	109	1065	8.8	8.6	120	707	8.3	5.7	112	553	9.3	4.5	126
BLAIR INSERTS	91671	12237	50.0	13.3	91	7983	66.3	8.7	121	4775	55.8	5.2	102	3620	61.0	3.9	112
DAILY NEWSPAPERS																	
READ ANY	109190	14900	60.9	13.6	93	8795	73.1	8.1	112	5607	65.6	5.1	101	4017	67.7	3.7	104
READ ONE	89587	12486	51.0	13.9	95	6871	57.1	7.7	107	4573	53.5	5.1	100	3270	55.1	3.7	103
READ TWO OR MORE	19602	2414	9.9	12.3	84	1924	16.0	9.8	137	1035	12.1	5.3	104	747	12.6	3.8	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	15156	61.9	13.8	95	9214	76.5	8.4	117	5547	64.9	5.1	99	4123	69.4	3.8	106
READ ONE	95074	13210	54.0	13.9	95	7671	63.7	8.1	112	4813	56.3	5.1	99	3423	57.7	3.6	102
READ TWO OR MORE	14588	1946	7.9	13.3	91	1543	12.8	10.6	147	734	8.6	5.0	99	700	11.8	4.8	136
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.97				32.18				31.64				31.55			
30 DAY REACH	149706	22360	91.3	14.9	102	10853	90.2	7.2	101	7689	89.9	5.1	101	5294	89.2	3.5	100
50 SHWG - 30 DAY AV FREQ	15.16	16.31				17.01				16.63				16.89			
30 DAY REACH	142406	21289	87.0	14.9	102	10288	85.5	7.2	101	7325	85.7	5.1	101	4951	83.4	3.5	98
25 SHWG - 30 DAY AV FREQ	8.23	8.72				9.16				8.84				9.03			
30 DAY REACH	131152	19947	81.5	15.2	104	9537	79.2	7.3	101	6854	80.2	5.2	103	4635	78.1	3.5	100
CABLE TV: HOME WIRED	66879	10751	43.9	16.1	110	5045	41.9	7.5	105	3609	42.2	5.4	106	2282	38.4	3.4	96
HOME NOT WIRED	100848	13732	56.1	13.6	93	6993	58.1	6.9	97	4941	57.8	4.9	96	3654	61.5	3.6	102
HAVE PAY CABLE	35024	5793	23.7	16.5	113	2883	23.9	8.2	115	2118	24.8	6.0	119	1255	21.1	3.6	101

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

	TOTAL U.S. '000	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	CADBURY A '000	CADBURY B % DOWN	CADBURY C % ACROSS	CADBURY D INDX	CHUNKY A '000	CHUNKY B % DOWN	CHUNKY C % ACROSS	CHUNKY D INDX	CLARK A '000	CLARK B % DOWN	CLARK C % ACROSS	CLARK D IND
TOTAL ADULTS	167727	24483	100.0	14.6	100	12038	100.0	7.2	100	8550	100.0	5.1	100	5937	100.0	3.5	10
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	14188	58.0	14.8	102	7178	59.6	7.5	105	5120	59.9	5.4	105	3525	59.4	3.7	10
10:00 AM - 3:00 PM	63599	9405	38.4	14.8	101	4680	38.9	7.4	103	3381	39.5	5.3	104	2502	42.1	3.9	11
3:00 PM - 7:00 PM	72097	11147	45.5	15.5	106	5454	45.3	7.6	105	3971	46.4	5.5	108	2666	44.9	3.7	10
7:00 PM - MIDNIGHT	36670	5634	23.0	15.4	105	2960	24.6	8.1	112	2035	23.8	5.5	109	1375	23.2	3.7	10
MIDNIGHT - 6:00 AM	21908	3196	13.1	14.6	100	1645	13.7	7.5	105	1227	14.4	5.6	110	724	12.2	3.3	9
6:00 AM - MIDNIGHT	127571	19085	78.0	15.0	102	9481	78.8	7.4	104	6917	80.9	5.4	106	4852	81.7	3.8	10
ENTIRE DAY	129239	19322	78.9	15.0	102	9648	80.1	7.5	104	7014	82.0	5.4	106	4874	82.1	3.8	10
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	5218	21.3	15.3	105	2768	23.0	8.1	113	1870	21.9	5.5	108	1360	22.9	4.0	11
ALL NEWS	6062	485	2.0	8.0	55	487	4.0	8.0	112	323	3.8	5.3	105	*185	3.1	3.1	8
AOR/PROGRESSIVE	11884	1839	7.5	15.5	106	1227	10.2	10.3	144	755	8.8	6.4	125	540	9.1	4.5	12
BEAUTIFUL MUSIC	11180	1272	5.2	11.4	78	854	7.1	7.6	106	438	5.1	3.9	77	457	7.7	4.1	11
BLACK	4538	917	3.7	20.2	138	312	2.6	6.9	96	446	5.2	9.8	193	*180	3.0	4.0	11
CLASSICAL	3857	430	1.8	11.1	76	414	3.4	10.7	150	*156	1.8	4.0	79	*162	2.7	4.2	11
CHR/ROCK	21946	3403	13.9	15.5	106	2061	17.1	9.4	131	1567	18.3	7.1	140	956	16.1	4.4	12
COUNTRY	27262	4729	19.3	17.3	119	1509	12.5	5.5	77	1202	14.1	4.4	86	840	14.1	3.1	8
GOLDEN OLDIES	3339	409	1.7	12.2	84	*204	1.7	6.1	85	*245	2.9	7.3	144	**97	1.6	2.9	8
MOR/NOSTALGIA	10346	1459	6.0	14.1	97	827	6.9	8.0	111	439	5.1	4.2	83	426	7.2	4.1	11
NEWS/TALK	8929	934	3.8	10.5	72	530	4.4	5.9	83	472	5.5	5.3	104	314	5.3	3.5	9
RELIGIOUS	5488	756	3.1	13.8	94	247	2.1	4.5	63	*289	3.4	5.3	103	*209	3.5	3.8	10
SOFT ROCK	1232	**178	0.7	14.4	99	**95	0.8	7.7	107	**74	0.9	6.0	118	**111	1.9	9.0	25
URBAN CONTEMPORARY	3184	462	1.9	14.5	99	*236	2.0	7.4	103	*234	2.7	7.3	144	*198	3.3	6.2	17
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1232	5.0	17.8	122	611	5.1	8.8	123	442	5.2	6.4	125	369	6.2	5.3	15
ABC DIRECTION	5212	723	3.0	13.9	95	386	3.2	7.4	103	249	2.9	4.8	94	*243	4.1	4.7	13
ABC ENTERTAINMENT	10385	1436	5.9	13.8	95	685	5.7	6.6	92	633	7.4	6.1	120	504	8.5	4.9	13
ABC FM	4762	813	3.3	17.1	117	308	2.6	6.5	90	337	3.9	7.1	139	*240	4.0	5.0	14
ABC INFORMATION	11339	1600	6.5	14.1	97	775	6.4	6.8	95	515	6.0	4.5	89	341	5.7	3.0	8
ABC ROCK	4878	706	2.9	14.5	99	404	3.4	8.3	115	258	3.0	5.3	104	*231	3.9	4.7	13
CBS	10709	1225	5.0	11.4	78	776	6.4	7.2	101	510	6.0	4.8	93	322	5.4	3.0	8
MUTUAL	10251	1535	6.3	15.0	103	752	6.2	7.3	102	685	8.0	6.7	131	417	7.0	4.1	11
NBC	12243	1494	6.1	12.2	84	836	6.9	6.8	95	730	8.5	6.0	117	371	6.2	3.0	8
RADIORADIO	4606	715	2.9	15.5	106	399	3.3	8.7	121	389	4.5	8.4	166	*222	3.7	4.8	13
RKO ONE	5148	972	4.0	18.9	129	407	3.4	7.9	110	431	5.0	8.4	164	*251	4.2	4.9	13
RKO TWO	7313	1008	4.1	13.8	94	429	3.6	5.9	82	373	4.4	5.1	100	*206	3.5	2.8	8
THE SOURCE	5981	932	3.8	15.6	107	544	4.5	9.1	127	341	4.0	5.7	112	*235	4.0	3.9	11
NON-WIRED : BLAIR	19329	3004	12.3	15.5	106	1129	9.4	5.8	81	865	10.1	4.5	88	612	10.3	3.2	8
INTERNET	27139	4208	17.2	15.5	106	2266	18.8	8.3	116	1575	18.4	5.8	114	1144	19.3	4.2	11
KATZ RADIO GROUP	36319	4888	20.0	13.5	92	2943	24.4	8.1	113	2136	25.0	5.9	115	1445	24.3	4.0	11
SUPERNET	22361	3558	14.5	15.9	109	1803	15.0	8.1	112	1235	14.4	5.5	108	954	16.1	4.3	12
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2193	9.0	15.1	103	1030	8.6	7.1	99	730	8.5	5.0	99	502	8.5	3.5	9
WKDAY 9:00 AM - 1:00 PM	18688	2926	12.0	15.7	107	1333	11.1	7.1	99	878	10.3	4.7	92	814	13.7	4.4	12
WKDAY 1:00 PM - 4:30 PM	24061	3827	15.6	15.9	109	1669	13.9	6.9	97	1215	14.2	5.0	99	996	16.8	4.1	11
WKDAY 4:30 PM - 7:30 PM	44079	5919	24.2	13.4	92	3220	26.7	7.3	102	2028	23.7	4.6	90	1563	26.3	3.5	10
WKDAY 7:30 PM - 8:00 PM	61979	8359	34.1	13.5	92	4476	37.2	7.2	101	2988	34.9	4.8	95	2268	38.2	3.7	10
WKDAY 11:00 PM - 11:30 PM	49084	7603	31.1	15.5	106	3682	30.6	7.5	105	2726	31.9	5.6	109	1891	31.9	3.9	10
WKDAY 11:30 PM - 1:00 AM	16560	2568	10.5	15.5	106	1255	10.4	7.6	106	1046	12.2	6.3	124	651	11.0	3.9	11
M-SAT 8-11 PM+SUN 7-11 PM	66967	9752	39.8	14.6	100	5196	43.2	7.8	108	3580	41.9	5.3	105	2463	41.5	3.7	10
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1653	6.8	17.8	122	717	6.0	7.7	108	589	6.9	6.4	125	418	7.0	4.5	12
ANOTHER WORLD N	6138	1043	4.3	17.0	116	569	4.7	9.3	129	299	3.5	4.9	96	275	4.6	4.5	12
AS THE WORLD TURNS C	7707	1055	4.3	13.7	94	401	3.3	5.2	72	268	3.1	3.5	68	249	4.2	3.2	9
CAPITOL C	4688	734	3.0	15.7	107	221	1.8	4.7	66	172	2.0	3.7	72	189	3.2	4.0	11
CBS MORN. NEWS 1 C	2792	526	2.1	18.8	129	123	1.0	4.4	61	185	2.2	6.6	130	103	1.7	3.7	10
CBS MORN. NEWS 2 C	2071	244	1.0	11.8	81	98	0.8	4.7	66	113	1.3	5.5	107	*75	1.3	3.6	10
DAYS OF OUR LIVES N	8018	1345	5.5	16.8	115	774	6.4	9.7	135	439	5.1	5.5	107	385	6.5	4.8	13
FACTS OF LIFE - DAYTIME N	3487	632	2.6	18.1	124	228	1.9	6.5	91	139	1.6	4.0	78	221	3.7	6.3	17
FAMILY FEUD A	4817	757	3.1	15.7	108	349	2.9	7.2	101	210	2.5	4.4	86	226	3.8	4.7	13
GENERAL HOSPITAL A	8333	1455	5.9	17.5	120	558	4.6	6.7	93	443	5.2	5.3	104	400	6.7	4.8	13
GOOD MORNING, AMERICA-730 A	5472	857	3.5	15.7	107	322	2.7	5.9	82	227	2.7	4.1	81	174	2.9	3.2	9
GOOD MORNING, AMERICA-830 A	3965	597	2.4	15.1	103	240	2.0	6.1	84	134	1.6	3.4	66	117	2.0	3.0	8
GUIDING LIGHT C	7542	1101	4.5	14.6	100	355	2.9	4.7	66	328	3.8	4.3	85	268	4.5	3.6	10
ONE LIFE TO LIVE A	6018	1137	4.6	18.9	129	365	3.0	6.1	85	361	4.2	6.0	118	283	4.8	4.7	13
PRESS YOUR LUCK C	3589	519	2.1	14.5	99	215	1.8	6.0	83	178	2.1	5.0	97	184	3.1	5.1	14
PRICE IS RIGHT 1 C	7418	987	4.0	13.3	91	440	3.7	5.9	83	304	3.6	4.1	80	285	4.8	3.8	10
PRICE IS RIGHT 2 C	8276	1217	5.0	14.7	101	514	4.3	6.2	87	313	3.7	3.8	74	353	5.9	4.3	12
RYAN'S HOPE A	4358	765	3.1	17.6	120	393	3.3	9.0	126	299	3.5	6.9	135	296	5.0	6.8	19
SALE OF THE CENTURY N	3749	684	2.8	18.2	125	282	2.3	7.5	105	158	1.8	4.2	83	209	3.5	5.6	15
SEARCH FOR TOMORROW N	2884	442	1.8	15.3	105	290	2.4	10.1	140	*138	1.6	4.8	94	*115	1.9	4.0	11
TODAY SHOW 1 N	4869	549	2.2	11.3	77	321	2.7	6.6	92	176	2.1	3.6	71	157	2.6	3.2	9
TODAY SHOW 2 N	4135	470	1.9	11.4	78	325	2.7	7.9	110	139	1.6	3.4	66	177	3.0	4.3	12
$25,000 PYRAMID C	4361	657	2.7	15.1	103	287	2.4	6.6	92	179	2.1	4.1	81	231	3.9	5.3	15
WHEEL OF FORTUNE N	6187	1188	4.9	19.2	132	400	3.3	6.5	90	256	3.0	4.1	81	239	4.0	3.9	10
YOUNG AND THE RESTLESS C	8186	1296	5.3	15.8	108	392	3.3	4.8	67	324	3.8	4.0	78	297	5.0	3.6	10
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	635	2.6	13.4	92	373	3.1	7.9	110	320	3.7	6.8	133	*165	2.8	3.5	9
NBA PLAYOFF GAME -1 C	5127	645	2.6	12.6	86	296	2.5	5.8	80	290	3.4	5.7	111	178	3.0	3.5	9
NBC MAJOR LEAGUE PRE-GAME N	3945	615	2.5	15.6	107	*115	1.0	2.9	41	*308	3.6	7.8	153	**150	2.5	3.8	10
SPORTSWORLD - SUN N	3370	477	1.9	14.2	97	328	2.7	9.7	136	*188	2.2	5.6	109	*109	1.8	3.2	9
SUNDAY MORNING C	4200	615	2.5	14.6	100	283	2.4	6.7	94	*234	2.7	5.6	109	*127	2.1	3.0	8

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0087
P-22

		TOTAL U.S. '000	BUTTERFINGER A '000	B % DOWN	C % ACROSS	D INDX	CADBURY A '000	B % DOWN	C % ACROSS	D INDX	CHUNKY A '000	B % DOWN	C % ACROSS	D INDX	CLARK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	24483	100.0	14.6	100	12038	100.0	7.2	100	8550	100.0	5.1	100	5937	100.0	3.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	6796	27.8	13.0	89	3439	28.6	6.6	92	2263	26.5	4.3	85	1802	30.4	3.4	97
NETWORK AFFILIATES - LATE		39164	6118	25.0	15.6	107	2951	24.5	7.5	105	2074	24.3	5.3	104	1465	24.7	3.7	106
INDEPENDENTS - LATE		5133	590	2.4	11.5	79	519	4.3	10.1	141	319	3.7	6.2	122	180	3.0	3.5	99
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3452	14.1	15.1	104	1677	13.9	7.3	102	1274	14.9	5.6	109	800	13.5	3.5	99
ABC MONDAY NIGHT MOVIE	A	11258	1718	7.0	15.3	105	917	7.6	8.1	113	548	6.4	4.9	95	371	6.2	3.3	93
ABC SUNDAY NIGHT MOVIE	A	23600	3572	14.6	15.1	104	1856	15.4	7.9	110	1341	15.7	5.7	111	871	14.7	3.7	104
ABC WORLD NEWS TONIGHT	A	12801	1575	6.4	12.3	84	866	7.2	6.8	94	510	6.0	4.0	78	422	7.1	3.3	93
AFTERMASH	C	10966	1421	5.8	13.0	89	893	7.4	8.1	113	550	6.4	5.0	98	290	4.9	2.6	75
ALICE	C	17050	2428	9.9	14.2	98	1384	11.5	8.1	113	869	10.2	5.1	100	567	9.6	3.3	94
AMERICAN PARADE	C	11998	1511	6.2	12.6	86	795	6.6	6.6	92	469	5.5	3.9	77	376	6.3	3.1	89
BENSON	A	19258	2481	10.1	12.9	88	1505	12.5	7.8	109	1103	12.9	5.7	112	541	9.1	2.8	79
BLUE THUNDER	A	11478	1700	6.9	14.8	101	918	7.6	8.0	111	480	5.6	4.2	82	419	7.1	3.7	103
CAGNEY & LACEY	C	18263	2942	12.0	16.1	110	1537	12.8	8.4	117	982	11.5	5.4	105	586	9.9	3.2	91
CBS EVENING NEWS-DEAN	C	7733	996	4.1	12.9	88	613	5.1	7.9	110	345	4.0	4.5	88	206	3.5	2.7	75
CBS EVENING NEWS-RATHER	C	15653	1921	7.8	12.3	84	976	8.1	6.2	87	668	7.8	4.3	84	502	8.5	3.2	91
CBS SAT. NEWS-SCHIEFFER	C	8744	1047	4.3	12.0	82	554	4.6	6.3	88	331	3.9	3.8	74	196	3.3	2.2	63
CBS SATURDAY NIGHT MOVIE	C	12000	1727	7.1	14.4	99	748	6.2	6.2	87	730	8.5	6.1	119	336	5.7	2.8	79
CBS WEDNESDAY NIGHT MOVIE	C	11522	1682	6.9	14.6	100	793	6.6	6.9	96	553	6.5	4.8	94	310	5.2	2.7	76
CHEERS	N	16818	2247	9.2	13.4	92	1554	12.9	9.2	129	851	10.0	5.1	99	637	10.7	3.8	107
DALLAS	C	37510	5631	23.0	15.0	103	2668	22.2	7.1	99	1864	21.8	5.0	97	1245	21.0	3.3	94
DIFF'RENT STROKES	N	11258	1764	7.2	15.7	107	698	5.8	6.2	86	488	5.7	4.3	85	375	6.3	3.3	94
DOUBLE TROUBLE	N	12248	1860	7.6	15.2	104	902	7.5	7.4	103	744	8.7	6.1	119	438	7.4	3.6	101
DUCK FACTORY	N	11100	1328	5.4	12.0	82	837	7.0	7.5	105	628	7.3	5.7	111	424	7.1	3.8	108
DUKES OF HAZZARD	C	12353	1921	7.8	15.6	107	849	7.1	6.9	96	438	5.1	3.5	70	550	9.3	4.5	126
DYNASTY	A	33279	5365	21.9	16.1	110	2328	19.3	7.0	97	1756	20.5	5.3	104	1281	21.6	3.8	109
FACTS OF LIFE	N	13410	1995	8.1	14.9	102	904	7.5	6.7	94	710	8.3	5.3	104	444	7.5	3.3	94
FALCON CREST	C	31093	4933	20.1	15.9	109	2351	19.5	7.6	105	1494	17.5	4.8	94	986	16.6	3.2	90
FALL GUY	A	18649	2619	10.7	14.0	96	1202	10.0	6.4	90	862	10.1	4.6	91	683	11.5	3.7	103
FAMILY TIES	N	13101	1924	7.9	14.7	101	990	8.2	7.6	105	773	9.0	5.9	116	505	8.5	3.9	109
FANTASY ISLAND	A	13069	2007	8.2	15.4	105	940	7.8	7.2	100	714	8.4	5.5	107	517	8.7	4.0	112
FOULUPS,BLEEPS & BLUNDERS	A	16588	2278	9.3	13.7	94	1270	10.5	7.7	107	765	8.9	4.6	90	537	9.0	3.2	91
FOUR SEASONS	C	9302	1280	5.2	13.8	94	782	6.5	8.4	117	437	5.1	4.7	92	*231	3.9	2.5	70
GIMME A BREAK	N	13955	2226	9.1	16.0	109	1075	8.9	7.7	107	778	9.1	5.6	109	458	7.7	3.3	93
HART TO HART	A	15735	2458	10.0	15.6	107	1324	11.0	8.4	117	687	8.0	4.4	86	468	7.9	3.0	84
HILL STREET BLUES	N	18257	2413	9.9	13.2	91	1556	12.9	8.5	119	994	11.6	5.4	107	742	12.5	4.1	115
HOTEL	A	24236	3660	14.9	15.1	103	1587	13.2	6.5	91	1101	12.9	4.5	89	891	15.0	3.7	104
JEFFERSONS	C	17010	2494	10.2	14.7	100	1191	9.9	7.0	98	837	9.8	4.9	97	511	8.6	3.0	85
JENNIFER SLEPT HERE	N	9397	1548	6.3	16.5	113	630	5.2	6.7	93	455	5.3	4.8	95	352	5.9	3.7	106
KATE & ALLIE	C	16762	2263	9.2	13.5	92	1211	10.1	7.2	101	855	10.0	5.1	100	532	9.0	3.2	90
KNIGHT RIDER	N	13164	2263	9.2	17.2	118	974	8.1	7.4	103	595	7.0	4.5	89	480	8.1	3.6	103
LOVE BOAT	A	20400	2839	11.6	13.9	95	1615	13.4	7.9	110	931	10.9	4.6	90	595	10.0	2.9	82
MAGNUM PI	C	22543	3076	12.6	13.6	93	1629	13.5	7.2	101	1104	12.9	4.9	96	728	12.3	3.2	91
MAMA'S FAMILY	N	9852	1595	6.5	16.2	111	763	6.3	7.7	108	413	4.8	4.2	82	400	6.7	4.1	115
MASTER, THE	N	8082	1233	5.0	15.3	105	605	5.0	7.5	104	315	3.7	3.9	76	258	4.3	3.2	90
MATT HOUSTON	A	12881	1761	7.2	13.7	94	1237	10.3	9.6	134	725	8.5	5.6	110	511	8.6	4.0	112
NBC MONDAY NIGHT MOVIE	N	23889	4006	16.4	16.8	115	1827	15.2	7.6	107	1359	15.9	5.7	112	878	14.8	3.7	104
NBC NIGHTLY NEWS	N	11156	1432	5.8	12.8	88	774	6.4	6.9	97	542	6.3	4.9	95	366	6.2	3.3	93
NBC NIGHTLY NEWS-SAT	N	7363	785	3.2	10.7	73	432	3.6	5.9	82	*242	2.8	3.3	64	*230	3.9	3.1	88
NBC NIGHTLY NEWS-SUN	N	6214	664	2.7	10.7	73	468	3.9	7.5	105	*169	2.0	2.7	53	*193	3.3	3.1	88
NBC SUNDAY NIGHT MOVIE	N	17590	2727	11.1	15.5	106	1202	10.0	6.8	95	1144	13.4	6.5	128	751	12.6	4.3	121
NEWHART	C	16740	2468	10.1	14.7	101	1346	11.2	8.0	112	902	10.5	5.4	106	591	10.0	3.5	100
ONE DAY AT A TIME	C	11820	1812	7.4	15.3	105	983	8.2	8.3	116	581	6.8	4.9	96	364	6.1	3.1	87
PEOPLE ARE FUNNY	N	9138	1593	6.5	17.4	119	670	5.6	7.3	102	430	5.0	4.7	92	350	5.9	3.8	108
REAL PEOPLE	N	15979	2192	9.0	13.7	94	1138	9.5	7.1	99	723	8.5	4.5	89	490	8.3	3.1	87
REMINGTON STEELE	N	14395	2076	8.5	14.4	99	1070	8.9	7.4	104	854	10.0	5.9	116	525	8.8	3.6	103
RIPLEY'S BELIEVE IT - NOT	A	11362	1682	6.9	14.8	101	956	7.9	8.4	117	508	5.9	4.5	88	429	7.2	3.8	107
RIPTIDE	N	13920	2064	8.4	14.8	102	1004	8.3	7.2	100	826	9.7	5.9	116	502	8.5	3.6	102
SCARECROW & MRS. KING	C	17571	2391	9.8	13.6	93	1281	10.6	7.3	102	795	9.3	4.5	89	656	11.0	3.7	105
SIMON & SIMON	C	20208	2996	12.2	14.8	102	1310	10.9	6.5	90	890	10.4	4.4	86	715	12.0	3.5	100
60 MINUTES	C	27668	3217	13.1	11.6	80	1920	15.9	6.9	97	1192	13.9	4.3	85	737	12.4	2.7	75
ST. ELSEWHERE	N	13699	2176	8.9	15.9	109	1214	10.1	8.9	123	822	9.6	6.0	118	536	9.0	3.9	111
THREE'S COMPANY	A	20632	3388	13.8	16.4	112	1436	11.9	7.0	97	1153	13.5	5.6	110	842	14.2	4.1	115
T.J. HOOKER	A	17136	2269	9.3	13.2	91	1475	12.3	8.6	120	856	10.0	5.0	98	580	9.8	3.4	96
TONIGHT SHOW	N	4963	765	3.1	15.4	106	448	3.7	9.0	126	279	3.3	5.6	110	230	3.9	4.6	131
TRAPPER JOHN, M.D.	C	16332	2662	10.9	16.3	112	1304	10.8	8.0	111	805	9.4	4.9	97	462	7.8	2.8	80
TV BLOOPERS & PRAC. JOKES	N	18881	2891	11.8	15.3	105	1322	11.0	7.0	98	867	10.1	4.6	90	626	10.5	3.3	94
20/20	A	18315	2906	11.9	15.9	109	1342	11.1	7.3	102	898	10.5	4.9	96	523	8.8	2.9	81
WEBSTER	A	18722	2477	10.1	13.2	91	1407	11.7	7.5	105	1060	12.4	5.7	111	550	9.3	2.9	83
WORLD NEWS - SUN	A	5327	696	2.8	13.1	90	409	3.4	7.7	107	*277	3.2	5.2	102	*228	3.8	4.3	121
YELLOW ROSE	N	8370	1347	5.5	16.1	110	617	5.1	7.4	103	453	5.3	5.4	106	327	5.5	3.9	110
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3705	15.1	14.3	98	1851	15.4	7.2	100	1238	14.5	4.8	94	1177	19.8	4.6	129
BASKETBALL - COLLEGE GAMES		14468	2405	9.8	16.6	114	935	7.8	6.5	90	589	6.9	4.1	80	583	9.8	4.0	114
BASKETBALL - PRO GAMES		12124	1941	7.9	16.0	110	891	7.4	7.3	102	*531	6.2	4.4	86	580	9.8	4.8	135
BOWLING		9412	1540	6.3	16.4	112	530	4.4	5.6	78	*501	5.9	5.3	104	*456	7.7	4.8	137
BOXING		15409	2643	10.8	17.2	118	1066	8.9	6.9	96	1113	13.0	7.2	142	860	14.5	5.6	158
FOOTBALL - COLLEGE GAMES		21400	3378	13.8	15.8	108	1396	11.6	6.5	91	881	10.3	4.1	81	686	11.6	3.2	91
FOOTBALL - PRO GAMES		35944	5795	23.7	16.1	110	2762	22.9	7.7	107	1818	21.3	5.1	99	1392	23.4	3.9	109
GOLF		9759	1065	4.3	10.9	75	883	7.3	9.0	126	*358	4.2	3.7	72	*389	6.6	4.0	113
POST-SEASON COLL. FOOTBALL		18123	2744	11.2	15.1	104	1379	11.5	7.6	106	869	10.2	4.8	94	785	13.2	4.3	122
POST-SEASON PRO FOOTBALL		22091	3641	14.9	16.5	113	1758	14.6	8.0	111	1079	12.6	4.9	96	938	15.8	4.2	120
TENNIS		6764	917	3.7	13.6	93	555	4.6	8.2	114	*247	2.9	3.7	72	**252	4.2	3.7	105
WRESTLING - PROFESSIONAL		9695	1988	8.1	20.5	140	770	6.4	7.9	111	726	8.5	7.5	147	*434	7.3	4.5	126

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0088
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	TOTAL U.S. '000	FIFTH AVENUE A '000	FIFTH AVENUE B % DOWN	FIFTH AVENUE C % ACROSS	FIFTH AVENUE D INDX	HEATH A '000	HEATH B % DOWN	HEATH C % ACROSS	HEATH D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX	HERSHEY KRACKLE A '000	HERSHEY KRACKLE B % DOWN	HERSHEY KRACKLE C % ACROSS	HERSHEY KRACKLE D INDX
TOTAL ADULTS	167727	8008	100.0	4.8	100	10863	100.0	6.5	100	32300	100.0	19.3	100	15144	100.0	9.0	100
MALES	79263	4101	51.2	5.2	108	4696	43.2	5.9	91	14404	44.6	18.2	94	6098	40.3	7.7	85
FEMALES	88464	3907	48.8	4.4	93	6167	56.8	7.0	108	17896	55.4	20.2	105	9046	59.7	10.2	113
18 - 24	28671	1326	16.6	4.6	97	2311	21.3	8.1	124	6201	19.2	21.6	112	3314	21.9	11.6	128
25 - 34	39536	1907	23.8	4.8	101	3139	28.9	7.9	123	8570	26.5	21.7	113	4208	27.8	10.6	118
35 - 44	28978	1626	20.3	5.6	118	1866	17.2	6.4	99	6182	19.1	21.3	111	2451	16.2	8.5	94
45 - 54	22345	1379	17.2	6.2	129	1527	14.1	6.8	106	3882	12.0	17.4	90	1973	13.0	8.8	98
55 - 64	22224	904	11.3	4.1	85	1017	9.4	4.6	71	3968	12.3	17.9	93	1473	9.7	6.6	73
65 OR OLDER	25973	867	10.8	3.3	70	1003	9.2	3.9	60	3496	10.8	13.5	70	1725	11.4	6.6	74
18 - 34	68207	3233	40.4	4.7	99	5450	50.2	8.0	123	14772	45.7	21.7	112	7522	49.7	11.0	122
18 - 49	108058	5509	68.8	5.1	107	8226	75.7	7.6	118	22973	71.1	21.3	110	10978	72.5	10.2	113
25 - 54	90859	4912	61.3	5.4	113	6532	60.1	7.2	111	18634	57.7	20.5	106	8632	57.0	9.5	105
35 - 49	39851	2276	28.4	5.7	120	2776	25.6	7.0	108	8202	25.4	20.6	107	3456	22.8	8.7	96
50 OR OLDER	59669	2500	31.2	4.2	88	2637	24.3	4.4	68	9327	28.9	15.6	81	4166	27.5	7.0	77
GRADUATED COLLEGE	28091	994	12.4	3.5	74	1804	16.6	6.4	99	4983	15.4	17.7	92	2034	13.4	7.2	80
ATTENDED COLLEGE	28938	1050	13.1	3.6	76	2317	21.3	8.0	124	6066	18.8	21.0	109	2914	19.2	10.1	113
GRADUATED HIGH SCHOOL	65503	3333	41.6	5.1	107	4580	42.2	7.0	108	13592	42.1	20.8	108	6374	42.1	9.7	108
DID NOT GRADUATE HIGH SCHOOL	45195	2631	32.9	5.8	122	2162	19.9	4.8	74	7659	23.7	16.9	88	3822	25.2	8.5	94
EMPLOYED MALES	56429	2883	36.0	5.1	107	3379	31.1	6.0	92	10566	32.7	18.7	97	4262	28.1	7.6	84
EMPLOYED FEMALES	43971	1953	24.4	4.4	93	3541	32.6	8.1	124	9214	28.5	21.0	109	4644	30.7	10.6	117
EMPLOYED FULL-TIME	87773	4180	52.2	4.8	100	5857	53.9	6.7	103	17138	53.1	19.5	101	7584	50.1	8.6	95
EMPLOYED PART-TIME	12627	*656	8.2	5.2	109	1063	9.8	8.4	130	2641	8.2	20.9	109	1322	8.7	10.5	117
NOT EMPLOYED	67327	3173	39.6	4.7	99	3943	36.3	5.9	90	12521	38.8	18.6	97	6238	41.2	9.3	103
PROFESSIONAL/MANAGER	25845	1009	12.6	3.9	82	1661	15.3	6.4	99	4868	15.1	18.8	98	2134	14.1	8.3	92
TECH/CLERICAL/SALES	30895	1439	18.0	4.7	98	2470	22.7	8.0	123	6730	20.8	21.8	113	2811	18.6	9.1	101
PRECISION/CRAFT	12629	*572	7.1	4.5	95	741	6.8	5.9	91	2318	7.2	18.4	95	1102	7.3	8.7	97
OTHER EMPLOYED	31031	1816	22.7	5.9	123	2049	18.9	6.6	102	5863	18.2	18.9	98	2859	18.9	9.2	102
SINGLE	35557	1618	20.2	4.6	95	2739	25.2	7.7	119	7359	22.8	20.7	107	3554	23.5	10.0	111
MARRIED	103585	5070	63.3	4.9	103	6513	60.0	6.3	97	19938	61.7	19.2	100	9322	61.6	9.0	100
DIVORCED/SEPARATED/WIDOWED	28585	1320	16.5	4.6	97	1610	14.8	5.6	87	5003	15.5	17.5	91	2268	15.0	7.9	88
PARENTS	59295	3494	43.6	5.9	123	4205	38.7	7.1	109	13301	41.2	22.4	116	6327	41.8	10.7	118
WHITE	146081	6433	80.3	4.4	92	9582	88.2	6.6	101	27849	86.2	19.1	99	13335	88.1	9.1	101
BLACK	17974	1453	18.1	8.1	169	1038	9.6	5.8	89	3772	11.7	21.0	109	1552	10.2	8.6	96
OTHER	3672	**122	1.5	3.3	70	**244	2.2	6.6	103	*679	2.1	18.5	96	**257	1.7	7.0	78
NORTHEAST-CENSUS	37005	1851	23.1	5.0	105	1160	10.7	3.1	48	6547	20.3	17.7	92	3221	21.3	8.7	97
NORTH CENTRAL	42642	1719	21.5	4.0	84	4383	40.3	10.3	159	8883	27.5	20.8	108	3794	25.1	8.9	99
SOUTH	56777	3468	43.3	6.1	128	3041	28.0	5.4	83	10144	31.4	17.9	93	5553	36.7	9.8	109
WEST	31303	970	12.1	3.1	65	2279	21.0	7.3	112	6727	20.8	21.5	112	2576	17.0	8.2	91
NORTHEAST-MKTG.	38125	1851	23.1	4.9	102	1012	9.3	2.7	41	6430	19.9	16.9	88	3238	21.4	8.5	94
EAST CENTRAL	24794	1351	16.9	5.4	114	2214	20.4	8.9	138	4710	14.6	19.0	99	1892	12.5	7.6	85
WEST CENTRAL	28511	1033	12.9	3.6	76	3163	29.1	11.1	171	6119	18.9	21.5	111	3002	19.8	10.5	117
SOUTH	48953	2955	36.9	6.0	126	2581	23.8	5.3	81	9135	28.3	18.7	97	4933	32.6	10.1	112
PACIFIC	27344	818	10.2	3.0	63	1894	17.4	6.9	107	5906	18.3	21.6	112	2079	13.7	7.6	84
COUNTY SIZE A	69301	2703	33.8	3.9	82	4512	41.5	6.5	101	13004	40.3	18.8	97	5473	36.1	7.9	88
COUNTY SIZE B	50633	3102	38.7	6.1	128	3357	30.9	6.6	102	10040	31.1	19.8	103	4824	31.9	9.5	106
COUNTY SIZE C	26259	1331	16.6	5.1	106	1672	15.4	6.4	98	4744	14.7	18.1	94	2439	16.1	9.3	103
COUNTY SIZE D	21534	872	10.9	4.0	85	1323	12.2	6.1	95	4511	14.0	20.9	109	2409	15.9	11.2	124
METRO CENTRAL CITY	50014	2662	33.2	5.3	111	3296	30.3	6.6	102	9946	30.8	19.9	103	4220	27.9	8.4	93
METRO SUBURBAN	76832	3418	42.7	4.4	93	4879	44.9	6.4	98	14175	43.9	18.4	96	6470	42.7	8.4	94
NON METRO	40881	1928	24.1	4.7	99	2688	24.7	6.6	102	8179	25.3	20.0	104	4454	29.4	10.9	121
TOP 5 ADI'S	39550	1620	20.2	4.1	86	2194	20.2	5.5	86	7954	24.6	20.1	104	2783	18.4	7.0	78
TOP 10 ADI'S	54877	2161	27.0	3.9	82	3003	27.6	5.5	84	10552	32.7	19.2	100	4143	27.4	7.5	83
TOP 20 ADI'S	77516	3139	39.2	4.0	85	4679	43.1	6.0	93	14713	45.6	19.0	99	6079	40.1	7.8	87
HSHLD INC. $50,000 OR MORE	17257	606	7.6	3.5	74	1433	13.2	8.3	128	3740	11.6	21.7	113	1499	9.9	8.7	96
$40,000 OR MORE	33235	1243	15.5	3.7	78	2316	21.3	7.0	108	7018	21.7	21.1	110	2915	19.2	8.8	97
$30,000 OR MORE	59693	2467	30.8	4.1	87	4212	38.8	7.1	109	11955	37.0	20.0	104	5037	33.3	8.4	93
$25,000 OR MORE	76275	3252	40.6	4.3	89	5335	49.1	7.0	108	15075	46.7	19.8	103	6627	43.8	8.7	96
$20,000 - $24,999	18607	875	10.9	4.7	98	1207	11.1	6.5	100	3717	11.5	20.0	104	1743	11.5	9.4	104
$15,000 - $19,999	17175	1000	12.5	5.8	122	1047	9.6	6.1	94	3385	10.5	19.7	102	1772	11.7	10.3	115
$10,000 - $14,999	24569	1265	15.8	5.1	108	1669	15.4	6.8	105	4905	15.2	20.0	104	2529	16.7	10.3	115
UNDER $10,000	31101	1617	20.2	5.2	109	1605	14.8	5.2	80	5219	16.2	16.8	87	2474	16.3	8.0	88
HOUSEHOLD OF 1 PERSON	19441	593	7.4	3.1	64	985	9.1	5.1	78	2855	8.8	14.7	76	1187	7.8	6.1	68
2 PEOPLE	51803	2012	25.1	3.9	81	2946	27.1	5.7	88	8977	27.8	17.3	90	4042	26.7	7.8	87
3 OR 4 PEOPLE	66933	3540	44.2	5.3	111	4574	42.1	6.8	106	13545	41.9	20.2	105	6769	44.7	10.1	112
5 OR MORE PEOPLE	29550	1863	23.3	6.3	132	2358	21.7	8.0	123	6923	21.4	23.4	122	3147	20.8	10.6	118
NO CHILD IN HSHLD	96587	3844	48.0	4.0	83	5708	52.5	5.9	91	16377	50.7	17.0	88	7638	50.4	7.9	88
CHILD(REN) UNDER 2 YRS	10844	*527	6.6	4.9	102	883	8.1	8.1	126	2672	8.3	24.6	128	1227	8.1	11.3	126
2 - 5 YEARS	26358	1355	16.9	5.1	108	1923	17.7	7.3	113	6080	18.8	23.1	120	2981	19.7	11.3	126
6 - 11 YEARS	30453	1818	22.7	6.0	125	2430	22.4	8.0	123	7132	22.1	23.4	122	3449	22.8	11.3	126
12 - 17 YEARS	36575	2249	28.1	6.1	129	2595	23.9	7.1	110	8063	25.0	22.0	114	3732	24.6	10.2	114
RESIDENCE OWNED	117770	5323	66.5	4.5	95	7443	68.5	6.3	98	22221	68.8	18.9	98	10398	68.7	8.8	98
VALUE: $50,000 OR MORE	70166	2745	34.3	3.9	82	4526	41.7	6.5	100	13303	41.2	19.0	98	5773	38.1	8.2	92
VALUE: UNDER $50,000	47604	2579	32.2	5.4	113	2917	26.9	6.1	95	8918	27.6	18.7	97	4625	30.5	9.7	108

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	FIFTH AVENUE A '000	FIFTH AVENUE B % DOWN	FIFTH AVENUE C % ACROSS	FIFTH AVENUE D INDX	HEATH A '000	HEATH B % DOWN	HEATH C % ACROSS	HEATH D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX	HERSHEY KRACKLE A '000	HERSHEY KRACKLE B % DOWN	HERSHEY KRACKLE C % ACROSS	HERSHEY KRACKLE D INDX
TOTAL ADULTS		167727	8008	100.0	4.8	100	10863	100.0	6.5	100	32300	100.0	19.3	100	15144	100.0	9.0	100
MAGAZINES	QUINTILE 1	34022	1824	22.8	5.4	112	3033	27.9	8.9	138	7375	22.8	21.7	113	3472	22.9	10.2	113
	QUINTILE 2	34800	1955	24.4	5.6	118	2478	22.8	7.1	110	7452	23.1	21.4	111	3529	23.3	10.1	112
	QUINTILE 3	30514	1412	17.6	4.6	97	1560	14.4	5.1	79	5631	17.4	18.5	96	2546	16.8	8.3	92
	QUINTILE 4	33324	1462	18.3	4.4	92	2116	19.5	6.3	98	6154	19.1	18.5	96	3006	19.8	9.0	100
	QUINTILE 5	35066	1355	16.9	3.9	81	1677	15.4	4.8	74	5688	17.6	16.2	84	2590	17.1	7.4	82
NEWSPAPERS	QUINTILE 1	29107	1389	17.3	4.8	100	1684	15.5	5.8	89	5724	17.7	19.7	102	2551	16.8	8.8	97
	QUINTILE 2	49095	2275	28.4	4.6	97	3051	28.1	6.2	96	9627	29.8	19.6	102	4463	29.5	9.1	101
	QUINTILE 3	23107	1236	15.4	5.3	112	1631	15.0	7.1	109	4464	13.8	19.3	100	1957	12.9	8.5	94
	QUINTILE 4	33556	1387	17.3	4.1	87	2305	21.2	6.9	106	6505	20.1	19.4	101	2777	18.3	8.3	92
	QUINTILE 5	32863	1723	21.5	5.2	110	2193	20.2	6.7	103	5980	18.5	18.2	94	3396	22.4	10.3	114
OUTDOOR	QUINTILE 1	33431	1813	22.6	5.4	114	2388	22.0	7.1	110	6910	21.4	20.7	107	3520	23.2	10.5	117
	QUINTILE 2	33478	1862	23.3	5.6	116	2398	22.1	7.2	111	6608	20.5	19.7	102	3202	21.1	9.6	106
	QUINTILE 3	33574	1598	20.0	4.8	100	2120	19.5	6.3	97	6926	21.4	20.6	107	2984	19.7	8.9	98
	QUINTILE 4	33935	1401	17.5	4.1	86	2134	19.6	6.3	97	6023	18.6	17.7	92	2724	18.0	8.0	89
	QUINTILE 5	33310	1335	16.7	4.0	84	1822	16.8	5.5	84	5833	18.1	17.5	91	2715	17.9	8.2	90
RADIO-DRIVE TIME	QUINTILE 1	33136	1926	24.1	5.8	122	2428	22.4	7.3	113	6980	21.6	21.1	109	3120	20.6	9.4	104
	QUINTILE 2	31658	1419	17.7	4.5	94	2217	20.4	7.0	108	5922	18.3	18.7	97	2717	17.9	8.6	95
	QUINTILE 3	32541	1412	17.6	4.3	91	1823	16.8	5.6	86	6120	18.9	18.8	98	3197	21.1	9.8	109
	QUINTILE 4	34247	1631	20.4	4.8	100	2338	21.5	6.8	105	6713	20.8	19.6	102	3177	21.0	9.3	103
	QUINTILE 5	36144	1622	20.3	4.5	94	2057	18.9	5.7	88	6566	20.3	18.2	94	2934	19.4	8.1	90
RADIO-MID-DAY	TERCILE 1	45037	2378	29.7	5.3	111	3202	29.5	7.1	110	9105	28.2	20.2	105	4232	27.9	9.4	104
	TERCILE 2	44819	2350	29.3	5.2	110	2952	27.2	6.6	102	8664	26.8	19.3	100	4555	30.1	10.2	113
	TERCILE 3	77872	3281	41.0	4.2	88	4709	43.3	6.0	93	14531	45.0	18.7	97	6357	42.0	8.2	90
RADIO-TOTAL	QUINTILE 1	33763	1738	21.7	5.1	108	2534	23.3	7.5	116	7331	22.7	21.7	113	3202	21.1	9.5	105
	QUINTILE 2	33240	1759	22.0	5.3	111	2333	21.5	7.0	108	5904	18.3	17.8	92	3232	21.3	9.7	108
	QUINTILE 3	33408	1313	16.4	3.9	82	1945	17.9	5.8	90	6292	19.5	18.8	98	2905	19.2	8.7	96
	QUINTILE 4	34792	1952	24.4	5.6	118	2187	20.1	6.3	97	7028	21.8	20.2	105	3471	22.9	10.0	110
	QUINTILE 5	32524	1247	15.6	3.8	80	1864	17.2	5.7	88	5745	17.8	17.7	92	2332	15.4	7.2	79
TV-PRIME TIME	QUINTILE 1	33090	1619	20.2	4.9	102	1930	17.8	5.8	90	6172	19.1	18.7	97	3070	20.3	9.3	103
	QUINTILE 2	33357	1591	19.9	4.8	100	2257	20.8	6.8	104	6644	20.6	19.9	103	3158	20.9	9.5	105
	QUINTILE 3	33980	1891	23.6	5.6	117	2362	21.7	7.0	107	6634	20.5	19.5	101	3033	20.0	8.9	99
	QUINTILE 4	33854	1735	21.7	5.1	107	2144	19.7	6.3	98	6797	21.0	20.1	104	3257	21.5	9.6	107
	QUINTILE 5	33444	1172	14.6	3.5	73	2170	20.0	6.5	100	6054	18.7	18.1	94	2626	17.3	7.9	87
TV-DAYTIME	TERCILE 1	49121	2645	33.0	5.4	113	2966	27.3	6.0	93	9669	29.9	19.7	102	4846	32.0	9.9	109
	TERCILE 2	48823	2143	26.8	4.4	92	3590	33.0	7.4	114	9648	29.9	19.8	103	5012	33.1	10.3	114
	TERCILE 3	69782	3220	40.2	4.6	97	4307	39.6	6.2	95	12983	40.2	18.6	97	5285	34.9	7.6	84
TV-TOTAL	QUINTILE 1	33584	1809	22.6	5.4	113	1973	18.2	5.9	91	6471	20.0	19.3	100	3406	22.5	10.1	112
	QUINTILE 2	33441	1663	20.8	5.0	104	1984	18.3	5.9	92	5970	18.5	17.9	93	2957	19.5	8.8	98
	QUINTILE 3	33505	1686	21.1	5.0	105	2220	20.4	6.6	102	6319	19.6	18.9	98	2889	19.1	8.6	95
	QUINTILE 4	33466	1373	17.1	4.1	86	2336	21.5	7.0	108	6785	21.0	20.3	105	2944	19.4	8.8	97
	QUINTILE 5	33731	1477	18.4	4.4	92	2349	21.6	7.0	108	6755	20.9	20.0	104	2947	19.5	8.7	97
MAGAZINES-NEWSPAPERS: DUAL		44503	2228	27.8	5.0	105	3078	28.3	6.9	107	9542	29.5	21.4	111	4297	28.4	9.7	107
MAGAZINE IMPERATIVE		39363	2391	29.9	6.1	127	3106	28.6	7.9	122	8298	25.7	21.1	109	4045	26.7	10.3	114
NEWSPAPER IMPERATIVE		46441	1944	24.3	4.2	88	2380	21.9	5.1	79	8216	25.4	17.7	92	3615	23.9	7.8	86
MAGAZINES-OUTDOOR: DUAL		33726	1935	24.2	5.7	120	2662	24.5	7.9	122	7452	23.1	22.1	115	3534	23.3	10.5	116
MAGAZINE IMPERATIVE		52846	2594	32.4	4.9	103	3626	33.4	6.9	106	10749	33.3	20.3	106	4742	31.3	9.0	99
OUTDOOR IMPERATIVE		52140	2479	31.0	4.8	100	3097	28.5	5.9	92	9587	29.7	18.4	95	4691	31.0	9.0	100
MAGAZINES-RADIO: DUAL		37081	1947	24.3	5.3	110	2760	25.4	7.4	115	7718	23.9	20.8	108	3948	26.1	10.6	118
MAGAZINE IMPERATIVE		49747	2656	33.2	5.3	112	3553	32.7	7.1	110	10455	32.4	21.0	109	4585	30.3	9.2	102
RADIO IMPERATIVE		49208	2200	27.5	4.5	94	3033	27.9	6.2	95	8908	27.6	18.1	94	4080	26.9	8.3	92
MAGAZINES-TELEVISION: DUAL		33103	1944	24.3	5.9	123	2286	21.0	6.9	107	6823	21.1	20.6	107	3054	20.2	9.2	102
MAGAZINE IMPERATIVE		54575	2582	32.2	4.7	99	4279	39.4	7.8	121	11330	35.1	20.8	108	5424	35.8	9.9	110
TELEVISION IMPERATIVE		53249	2352	29.4	4.4	93	2671	24.6	5.0	77	8844	27.4	16.6	86	4481	29.6	8.4	93
NEWSPAPERS-OUTDOOR: DUAL		36255	1885	23.5	5.2	109	2349	21.6	6.5	100	7273	22.5	20.1	104	3630	24.0	10.0	111
NEWSPAPER IMPERATIVE		55591	2403	30.0	4.3	91	3248	29.9	5.8	90	10571	32.7	19.0	99	4496	29.7	8.1	90
OUTDOOR IMPERATIVE		48319	2691	33.6	5.6	117	3576	32.9	7.4	114	9714	30.1	20.1	104	4662	30.8	9.6	107
NEWSPAPERS-RADIO: DUAL		37242	1739	21.7	4.7	98	2445	22.5	6.6	101	7642	23.7	20.5	107	3539	23.4	9.5	105
NEWSPAPER IMPERATIVE		54423	2701	33.7	5.0	104	3277	30.2	6.0	93	10445	32.3	19.2	100	4505	29.7	8.3	92
RADIO IMPERATIVE		46650	2341	29.2	5.0	105	3501	32.2	7.5	116	8876	27.5	19.0	99	4435	29.3	9.5	105
NEWSPAPERS-TELEVISION: DUAL		35974	1861	23.2	5.2	108	2184	20.1	6.1	94	7221	22.4	20.1	104	3318	21.9	9.2	102
NEWSPAPER IMPERATIVE		56095	2476	30.9	4.4	92	3518	32.4	6.3	97	10954	33.9	19.5	101	4745	31.3	8.5	94
TELEVISION IMPERATIVE		47170	2448	30.6	5.2	109	3047	28.0	6.5	100	8537	26.4	18.1	94	4422	29.2	9.4	104
OUTDOOR-RADIO: DUAL		33748	2004	25.0	5.9	124	2566	23.6	7.6	117	6617	20.5	19.6	102	3487	23.0	10.3	114
OUTDOOR IMPERATIVE		52785	2598	32.4	4.9	103	3398	31.3	6.4	99	10669	33.0	20.2	105	4863	32.1	9.2	102
RADIO IMPERATIVE		52882	2130	26.6	4.0	84	3183	29.3	6.0	93	9992	30.9	18.9	98	4509	29.8	8.5	94
OUTDOOR-TELEVISION: DUAL		32030	1854	23.2	5.8	121	1984	18.3	6.2	96	6683	20.7	20.9	108	3385	22.4	10.6	117
OUTDOOR IMPERATIVE		54626	2651	33.1	4.9	102	4130	38.0	7.6	117	10993	34.0	20.1	105	5023	33.2	9.2	102
TELEVISION IMPERATIVE		54874	2508	31.3	4.6	96	3232	29.8	5.9	91	9612	29.8	17.5	91	4563	30.1	8.3	92
RADIO-TELEVISION: DUAL		33386	2031	25.4	6.1	127	2139	19.7	6.4	99	6057	18.8	18.1	94	3128	20.7	9.4	104
RADIO IMPERATIVE		53810	2328	29.1	4.3	91	3981	36.6	7.4	114	10715	33.2	19.9	103	5008	33.1	9.3	103
TELEVISION IMPERATIVE		54023	2554	31.9	4.7	99	3096	28.5	5.7	88	10341	32.0	19.1	99	4832	31.9	8.9	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0090
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	TOTAL U.S. '000	FIFTH AVENUE A '000	FIFTH AVENUE B % DOWN	FIFTH AVENUE C % ACROSS	FIFTH AVENUE D INDX	HEATH A '000	HEATH B % DOWN	HEATH C % ACROSS	HEATH D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX	HERSHEY KRACKLE A '000	HERSHEY KRACKLE B % DOWN	HERSHEY KRACKLE C % ACROSS	HERSHEY KRACKLE D INDX
TOTAL ADULTS	167727	8008	100.0	4.8	100	10863	100.0	6.5	100	32300	100.0	19.3	100	15144	100.0	9.0	100
ATLANTIC MONTHLY	867	**17	0.2	2.0	41	**103	0.9	11.9	183	*194	0.6	22.4	116	**44	0.3	5.1	56
BARRON'S	1580	**40	0.5	2.5	53	**148	1.4	9.4	145	295	0.9	18.7	97	**125	0.8	7.9	88
BETTER HOMES & GARDENS	22203	1150	14.4	5.2	108	1688	15.5	7.6	117	4951	15.3	22.3	116	2392	15.8	10.8	119
BON APPETIT	3810	*171	2.1	4.5	94	222	2.0	5.8	90	838	2.6	22.0	114	*256	1.7	6.7	74
BUSINESS WEEK	4663	*194	2.4	4.2	87	413	3.8	8.9	137	890	2.8	19.1	99	373	2.5	8.0	89
CAR AND DRIVER	3102	**138	1.7	4.4	93	*238	2.2	7.7	118	511	1.6	16.5	86	*222	1.5	7.2	79
CBS MAGAZINE NETWORK (GROSS)	7311	448	5.6	6.1	128	513	4.7	7.0	108	1513	4.7	20.7	107	712	4.7	9.7	108
CHANGING TIMES	3400	*137	1.7	4.0	84	*294	2.7	8.6	134	643	2.0	18.9	98	*195	1.3	5.7	64
COLONIAL HOMES	1796	**117	1.5	6.5	136	*160	1.5	8.9	138	476	1.5	26.5	138	264	1.7	14.7	163
CONDE NAST MAG. PKG. (GROSS)	19924	743	9.3	3.7	78	1769	16.3	8.9	137	4820	14.9	24.2	126	2103	13.9	10.6	117
CONSUMERS DIGEST	3125	*205	2.6	6.6	137	*208	1.9	6.7	103	571	1.8	18.3	95	*239	1.6	7.6	85
COSMOPOLITAN	10577	482	6.0	4.6	95	832	7.7	7.9	121	2446	7.6	23.1	120	1116	7.4	10.6	117
COUNTRY LIVING	3746	*204	2.5	5.4	114	422	3.9	11.3	174	874	2.7	23.3	121	359	2.4	9.6	106
CUISINE	2214	**112	1.4	5.1	106	*170	1.6	7.7	119	539	1.7	24.3	126	*214	1.4	9.7	107
CYCLE WORLD	2394	**117	1.5	4.9	102	*175	1.6	7.3	113	504	1.6	21.1	109	*217	1.4	9.1	100
DCI:CREATIVE IDEAS FOR LIV	3068	**130	1.6	4.2	89	329	3.0	10.7	166	892	2.8	29.1	151	289	1.9	9.4	104
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	518	6.5	5.4	114	853	7.9	8.9	138	2206	6.8	23.1	120	946	6.2	9.9	110
DISCOVER	2277	**76	0.9	3.3	70	*178	1.6	7.8	121	482	1.5	21.2	110	*222	1.5	9.7	108
EBONY	7187	576	7.2	8.0	168	537	4.9	7.5	115	1603	5.0	22.3	116	628	4.1	8.7	97
ESQUIRE	2560	*171	2.1	6.7	140	*263	2.4	10.3	159	585	1.8	22.9	119	*264	1.7	10.3	114
ESSENCE	3242	276	3.4	8.5	178	*287	2.6	8.9	137	809	2.5	25.0	130	281	1.9	8.7	96
FAMILY CIRCLE	19639	1075	13.4	5.5	115	1485	13.7	7.6	117	4752	14.7	24.2	126	2169	14.3	11.0	122
THE FAMILY HANDYMAN	3540	*207	2.6	5.8	122	343	3.2	9.7	150	761	2.4	21.5	112	295	1.9	8.3	92
FAMILY WEEKLY	23924	1334	16.7	5.6	117	1553	14.3	6.5	100	5053	15.6	21.1	110	2249	14.9	9.4	104
FIELD & STREAM	9883	609	7.6	6.2	129	764	7.0	7.7	119	1938	6.0	19.6	102	895	5.9	9.1	100
FOOD & WINE	1030	**30	0.4	2.9	61	**88	0.8	8.5	132	*213	0.7	20.7	107	**71	0.5	6.9	76
FORBES	2679	**72	0.9	2.7	56	*270	2.5	10.1	156	432	1.3	16.1	84	*222	1.5	8.3	92
FORTUNE	2931	**110	1.4	3.8	79	335	3.1	11.4	176	484	1.5	16.5	86	*203	1.3	6.9	77
GENTLEMEN'S QUARTERLY	3481	*206	2.6	5.9	124	*302	2.8	8.7	134	896	2.8	25.7	134	441	2.9	12.7	140
GLAMOUR	7163	*296	3.7	4.1	87	659	6.1	9.2	142	1708	5.3	23.8	124	864	5.7	12.1	134
GOLF DIGEST	2355	**77	1.0	3.3	68	*141	1.3	6.0	92	414	1.3	17.6	91	224	1.5	9.5	105
GOLF DIGEST/TENNIS (GROSS)	3610	**115	1.4	3.2	67	218	2.0	6.0	93	670	2.1	18.6	96	321	2.1	8.9	98
GOLF MAGAZINE	2046	**50	0.6	2.4	51	*192	1.8	9.4	145	467	1.4	22.8	119	*189	1.2	9.2	102
GOLF MAGAZINE/SKI (GROSS)	3547	**82	1.0	2.3	48	321	3.0	9.0	140	776	2.4	21.9	114	254	1.7	7.2	79
GOOD HOUSEKEEPING	20353	1030	12.9	5.1	106	1659	15.3	8.2	126	4440	13.7	21.8	113	2448	16.2	12.0	133
HARPER'S BAZAAR	3362	*160	2.0	4.8	100	391	3.6	11.6	180	913	2.8	27.2	141	400	2.6	11.9	132
HEALTH	2987	*197	2.5	6.6	138	*212	2.0	7.1	110	625	1.9	20.9	109	*259	1.7	8.7	96
HEARST MAG CORP. BUY (GROSS)	67928	3581	44.7	5.3	110	5933	54.6	8.7	135	15531	48.1	22.9	119	7521	49.7	11.1	123
HEARST MAN POWER (GROSS)	11282	680	8.5	6.0	126	861	7.9	7.6	118	2388	7.4	21.2	110	973	6.4	8.6	96
HEARST WOMAN POWER (GROSS)	40514	2069	25.8	5.1	107	3391	31.2	8.4	129	9157	28.3	22.6	117	4785	31.6	11.8	131
HOUSE BEAUTIFUL	4885	254	3.2	5.2	109	516	4.8	10.6	163	1207	3.7	24.7	128	538	3.6	11.0	122
INC.	1308	**51	0.6	3.9	82	**121	1.1	9.3	143	*284	0.9	21.7	113	**105	0.7	8.0	89
JET	6498	511	6.4	7.9	165	496	4.6	7.6	118	1505	4.7	23.2	120	660	4.4	10.2	112
LADIES' HOME JOURNAL	14797	945	11.8	6.4	134	1237	11.4	8.4	129	3460	10.7	23.4	121	1796	11.9	12.1	134
LHJ FAMILY GRP COMBO(GROSS)	21743	1353	16.9	6.2	130	1903	17.5	8.8	135	4992	15.5	23.0	119	2476	16.3	11.4	126
LIFE	9881	452	5.6	4.6	96	732	6.7	7.4	114	2183	6.8	22.1	115	892	5.9	9.0	100
L.A. TIMES HOME MAGAZINE	2775	**44	0.5	1.6	33	*148	1.4	5.3	82	516	1.6	18.6	97	*176	1.2	6.3	70
MADEMOISELLE	4219	*168	2.1	4.0	83	390	3.6	9.2	143	1071	3.3	25.4	132	540	3.6	12.8	142
MC CALL'S	16422	770	9.6	4.7	98	1366	12.6	8.3	128	3622	11.2	22.1	115	1957	12.9	11.9	132
MC CALL'S/MRK MOTHER (GROSS)	17919	853	10.7	4.8	100	1454	13.4	8.1	125	4018	12.4	22.4	116	2217	14.6	12.4	137
MECHANIX ILLUSTRATED	4433	*247	3.1	5.6	117	347	3.2	7.8	121	1026	3.2	23.1	120	274	1.8	6.2	68
METROPOLITAN HOME	1504	**27	0.3	1.8	38	**85	0.8	5.7	87	317	1.0	21.1	109	**129	0.9	8.6	95
MONEY	4723	*298	3.7	6.3	132	414	3.8	8.8	135	965	3.0	20.4	106	377	2.5	8.0	88
MOTHER EARTH NEWS	2325	**122	1.5	5.2	110	*304	2.8	13.1	202	492	1.5	21.2	110	*190	1.3	8.2	91
MS.	1189	**78	1.0	6.6	137	*151	1.4	12.7	196	311	1.0	26.2	136	*130	0.9	10.9	121
NATIONAL ENQUIRER	18892	1289	16.1	6.8	143	1475	13.6	7.8	121	4155	12.9	22.0	114	2181	14.4	11.5	128
NATIONAL GEOGRAPHIC	22129	919	11.5	4.2	87	1604	14.8	7.2	112	4349	13.5	19.7	102	2088	13.8	9.4	105
NATIONAL SUNDAY MAGAZINE PKG	103750	4951	61.8	4.8	100	6679	61.5	6.4	99	20019	62.0	19.3	100	9032	59.6	8.7	96
NATURAL HISTORY	1379	**40	0.5	2.9	61	**107	1.0	7.8	120	350	1.1	25.4	132	**44	0.3	3.2	35
NEW WOMAN	2289	**89	1.1	3.9	81	*210	1.9	9.2	142	572	1.8	25.0	130	*235	1.6	10.3	114
NEW YORK INCLUDING CUE	1088	**3	0.0	0.3	6	**33	0.3	3.0	47	*182	0.6	16.7	87	**41	0.3	3.8	42
THE NEW YORKER	2459	**63	0.8	2.6	54	*128	1.2	5.2	80	382	1.2	15.5	81	*178	1.2	7.2	80
NEWSWEEK	16527	778	9.7	4.7	99	1309	12.1	7.9	122	3121	9.7	18.9	98	1452	9.6	8.8	97
THE N.Y. TIMES DAILY EDITION	2739	**44	0.5	1.6	34	**61	0.6	2.2	34	487	1.5	17.8	92	*180	1.2	6.6	73
THE N.Y. TIMES MAGAZINE	4443	*96	1.2	2.2	45	*111	1.0	2.5	39	798	2.5	18.0	93	*217	1.4	4.9	54
OMNI	2799	**88	1.1	3.1	66	*235	2.2	8.4	130	578	1.8	20.7	107	*256	1.7	9.1	101
ON CABLE	2209	*134	1.7	6.1	127	*256	2.4	11.6	179	693	2.1	31.4	163	*227	1.5	10.3	114
1001 HOME IDEAS	3959	*211	2.6	5.3	112	454	4.2	11.5	177	907	2.8	22.9	119	422	2.8	10.7	118
ORGANIC GARDENING	3111	*205	2.6	6.6	138	*239	2.2	7.7	119	756	2.3	24.3	126	376	2.5	12.1	134
OUTDOOR LIFE	5024	329	4.1	6.5	137	338	3.1	6.7	104	1026	3.2	20.4	106	407	2.7	8.1	90
PARADE MAGAZINE	51292	2504	31.3	4.9	102	3212	29.6	6.3	97	10002	31.0	19.5	101	4547	30.0	8.9	98

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	FIFTH AVENUE A '000	B % DOWN	C % ACROSS	D INDX	HEATH A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY - ALMOND A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	8008	100.0	4.8	100	10863	100.0	6.5	100	32300	100.0	19.3	100	15144	100.0	9.0	100
PARENTS	5298	*230	2.9	4.3	91	453	4.2	8.6	132	1440	4.5	27.2	141	599	4.0	11.3	125
PENTHOUSE	5129	335	4.2	6.5	137	480	4.4	9.4	144	1113	3.4	21.7	113	513	3.4	10.0	111
PEOPLE	21070	1102	13.8	5.2	110	1737	16.0	8.2	127	4397	13.6	20.9	108	2229	14.7	10.6	117
PLAYBOY	10562	703	8.8	6.7	139	770	7.1	7.3	113	2276	7.0	21.5	112	947	6.3	9.0	99
POPULAR HOT RODDING	2498	**108	1.3	4.3	91	*250	2.3	10.0	155	599	1.9	24.0	125	*198	1.3	7.9	88
POPULAR MECHANICS	5887	390	4.9	6.6	139	439	4.0	7.5	115	1322	4.1	22.5	117	520	3.4	8.8	98
POPULAR SCIENCE	4317	*225	2.8	5.2	109	*297	2.7	6.9	106	832	2.6	19.3	100	431	2.8	10.0	111
PREVENTION	5792	246	3.1	4.2	89	414	3.8	7.1	110	963	3.0	16.6	86	511	3.4	8.8	98
PSYCHOLOGY TODAY	3284	*99	1.2	3.0	63	*230	2.1	7.0	108	686	2.1	20.9	108	*205	1.4	6.2	69
READER'S DIGEST	40046	2000	25.0	5.0	105	2708	24.9	6.8	104	8069	25.0	20.1	105	4158	27.5	10.4	115
REDBOOK	9584	558	7.0	5.8	122	899	8.3	9.4	145	2272	7.0	23.7	123	1221	8.1	12.7	141
ROAD & TRACK	2590	*151	1.9	5.8	122	*197	1.8	7.6	117	513	1.6	19.8	103	*292	1.9	11.3	125
ROLLING STONE	3302	*155	1.9	4.7	98	312	2.9	9.4	146	924	2.9	28.0	145	528	3.5	16.0	177
RUNNER'S WORLD	1229	**13	0.2	1.1	22	**137	1.3	11.1	172	*286	0.9	23.3	121	**148	1.0	12.0	133
SATURDAY EVENING POST	2110	**129	1.6	6.1	128	*191	1.8	9.1	140	513	1.6	24.3	126	268	1.8	12.7	141
SCIENCE 84	1543	**31	0.4	2.0	42	**48	0.4	3.1	48	*291	0.9	18.9	98	**112	0.7	7.3	80
SCIENCE DIGEST	1747	**66	0.8	3.8	79	**82	0.8	4.7	72	*291	0.9	16.7	86	*141	0.9	8.1	89
SCIENTIFIC AMERICAN	1994	**81	1.0	4.1	85	**115	1.1	5.8	89	431	1.3	21.6	112	*125	0.8	6.3	69
SELF	3119	*88	1.1	2.8	59	366	3.4	11.7	181	845	2.6	27.1	141	284	1.9	9.1	101
SEVENTEEN	3923	*164	2.0	4.2	88	386	3.6	9.8	152	1149	3.6	29.3	152	393	2.6	10.0	111
SKI	1501	**32	0.4	2.1	45	*129	1.2	8.6	133	310	1.0	20.7	107	**65	0.4	4.3	48
SMITHSONIAN	5976	*246	3.1	4.1	86	412	3.8	6.9	106	1233	3.8	20.6	107	534	3.5	8.9	99
SOAP OPERA DIGEST	4228	307	3.8	7.3	152	395	3.6	9.3	144	883	2.7	20.9	108	567	3.7	13.4	149
SOUTHERN LIVING	6488	388	4.8	6.0	125	525	4.8	8.1	125	1314	4.1	20.3	105	657	4.3	10.1	112
SPORT	3500	*187	2.3	5.3	112	*230	2.1	6.6	101	709	2.2	20.3	105	369	2.4	10.5	117
THE SPORTING NEWS	2456	**123	1.5	5.0	105	*200	1.8	8.1	126	596	1.8	24.3	126	*257	1.7	10.5	116
SPORTS AFIELD	3648	*224	2.8	6.1	129	340	3.1	9.3	144	774	2.4	21.2	110	312	2.1	8.6	95
SPORTS ILLUSTRATED	14484	652	8.1	4.5	94	918	8.5	6.3	98	2798	8.7	19.3	100	1271	8.4	8.8	97
STAR	12661	924	11.5	7.3	153	1082	10.0	8.5	132	2701	8.4	21.3	111	1230	8.1	9.7	108
SUNDAY	52799	2405	30.0	4.6	95	3512	32.3	6.7	103	9806	30.4	18.6	96	4545	30.0	8.6	95
SUNSET	3513	**129	1.6	3.7	77	*331	3.0	9.4	145	823	2.5	23.4	122	476	3.1	13.5	150
TV GUIDE	42766	2479	31.0	5.8	121	2808	25.8	6.6	101	9448	29.3	22.1	115	4373	28.9	10.2	113
TENNIS	1254	**38	0.5	3.0	63	**76	0.7	6.1	94	*256	0.8	20.4	106	**98	0.6	7.8	87
TIME	22054	862	10.8	3.9	82	1543	14.2	7.0	108	4434	13.7	20.1	104	1988	13.1	9.0	100
TOWN & COUNTRY	1555	**75	0.9	4.8	101	*151	1.4	9.7	150	352	1.1	22.6	118	*146	1.0	9.4	104
TRAVEL & LEISURE	2173	**80	1.0	3.7	77	*136	1.3	6.3	97	519	1.6	23.9	124	*169	1.1	7.8	86
TRUE STORY	4636	339	4.2	7.3	153	390	3.6	8.4	130	1154	3.6	24.9	129	666	4.4	14.4	159
U.S.NEWS & WORLD REPORT	10353	456	5.7	4.4	92	695	6.4	6.7	104	1868	5.8	18.0	94	815	5.4	7.9	87
USA TODAY	4994	246	3.1	4.9	103	347	3.2	6.9	107	1083	3.4	21.7	113	417	2.8	8.4	92
US	3528	*187	2.3	5.3	111	363	3.3	10.3	159	876	2.7	24.8	129	474	3.1	13.4	149
VOGUE	5424	190	2.4	3.5	73	354	3.3	6.5	101	1198	3.7	22.1	115	415	2.7	7.7	85
WALL STREET JOURNAL	6292	*187	2.3	3.0	62	463	4.3	7.4	114	987	3.1	15.7	81	413	2.7	6.6	73
WEIGHT WATCHERS	2762	*166	2.1	6.0	126	*244	2.2	8.8	136	568	1.8	20.6	107	*232	1.5	8.4	93
WOMAN'S DAY	16320	747	9.3	4.6	96	1176	10.8	7.2	111	3868	12.0	23.7	123	1837	12.1	11.3	125
WORKING MOTHER	1496	**83	1.0	5.5	116	**87	0.8	5.8	90	396	1.2	26.5	137	*260	1.7	17.4	192
WORKING WOMAN	1851	**125	1.6	6.8	141	**168	1.5	9.1	140	432	1.3	23.3	121	*223	1.5	12.0	133
WORLD TENNIS	580	**31	0.4	5.3	112	**37	0.3	6.4	98	**155	0.5	26.7	139	**49	0.3	8.4	94
ZIFF-DAVIS MAG NETWK (GROSS)	12412	635	7.9	5.1	107	902	8.3	7.3	112	2574	8.0	20.7	108	1142	7.5	9.2	102
BLAIR INSERTS	91671	4316	53.9	4.7	99	5994	55.2	6.5	101	17481	54.1	19.1	99	8008	52.9	8.7	97
DAILY NEWSPAPERS																	
READ ANY	109190	5205	65.0	4.8	100	6734	62.0	6.2	95	21411	66.3	19.6	102	9582	63.3	8.8	97
READ ONE	89587	4364	54.5	4.9	102	5618	51.7	6.3	97	17654	54.7	19.7	102	7940	52.4	8.9	98
READ TWO OR MORE	19602	841	10.5	4.3	90	1116	10.3	5.7	88	3757	11.6	19.2	100	1642	10.8	8.4	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	5170	64.6	4.7	99	7063	65.0	6.4	99	21347	66.1	19.5	101	9682	63.9	8.8	98
READ ONE	95074	4373	54.6	4.6	96	6155	56.7	6.5	100	18415	57.0	19.4	101	8319	54.9	8.8	97
READ TWO OR MORE	14588	796	9.9	5.5	114	908	8.4	6.2	96	2932	9.1	20.1	104	1363	9.0	9.3	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.81				30.10				29.99				33.26			
30 DAY REACH	149706	7187	89.7	4.8	101	9745	89.7	6.5	101	29116	90.1	19.4	101	13684	90.4	9.1	101
50 SHWG - 30 DAY AV FREQ	15.16	15.96				15.73				15.76				17.52			
30 DAY REACH	142406	6947	86.8	4.9	102	9338	86.0	6.6	101	27807	86.1	19.5	101	13051	86.2	9.2	102
25 SHWG - 30 DAY AV FREQ	8.23	8.36				8.46				8.48				9.37			
30 DAY REACH	131152	6612	82.6	5.0	106	8691	80.0	6.6	102	25797	79.9	19.7	102	12230	80.8	9.3	103
CABLE TV: HOME WIRED	66879	3654	45.6	5.5	114	4800	44.2	7.2	111	13736	42.5	20.5	107	6191	40.9	9.3	103
HOME NOT WIRED	100848	4355	54.4	4.3	90	6063	55.8	6.0	93	18564	57.5	18.4	96	8953	59.1	8.9	98
HAVE PAY CABLE	35024	2072	25.9	5.9	124	2802	25.8	8.0	124	7758	24.0	22.2	115	3344	22.1	9.5	106

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0092
P-22

	TOTAL U.S. '000	FIFTH AVENUE A '000	B % DOWN	C % ACROSS	D INDX	HEATH A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY - ALMOND A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	8008	100.0	4.8	100	10863	100.0	6.5	100	32300	100.0	19.3	100	15144	100.0	9.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	4819	60.2	5.0	106	6389	58.8	6.7	103	18767	58.1	19.6	102	8660	57.2	9.1	100
10:00 AM - 3:00 PM	63599	3419	42.7	5.4	113	4530	41.7	7.1	110	12567	38.9	19.8	103	6201	40.9	9.8	108
3:00 PM - 7:00 PM	72097	3586	44.8	5.0	104	5074	46.7	7.0	109	14283	44.2	19.8	103	6618	43.7	9.2	102
7:00 PM - MIDNIGHT	36670	1881	23.5	5.1	107	2527	23.3	6.9	106	7329	22.7	20.0	104	3517	23.2	9.6	106
MIDNIGHT - 6:00 AM	21908	1053	13.1	4.8	101	1462	13.5	6.7	103	4280	13.3	19.5	101	1906	12.6	8.7	96
6:00 AM - MIDNIGHT	127571	6462	80.7	5.1	106	8575	78.9	6.7	104	24947	77.2	19.6	102	11931	78.8	9.4	104
ENTIRE DAY	129239	6558	81.9	5.1	106	8664	79.8	6.7	104	25244	78.2	19.5	101	12073	79.7	9.3	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1674	20.9	4.9	103	2538	23.4	7.5	115	6693	20.7	19.7	102	3549	23.4	10.4	116
ALL NEWS	6062	*201	2.5	3.3	69	267	2.5	4.4	68	1096	3.4	18.1	94	382	2.5	6.3	70
AOR/PROGRESSIVE	11884	550	6.9	4.6	97	933	8.6	7.9	121	2627	8.1	22.1	115	1177	7.8	9.9	110
BEAUTIFUL MUSIC	11180	595	7.4	5.3	111	587	5.4	5.3	81	2083	6.4	18.6	97	958	6.3	8.6	95
BLACK	4538	427	5.3	9.4	197	357	3.3	7.9	121	1195	3.7	26.3	137	475	3.1	10.5	116
CLASSICAL	3857	**124	1.5	3.2	67	*252	2.3	6.5	101	746	2.3	19.3	100	309	2.0	8.0	89
CHR/ROCK	21946	1163	14.5	5.3	111	1698	15.6	7.7	119	4586	14.2	20.9	109	2371	15.7	10.8	120
COUNTRY	27262	1618	20.2	5.9	124	1996	18.4	7.3	113	4885	15.1	17.9	93	2632	17.4	9.7	107
GOLDEN OLDIES	3339	*232	2.9	6.9	146	*156	1.4	4.7	72	493	1.5	14.8	77	*278	1.8	8.3	92
MOR/NOSTALGIA	10346	501	6.3	4.8	101	605	5.6	5.8	90	1786	5.5	17.3	90	790	5.2	7.6	85
NEWS/TALK	8929	314	3.9	3.5	74	552	5.1	6.2	95	1582	4.9	17.7	92	532	3.5	6.0	66
RELIGIOUS	5488	*375	4.7	6.8	143	346	3.2	6.3	97	1049	3.2	19.1	99	614	4.1	11.2	124
SOFT ROCK	1232	**36	0.4	2.9	61	**46	0.4	3.7	58	*248	0.8	20.1	105	**132	0.9	10.7	119
URBAN CONTEMPORARY	3184	*219	2.7	6.9	144	*185	1.7	5.8	90	636	2.0	20.0	104	*288	1.9	9.0	100
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	370	4.6	5.4	112	582	5.4	8.4	130	1484	4.6	21.5	112	829	5.5	12.0	133
ABC DIRECTION	5212	*233	2.9	4.5	94	380	3.5	7.3	113	1160	3.6	22.3	116	468	3.1	9.0	99
ABC ENTERTAINMENT	10385	646	8.1	6.2	130	750	6.9	7.2	112	1915	5.9	18.4	96	973	6.4	9.4	104
ABC FM	4762	*248	3.1	5.2	109	415	3.8	8.7	135	947	2.9	19.9	103	456	3.0	9.6	106
ABC INFORMATION	11339	592	7.4	5.2	109	480	4.4	4.2	65	2107	6.5	18.6	96	854	5.6	7.5	83
ABC ROCK	4878	*226	2.8	4.6	97	482	4.4	9.9	153	890	2.8	18.2	95	538	3.6	11.0	122
CBS	10709	507	6.3	4.7	99	724	6.7	6.8	104	2063	6.4	19.3	100	844	5.6	7.9	87
MUTUAL	10251	578	7.2	5.6	118	685	6.3	6.7	103	2143	6.6	20.9	109	920	6.1	9.0	99
NBC	12243	492	6.1	4.0	84	833	7.7	6.8	105	1943	6.0	15.9	82	996	6.6	8.1	90
RADIORADIO	4606	319	4.0	6.9	145	306	2.8	6.6	103	815	2.5	17.7	92	534	3.5	11.6	128
RKO ONE	5148	462	5.8	9.0	188	442	4.1	8.6	133	1246	3.9	24.2	126	642	4.2	12.5	138
RKO TWO	7313	371	4.6	5.1	106	466	4.3	6.4	98	1353	4.2	18.5	96	663	4.4	9.1	100
THE SOURCE	5981	316	3.9	5.3	111	322	3.0	5.4	83	1062	3.3	17.8	92	548	3.6	9.2	101
NON-WIRED : BLAIR	19329	940	11.7	4.9	102	1414	13.0	7.3	113	3680	11.4	19.0	99	1853	12.2	9.6	106
INTERNET	27139	1539	19.2	5.7	119	1858	17.1	6.8	106	5530	17.1	20.4	106	2732	18.0	10.1	111
KATZ RADIO GROUP	36319	1826	22.8	5.0	105	2452	22.6	6.8	104	6795	21.0	18.7	97	2900	19.1	8.0	88
SUPERNET	22361	1222	15.3	5.5	114	1767	16.3	7.9	122	4225	13.1	18.9	98	2435	16.1	10.9	121
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	859	10.7	5.9	124	837	7.7	5.8	89	2853	8.8	19.6	102	1469	9.7	10.1	112
MKDAY 9:00 AM - 1:00 PM	18688	1010	12.6	5.4	113	1181	10.9	6.3	98	3579	11.1	19.2	99	1906	12.6	10.2	113
MKDAY 1:00 PM - 4:30 PM	24061	1273	15.9	5.3	111	1563	14.4	6.5	100	4726	14.6	19.6	102	2541	16.8	10.6	117
MKDAY 4:30 PM - 7:30 PM	44079	2212	27.6	5.0	105	2615	24.1	5.9	92	8308	25.7	18.8	98	3946	26.1	9.0	99
MKDAY 7:30 PM - 8:00 PM	61979	3139	39.2	5.1	106	3644	33.5	5.9	91	11566	35.8	18.7	97	5568	36.8	9.0	99
MKDAY 11:00 PM - 11:30 PM	49084	2447	30.6	5.0	104	3309	30.5	6.7	104	9579	29.7	19.5	101	4845	32.0	9.9	109
MKDAY 11:30 PM - 1:00 AM	16560	855	10.7	5.2	108	1171	10.8	7.1	109	3337	10.3	20.2	105	1737	11.5	10.5	116
M-SAT 8-11 PM+SUN 7-11 PM	66967	3344	41.8	5.0	105	4298	39.6	6.4	99	12981	40.2	19.4	101	6213	41.0	9.3	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	571	7.1	6.2	129	731	6.7	7.9	122	1921	5.9	20.7	108	979	6.5	10.6	117
ANOTHER WORLD N	6138	414	5.2	6.7	141	405	3.7	6.6	102	1143	3.5	18.6	97	700	4.6	11.4	126
AS THE WORLD TURNS C	7707	302	3.8	3.9	82	430	4.0	5.6	86	1450	4.5	18.8	98	727	4.8	9.4	104
CAPITOL C	4688	240	3.0	5.1	107	295	2.7	6.3	97	820	2.5	17.5	91	509	3.4	10.9	120
CBS MORN. NEWS 1 C	2792	164	2.0	5.9	123	173	1.6	6.2	96	522	1.6	18.7	97	256	1.7	9.2	102
CBS MORN. NEWS 2 C	2071	103	1.3	5.0	104	92	0.8	4.4	69	304	0.9	14.7	76	203	1.3	9.8	109
DAYS OF OUR LIVES N	8018	468	5.8	5.8	122	623	5.7	7.8	120	1675	5.2	20.9	108	982	6.5	12.2	136
FACTS OF LIFE - DAYTIME N	3487	230	2.9	6.6	138	202	1.9	5.8	89	572	1.8	16.4	85	315	2.1	9.0	100
FAMILY FEUD A	4817	253	3.2	5.3	110	299	2.8	6.2	96	776	2.4	16.1	84	451	3.0	9.4	104
GENERAL HOSPITAL A	8333	481	6.0	5.8	121	518	4.8	6.2	96	1753	5.4	21.0	109	894	5.9	10.7	119
GOOD MORNING, AMERICA-730 A	5472	249	3.1	4.6	95	351	3.2	6.4	99	1117	3.5	20.4	106	636	4.2	11.6	129
GOOD MORNING, AMERICA-830 A	3965	155	1.9	3.9	82	168	1.5	4.2	65	744	2.3	18.8	97	488	3.2	12.3	136
GUIDING LIGHT C	7542	384	4.8	5.1	107	495	4.6	6.6	101	1339	4.1	17.8	92	897	5.9	11.9	132
ONE LIFE TO LIVE A	6018	343	4.3	5.7	119	437	4.0	7.3	112	1333	4.1	22.2	115	602	4.0	10.0	111
PRESS YOUR LUCK C	3589	186	2.3	5.2	109	246	2.3	6.9	106	646	2.0	18.0	93	347	2.3	9.7	107
PRICE IS RIGHT 1 C	7418	400	5.0	5.4	113	365	3.4	4.9	76	1362	4.2	18.4	95	583	3.8	7.9	87
PRICE IS RIGHT 2 C	8276	435	5.4	5.3	110	507	4.7	6.1	95	1605	5.0	19.4	101	761	5.0	9.2	102
RYAN'S HOPE A	4358	332	4.1	7.6	160	306	2.8	7.0	108	818	2.5	18.8	97	415	2.7	9.5	105
SALE OF THE CENTURY N	3749	326	4.1	8.7	182	339	3.1	9.0	140	740	2.3	19.7	102	390	2.6	10.4	115
SEARCH FOR TOMORROW N	2884	139	1.7	4.8	101	207	1.9	7.2	111	686	2.1	23.8	124	431	2.8	14.9	165
TODAY SHOW 1 N	4869	376	4.7	7.7	162	191	1.8	3.9	61	878	2.7	18.0	94	473	3.1	9.7	108
TODAY SHOW 2 N	4135	241	3.0	5.8	122	175	1.6	4.2	65	792	2.5	19.2	99	372	2.5	9.0	100
$25,000 PYRAMID C	4361	253	3.2	5.8	122	349	3.2	8.0	124	819	2.5	18.8	98	493	3.3	11.3	125
WHEEL OF FORTUNE N	6187	299	3.7	4.8	101	541	5.0	8.7	135	1136	3.5	18.4	95	619	4.1	10.0	111
YOUNG AND THE RESTLESS C	8186	382	4.8	4.7	98	520	4.8	6.4	98	1403	4.3	17.1	89	748	4.9	9.1	101
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	252	3.1	5.3	112	320	2.9	6.8	105	848	2.6	17.9	93	366	2.4	7.7	85
NBA PLAYOFF GAME -1 C	5127	282	3.5	5.5	115	221	2.0	4.3	67	939	2.9	18.3	95	446	2.9	8.7	96
NBC MAJOR LEAGUE PRE-GAME N	3945	*255	3.2	6.5	135	*165	1.5	4.2	65	738	2.3	18.7	97	523	3.5	13.3	147
SPORTSWORLD - SUN N	3370	*139	1.7	4.1	86	213	2.0	6.3	98	513	1.6	15.2	79	289	1.9	8.6	95
SUNDAY MORNING C	4200	*220	2.7	5.2	110	211	1.9	5.0	78	656	2.0	15.6	81	403	2.7	9.6	106

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

	TOTAL U.S. '000	FIFTH AVENUE A '000	FIFTH AVENUE B % DOWN	FIFTH AVENUE C % ACROSS	FIFTH AVENUE D INDX	HEATH A '000	HEATH B % DOWN	HEATH C % ACROSS	HEATH D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX	HERSHEY KRACKLE A '000	HERSHEY KRACKLE B % DOWN	HERSHEY KRACKLE C % ACROSS	HERSHEY KRACKLE D INDX
TOTAL ADULTS	167727	8008	100.0	4.8	100	10863	100.0	6.5	100	32300	100.0	19.3	100	15144	100.0	9.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	2690	33.6	5.1	108	2950	27.2	5.6	87	9501	29.4	18.2	94	4523	29.9	8.6	96
NETWORK AFFILIATES - LATE	39164	1951	24.4	5.0	104	2634	24.2	6.7	104	7626	23.6	19.5	101	3930	26.0	10.0	111
INDEPENDENTS - LATE	5133	160	2.0	3.1	65	254	2.3	4.9	76	920	2.8	17.9	93	461	3.0	9.0	99
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	22825	1420	17.7	6.2	130	1490	13.7	6.5	101	4531	14.0	19.9	103	2156	14.2	9.4	105
ABC MONDAY NIGHT MOVIE A	11258	511	6.4	4.5	95	688	6.3	6.1	94	2295	7.1	20.4	106	1156	7.6	10.3	114
ABC SUNDAY NIGHT MOVIE A	23600	1067	13.3	4.5	95	1746	16.1	7.4	114	4483	13.9	19.0	99	2236	14.8	9.5	105
ABC WORLD NEWS TONIGHT A	12801	596	7.4	4.7	98	757	7.0	5.9	91	2431	7.5	19.0	99	1070	7.1	8.4	93
AFTERMASH C	10966	385	4.8	3.5	74	698	6.4	6.4	98	2014	6.2	18.4	95	853	5.6	7.8	86
ALICE C	17050	852	10.6	5.0	105	1007	9.3	5.9	91	3174	9.8	18.6	97	1328	8.8	7.8	86
AMERICAN PARADE C	11998	532	6.6	4.4	93	685	6.3	5.7	88	2054	6.4	17.1	89	1126	7.4	9.4	104
BENSON A	19258	897	11.2	4.7	98	1061	9.8	5.5	85	3861	12.0	20.0	104	1521	10.0	7.9	87
BLUE THUNDER A	11478	641	8.0	5.6	117	709	6.5	6.2	95	2398	7.4	20.9	108	1114	7.4	9.7	107
CAGNEY & LACEY C	18263	877	11.0	4.8	101	1228	11.3	6.7	104	3523	10.9	19.3	100	1618	10.7	8.9	98
CBS EVENING NEWS-DEAN C	7733	459	5.7	5.9	124	495	4.6	6.4	99	1282	4.0	16.6	86	667	4.4	8.6	96
CBS EVENING NEWS-RATHER C	15653	760	9.5	4.9	102	937	8.6	6.0	92	2668	8.3	17.0	89	1227	8.1	7.8	87
CBS SAT. NEWS-SCHIEFFER C	8744	408	5.1	4.7	98	465	4.3	5.3	82	1449	4.5	16.6	86	746	4.9	8.5	94
CBS SATURDAY NIGHT MOVIE C	12000	513	6.4	4.3	90	735	6.8	6.1	95	2375	7.4	19.8	103	1210	8.0	10.1	112
CBS WEDNESDAY NIGHT MOVIE C	11522	552	6.9	4.8	100	674	6.2	5.8	90	2135	6.6	18.5	96	1043	6.9	9.1	100
CHEERS N	16818	896	11.2	5.3	112	1062	9.8	6.3	97	3364	10.4	20.0	104	1708	11.3	10.2	112
DALLAS C	37510	1913	23.9	5.1	107	2610	24.0	7.0	107	7095	22.0	18.9	98	3676	24.3	9.8	109
DIFF'RENT STROKES N	11258	572	7.1	5.1	106	710	6.5	6.3	97	2271	7.0	20.2	105	993	6.6	8.8	98
DOUBLE TROUBLE N	12248	615	7.7	5.0	105	771	7.1	6.3	97	2405	7.4	19.6	102	1368	9.0	11.2	124
DUCK FACTORY N	11100	497	6.2	4.5	94	732	6.7	6.6	102	2021	6.3	18.2	95	1077	7.1	9.7	107
DUKES OF HAZZARD C	12353	818	10.2	6.6	139	776	7.1	6.3	97	2234	6.9	18.1	94	1323	8.7	10.7	119
DYNASTY A	33279	1623	20.3	4.9	102	2141	19.7	6.4	99	6659	20.6	20.0	104	3190	21.1	9.6	106
FACTS OF LIFE N	13410	693	8.7	5.2	108	853	7.9	6.4	98	2479	7.7	18.5	96	1210	8.0	9.0	100
FALCON CREST C	31093	1712	21.4	5.5	115	2413	22.2	7.8	120	6024	18.7	19.4	101	3217	21.2	10.3	115
FALL GUY A	18649	1100	13.7	5.9	124	1167	10.7	6.3	97	3601	11.1	19.3	100	1962	13.0	10.5	117
FAMILY TIES N	13101	788	9.8	6.0	126	854	7.9	6.5	101	2323	7.2	17.7	92	1482	9.8	11.3	125
FANTASY ISLAND A	13069	668	8.3	5.1	107	836	7.7	6.4	99	2476	7.7	18.9	98	1301	8.6	10.0	110
FOULUPS,BLEEPS & BLUNDERS A	16588	635	7.9	3.8	80	1053	9.7	6.3	98	3178	9.8	19.2	99	1315	8.7	7.9	88
FOUR SEASONS C	9302	*337	4.2	3.6	76	636	5.9	6.8	106	1745	5.4	18.8	97	738	4.9	7.9	88
GIMME A BREAK N	13955	965	12.1	6.9	145	856	7.9	6.1	95	2529	7.8	18.1	94	1451	9.6	10.4	115
HART TO HART A	15735	685	8.6	4.4	91	1137	10.5	7.2	112	2933	9.1	18.6	97	1586	10.5	10.1	112
HILL STREET BLUES N	18257	826	10.3	4.5	95	1400	12.9	7.7	118	3407	10.5	18.7	97	1631	10.8	8.9	99
HOTEL A	24236	1289	16.1	5.3	111	1620	14.9	6.7	103	4636	14.4	19.1	99	2414	15.9	10.0	110
JEFFERSONS C	17010	793	9.9	4.7	98	1123	10.3	6.6	102	3045	9.4	17.9	93	1405	9.3	8.3	91
JENNIFER SLEPT HERE N	9397	432	5.4	4.6	96	601	5.5	6.4	99	1840	5.7	19.6	102	765	5.1	8.1	90
KATE & ALLIE C	16762	785	9.8	4.7	98	1097	10.1	6.5	101	3259	10.1	19.4	101	1404	9.3	8.4	93
KNIGHT RIDER N	13164	691	8.6	5.2	110	902	8.3	6.9	106	2696	8.3	20.5	106	1337	8.8	10.2	112
LOVE BOAT A	20400	1060	13.2	5.2	109	1243	11.4	6.1	94	3659	11.3	17.9	93	1684	11.1	8.3	91
MAGNUM PI C	22543	1082	13.5	4.8	101	1494	13.8	6.6	102	4229	13.1	18.8	97	1806	11.9	8.0	89
MAMA'S FAMILY N	9852	535	6.7	5.4	114	496	4.6	5.0	78	2105	6.5	21.4	111	987	6.5	10.0	111
MASTER, THE N	8082	451	5.6	5.6	117	406	3.7	5.0	78	1697	5.3	21.0	109	746	4.9	9.2	102
MATT HOUSTON A	12881	809	10.1	6.3	132	976	9.0	7.6	117	2658	8.2	20.6	107	1221	8.1	9.5	105
NBC MONDAY NIGHT MOVIE N	23889	1305	16.3	5.5	114	1592	14.7	6.7	103	4661	14.4	19.5	101	2534	16.7	10.6	117
NBC NIGHTLY NEWS N	11156	540	6.7	4.8	101	635	5.8	5.7	88	1848	5.7	16.6	86	1005	6.6	9.0	100
NBC NIGHTLY NEWS-SAT N	7363	*218	2.7	3.0	62	367	3.4	5.0	77	1227	3.8	16.7	87	591	3.9	8.0	89
NBC NIGHTLY NEWS-SUN N	6214	*241	3.0	3.9	81	377	3.5	6.1	94	999	3.1	16.1	83	406	2.7	6.5	72
NBC SUNDAY NIGHT MOVIE N	17590	1123	14.0	6.4	134	1012	9.3	5.8	89	3950	12.2	22.5	117	2045	13.5	11.6	129
NEWHART C	16740	823	10.3	4.9	103	1103	10.2	6.6	102	3302	10.2	19.7	102	1441	9.5	8.6	95
ONE DAY AT A TIME C	11820	638	8.0	5.4	113	714	6.6	6.0	93	2325	7.2	19.7	102	1101	7.3	9.3	103
PEOPLE ARE FUNNY N	9138	390	4.9	4.3	89	544	5.0	6.0	92	1955	6.1	21.4	111	901	5.9	9.9	109
REAL PEOPLE N	15979	709	8.9	4.4	93	807	7.4	5.1	78	2810	8.7	17.6	91	1304	8.6	8.2	90
REMINGTON STEELE N	14395	679	8.5	4.7	99	1070	9.8	7.4	115	2717	8.4	18.9	98	1345	8.9	9.3	103
RIPLEY'S BELIEVE IT - NOT A	11362	557	7.0	4.9	103	863	7.9	7.6	117	2282	7.1	20.1	104	1031	6.8	9.1	101
RIPTIDE N	13920	855	10.7	6.1	129	1000	9.2	7.2	111	2802	8.7	20.1	105	1192	7.9	8.6	95
SCARECROW & MRS. KING C	17571	859	10.7	4.9	102	1211	11.1	6.9	106	3331	10.3	19.0	98	1437	9.5	8.2	91
SIMON & SIMON C	20208	942	11.8	4.7	98	1343	12.4	6.6	103	3603	11.2	17.8	93	1631	10.8	8.1	89
60 MINUTES C	27668	1234	15.4	4.5	93	1414	13.0	5.1	79	4782	14.8	17.3	90	2210	14.6	8.0	88
ST. ELSEWHERE N	13699	724	9.0	5.3	111	947	8.7	6.9	107	2694	8.3	19.7	102	1348	8.9	9.8	109
THREE'S COMPANY A	20632	976	12.2	4.7	99	1424	13.1	6.9	107	4048	12.5	19.6	102	1927	12.7	9.3	103
T.J. HOOKER A	17136	885	11.1	5.2	108	1005	9.3	5.9	91	3437	10.6	20.1	104	1604	10.6	9.4	104
TONIGHT SHOW N	4963	287	3.6	5.8	121	327	3.0	6.6	102	1054	3.3	21.2	110	571	3.8	11.5	127
TRAPPER JOHN, M.D. C	16332	929	11.6	5.7	119	951	8.8	5.8	90	3064	9.5	18.8	97	1411	9.3	8.6	96
TV BLOOPERS & PRAC. JOKES N	18881	739	9.2	3.9	82	1173	10.8	6.2	96	3613	11.2	19.1	99	1813	12.0	9.6	106
20/20 A	18315	949	11.9	5.2	109	1136	10.5	6.2	96	3607	11.2	19.7	102	1912	12.6	10.4	116
WEBSTER A	18722	895	11.2	4.8	100	1143	10.5	6.1	94	3785	11.7	20.2	105	1532	10.1	8.2	91
WORLD NEWS - SUN A	5327	240	3.0	4.5	94	275	2.5	5.2	80	1048	3.2	19.7	102	401	2.6	7.5	83
YELLOW ROSE N	8370	528	6.6	6.3	132	489	4.5	5.8	90	1690	5.2	20.2	105	782	5.2	9.3	103
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	1690	21.1	6.5	137	1762	16.2	6.8	105	5107	15.8	19.7	103	2335	15.4	9.0	100
BASKETBALL - COLLEGE GAMES	14468	901	11.3	6.2	130	878	8.1	6.1	94	3026	9.4	20.9	109	1138	7.5	7.9	87
BASKETBALL - PRO GAMES	12124	736	9.2	6.1	127	779	7.2	6.4	99	2589	8.0	21.4	111	1032	6.8	8.5	94
BOWLING	9412	555	6.9	5.9	124	669	6.2	7.1	110	1749	5.4	18.6	96	796	5.3	8.5	94
BOXING	15409	746	9.3	4.8	101	1234	11.4	8.0	124	3193	9.9	20.7	108	1472	9.7	9.6	106
FOOTBALL - COLLEGE GAMES	21400	1201	15.0	5.6	118	1592	14.7	7.4	115	4287	13.3	20.0	104	1772	11.7	8.3	92
FOOTBALL - PRO GAMES	35944	2051	25.6	5.7	120	2743	25.3	7.6	118	7768	24.0	21.6	112	3628	24.0	10.1	112
GOLF	9759	*405	5.1	4.2	87	858	7.9	8.8	136	1982	6.1	20.3	105	811	5.4	8.3	92
POST-SEASON COLL. FOOTBALL	18123	1088	13.6	6.0	126	1377	12.7	7.6	117	3622	11.2	20.0	104	1886	12.5	10.4	115
POST-SEASON PRO FOOTBALL	22091	1162	14.5	5.3	110	1748	16.1	7.9	122	4843	15.0	21.9	114	2238	14.8	10.1	112
TENNIS	6764	*416	5.2	6.2	129	483	4.4	7.1	110	1053	3.3	15.6	81	*374	2.5	5.5	61
WRESTLING - PROFESSIONAL	9695	872	10.9	9.0	188	646	5.9	6.7	103	2140	6.6	22.1	115	1365	9.0	14.1	156

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

	TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	IN
TOTAL ADULTS	167727	31012	100.0	18.5	100	7247	100.0	4.3	100	13218	100.0	7.9	100	29509	100.0	17.6	1
MALES	79263	12932	41.7	16.3	88	3383	46.7	4.3	99	5014	37.9	6.3	80	11553	39.2	14.6	
FEMALES	88464	18080	58.3	20.4	111	3864	53.3	4.4	101	8204	62.1	9.3	118	17956	60.8	20.3	1
18 - 24	28671	5437	17.5	19.0	103	1853	25.6	6.5	150	3019	22.8	10.5	134	6810	23.1	23.8	1
25 - 34	39536	7787	25.1	19.7	107	2304	31.8	5.8	135	4067	30.8	10.3	131	9377	31.8	23.7	1
35 - 44	28978	5509	19.1	20.4	110	1403	19.4	4.8	112	2893	21.9	10.0	127	5722	19.4	19.7	1
45 - 54	22345	4297	13.9	19.2	104	692	9.5	3.1	72	1225	9.3	5.5	70	3035	10.3	13.6	
55 - 64	22224	3775	12.2	17.0	92	*477	6.6	2.1	50	1119	8.5	5.0	64	2559	8.7	11.5	
65 OR OLDER	25973	3808	12.3	14.7	79	519	7.2	2.0	46	895	6.8	3.4	44	2005	6.8	7.7	
18 - 34	68207	13224	42.6	19.4	105	4157	57.4	6.1	141	7086	53.6	10.4	132	16188	54.9	23.7	1
18 - 49	108058	21175	68.3	19.6	106	5887	81.2	5.4	126	10667	80.7	9.9	125	23417	79.4	21.7	1
25 - 54	90859	17992	58.0	19.8	107	4398	60.7	4.8	112	8185	61.9	9.0	114	18134	61.5	20.0	1
35 - 49	39851	7951	25.6	20.0	108	1730	23.9	4.3	100	3581	27.1	9.0	114	7229	24.5	18.1	1
50 OR OLDER	59669	9837	31.7	16.5	89	1360	18.8	2.3	53	2551	19.3	4.3	54	6092	20.6	10.2	
GRADUATED COLLEGE	28091	4558	14.7	16.2	88	904	12.5	3.2	74	2102	15.9	7.5	95	3939	13.3	14.0	
ATTENDED COLLEGE	28938	5563	17.9	19.2	104	1302	18.0	4.5	104	2766	20.9	9.6	121	4936	16.7	17.1	
GRADUATED HIGH SCHOOL	65503	12335	39.8	18.8	102	2824	39.0	4.3	100	5436	41.1	8.3	105	13160	44.6	20.1	1
DID NOT GRADUATE HIGH SCHOOL	45195	8556	27.6	18.9	102	2216	30.6	4.9	114	2914	22.0	6.4	82	7474	25.3	16.5	
EMPLOYED MALES	56429	9158	29.5	16.2	88	2369	32.7	4.2	97	3775	28.6	6.7	85	8568	29.0	15.2	
EMPLOYED FEMALES	43971	8809	28.4	20.0	108	2090	28.8	4.8	110	4415	33.4	10.0	127	9716	32.9	22.1	1
EMPLOYED FULL-TIME	87773	15435	49.8	17.6	95	3907	53.9	4.5	103	6890	52.1	7.8	100	15560	52.7	17.7	1
EMPLOYED PART-TIME	12627	2528	8.2	20.0	108	*552	7.6	4.4	101	1301	9.8	10.3	131	2725	9.2	21.6	1
NOT EMPLOYED	67327	13049	42.1	19.4	105	2788	38.5	4.1	96	5028	38.0	7.5	95	11224	38.0	16.7	
PROFESSIONAL/MANAGER	25845	4514	14.6	17.5	94	928	12.8	3.6	83	2415	18.3	9.3	119	3806	12.9	14.7	
TECH/CLERICAL/SALES	30895	5632	18.2	18.2	99	1420	19.6	4.6	106	2765	20.9	8.9	114	6039	20.5	19.5	1
PRECISION/CRAFT	12629	2265	7.3	17.9	97	585	8.1	4.6	107	855	6.5	6.8	86	1978	6.7	15.7	
OTHER EMPLOYED	31031	5553	17.9	17.9	97	1527	21.1	4.9	114	2156	16.3	6.9	88	6462	21.9	20.8	1
SINGLE	35557	6277	20.2	17.7	95	2087	28.8	5.9	136	3225	24.4	9.1	115	6994	23.7	19.7	1
MARRIED	103585	20282	65.4	19.6	106	4198	57.9	4.1	94	7996	60.5	7.7	98	18456	62.5	17.8	1
DIVORCED/SEPARATED/WIDOWED	28585	4452	14.4	15.6	84	962	13.3	3.4	78	1996	15.1	7.0	89	4059	13.8	14.2	
PARENTS	59295	13140	42.4	22.2	120	3349	46.2	5.6	131	6391	48.4	10.8	137	14652	49.7	24.7	1
WHITE	146081	27367	88.2	18.7	101	6171	85.2	4.2	98	11611	87.8	7.9	101	25207	85.4	17.3	
BLACK	17974	2936	9.5	16.3	88	844	11.6	4.7	109	1368	10.3	7.6	97	3696	12.5	20.6	1
OTHER	3672	*709	2.3	19.3	104	**233	3.2	6.3	147	**239	1.8	6.5	83	*606	2.1	16.5	
NORTHEAST-CENSUS	37005	6726	21.7	18.2	98	1118	15.4	3.0	70	3374	25.5	9.1	116	6297	21.3	17.0	
NORTH CENTRAL	42642	8202	26.4	19.2	104	2463	34.0	5.8	134	3243	24.5	7.6	97	8643	29.3	20.3	1
SOUTH	56777	11003	35.5	19.4	105	1980	27.3	3.5	81	3505	26.5	6.2	78	9357	31.7	16.5	
WEST	31303	5079	16.4	16.2	88	1686	23.3	5.4	125	3096	23.4	9.9	126	5213	17.7	16.7	
NORTHEAST-MKTG.	38125	6432	20.7	16.9	91	1028	14.2	2.7	62	3127	23.7	8.2	104	5847	19.8	15.3	
EAST CENTRAL	24794	4986	16.1	20.1	109	1284	17.7	5.2	120	2076	15.7	8.4	106	4745	16.1	19.1	
WEST CENTRAL	28511	5512	17.8	19.3	105	1679	23.2	5.9	136	2255	17.1	7.9	100	5932	20.1	20.8	
SOUTH	48953	9889	31.9	20.2	109	1752	24.2	3.6	83	3081	23.3	6.3	80	8573	29.1	17.5	
PACIFIC	27344	4194	13.5	15.3	83	1504	20.8	5.5	127	2679	20.3	9.8	124	4413	15.0	16.1	
COUNTY SIZE A	69301	12243	39.5	17.7	96	3169	43.7	4.6	106	5333	40.3	7.7	98	11333	38.4	16.4	
COUNTY SIZE B	50633	9986	32.2	19.7	107	2297	31.7	4.5	105	4582	34.7	9.0	115	9605	32.5	19.0	
COUNTY SIZE C	26259	4906	15.8	18.7	101	977	13.5	3.7	86	2263	17.1	8.6	109	4647	15.7	17.7	
COUNTY SIZE D	21534	3867	12.5	18.0	97	804	11.1	3.7	86	1040	7.9	4.8	61	3925	13.3	18.2	
METRO CENTRAL CITY	50014	9172	29.6	18.3	99	2678	37.0	5.4	124	4474	33.8	8.9	114	9078	30.8	18.2	
METRO SUBURBAN	76832	14293	46.1	18.6	101	2989	41.2	3.9	90	6205	46.9	8.1	102	12826	43.5	16.7	
NON METRO	40881	7547	24.3	18.5	100	1580	21.8	3.9	89	2540	19.2	6.2	79	7604	25.8	18.6	
TOP 5 ADI'S	39550	6923	22.3	17.5	95	1727	23.8	4.4	101	3331	25.2	8.4	107	7099	24.1	17.9	
TOP 10 ADI'S	54877	9193	29.6	16.8	91	2296	31.7	4.2	97	4432	33.5	8.1	102	8927	30.3	16.3	
TOP 20 ADI'S	77516	13508	43.6	17.4	94	3239	44.7	4.2	97	6048	45.8	7.8	99	12765	43.3	16.5	
HSHLD INC. $50,000 OR MORE	17257	3357	10.8	19.5	105	*585	8.1	3.4	78	1454	11.0	8.4	107	2644	9.0	15.3	
$40,000 OR MORE	33235	6396	20.6	19.2	104	1345	18.6	4.0	94	2929	22.2	8.8	112	5554	18.8	16.7	
$30,000 OR MORE	59693	11582	37.3	19.4	105	2564	35.4	4.3	99	5145	38.9	8.6	109	10114	34.3	16.9	
$25,000 OR MORE	76275	14459	46.6	19.0	103	3174	43.8	4.2	96	6537	49.5	8.6	109	13142	44.5	17.2	
$20,000 - $24,999	18607	3337	10.8	17.9	97	552	7.6	3.0	69	1378	10.4	7.4	94	3413	11.6	18.3	
$15,000 - $19,999	17175	3301	10.6	19.2	104	814	11.2	4.7	110	1595	12.1	9.3	118	3072	10.4	17.9	
$10,000 - $14,999	24569	4754	15.3	19.3	105	1312	18.1	5.3	124	1730	13.1	7.0	89	4596	15.6	18.7	
UNDER $10,000	31101	5162	16.6	16.6	90	1395	19.2	4.5	104	1978	15.0	6.4	81	5285	17.9	17.0	
HOUSEHOLD OF 1 PERSON	19441	2521	8.1	13.0	70	535	7.4	2.8	64	1119	8.5	5.8	73	2021	6.8	10.4	
2 PEOPLE	51803	8184	26.4	15.8	85	1679	23.2	3.2	75	3014	22.8	5.8	74	6732	22.8	13.0	
3 OR 4 PEOPLE	66933	13915	44.9	20.8	112	3153	43.5	4.7	109	5815	44.0	8.7	110	13314	45.1	19.9	
5 OR MORE PEOPLE	29550	6392	20.6	21.6	117	1880	25.9	6.4	147	3270	24.7	11.1	140	7443	25.2	25.2	
NO CHILD IN HSHLD	96587	15635	50.4	16.2	88	3164	43.7	3.3	76	5583	42.2	5.8	73	12164	41.2	12.6	
CHILD(REN) UNDER 2 YRS	10844	2462	7.9	22.7	123	760	10.5	7.0	162	1149	8.7	10.6	134	2972	10.1	27.4	
2 - 5 YEARS	26358	5454	17.6	20.7	112	1569	21.7	6.0	138	2891	21.9	11.0	139	7007	23.7	26.6	
6 - 11 YEARS	30453	6977	22.5	22.9	124	1746	24.1	5.7	133	3756	28.4	12.3	157	8186	27.7	26.9	
12 - 17 YEARS	36575	8118	26.2	22.2	120	2001	27.6	5.5	127	3898	29.5	10.7	135	8423	28.5	23.0	
RESIDENCE OWNED	117770	22213	71.6	18.9	102	4248	58.6	3.6	83	8800	66.6	7.5	95	19707	66.8	16.7	
VALUE: $50,000 OR MORE	70166	12930	41.7	18.4	100	2504	34.6	3.6	83	5543	41.9	7.9	100	10977	37.2	15.6	
VALUE: UNDER $50,000	47604	9283	29.9	19.5	105	1744	24.1	3.7	85	3257	24.6	6.8	87	8730	29.6	18.3	

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	31012	100.0	18.5	100	7247	100.0	4.3	100	13218	100.0	7.9	100	29509	100.0	17.6	100
MAGAZINES	QUINTILE 1	34022	7071	22.8	20.8	112	1800	24.8	5.3	122	3558	26.9	10.5	133	6960	23.6	20.5	116
	QUINTILE 2	34800	6811	22.0	19.6	106	1665	23.0	4.8	111	3215	24.3	9.2	117	6573	22.3	18.9	107
	QUINTILE 3	30514	5397	17.4	17.7	96	1184	16.3	3.9	90	2289	17.3	7.5	95	4776	16.2	15.7	89
	QUINTILE 4	33324	6238	20.1	18.7	101	1441	19.9	4.3	100	2380	18.0	7.1	91	5695	19.3	17.1	97
	QUINTILE 5	35066	5493	17.7	15.7	85	1158	16.0	3.3	76	1777	13.4	5.1	64	5506	18.7	15.7	89
NEWSPAPERS	QUINTILE 1	29107	5499	17.7	18.9	102	979	13.5	3.4	78	2412	18.2	8.3	105	4444	15.1	15.3	87
	QUINTILE 2	49095	8834	28.5	18.0	97	1994	27.5	4.1	94	3822	28.9	7.8	99	8207	27.8	16.7	95
	QUINTILE 3	23107	4366	14.1	18.9	102	1144	15.8	5.0	115	2032	15.4	8.8	112	4281	14.5	18.5	105
	QUINTILE 4	33556	6389	20.6	19.0	103	1246	17.2	3.7	86	2715	20.5	8.1	103	6276	21.3	18.7	106
	QUINTILE 5	32863	5924	19.1	18.0	97	1884	26.0	5.7	133	2237	16.9	6.8	86	6300	21.3	19.2	109
OUTDOOR	QUINTILE 1	33431	7028	22.7	21.0	114	1750	24.1	5.2	121	3034	23.0	9.1	115	6748	22.9	20.2	115
	QUINTILE 2	33478	5823	18.8	17.4	94	1487	20.5	4.4	103	2947	22.3	8.8	112	5936	20.1	17.7	101
	QUINTILE 3	33574	6153	19.8	18.3	99	1378	19.0	4.1	95	2586	19.6	7.7	98	5944	20.1	17.7	101
	QUINTILE 4	33935	5900	19.0	17.4	94	1450	20.0	4.3	99	2497	18.9	7.4	93	5509	18.7	16.2	92
	QUINTILE 5	33310	6108	19.7	18.3	99	1182	16.3	3.5	82	2155	16.3	6.5	82	5373	18.2	16.1	92
RADIO-DRIVE TIME	QUINTILE 1	33136	5990	19.3	18.1	98	1444	19.9	4.4	101	2663	20.1	8.0	102	5938	20.1	17.9	102
	QUINTILE 2	31658	5721	18.4	18.1	98	1225	16.9	3.9	90	2502	18.9	7.9	100	5800	19.7	18.3	104
	QUINTILE 3	32541	6184	19.9	19.0	103	1756	24.2	5.4	125	2714	20.5	8.3	106	6139	20.8	18.9	107
	QUINTILE 4	34247	6524	21.0	19.0	103	1557	21.5	4.5	105	2896	21.9	8.5	107	6212	21.1	18.1	103
	QUINTILE 5	36144	6593	21.3	18.2	99	1265	17.5	3.5	81	2443	18.5	6.8	86	5420	18.4	15.0	85
RADIO-MID-DAY	TERCILE 1	45037	8589	27.7	19.1	103	2238	30.9	5.0	115	3846	29.1	8.5	108	8424	28.5	18.7	106
	TERCILE 2	44819	8269	26.7	18.4	100	2046	28.2	4.6	106	3848	29.1	8.6	109	8251	28.0	18.4	105
	TERCILE 3	77872	14154	45.6	18.2	98	2964	40.9	3.8	88	5525	41.8	7.1	90	12833	43.5	16.5	94
RADIO-TOTAL	QUINTILE 1	33763	6121	19.7	18.1	98	1634	22.5	4.8	112	2819	21.3	8.3	106	6365	21.6	18.9	107
	QUINTILE 2	33240	6601	21.3	19.9	107	1610	22.2	4.8	112	2706	20.5	8.1	103	6170	20.9	18.6	106
	QUINTILE 3	33408	5805	18.7	17.4	94	1327	18.3	4.0	92	2595	19.6	7.8	99	5912	20.0	17.7	101
	QUINTILE 4	34792	6687	21.6	19.2	104	1444	19.9	4.2	96	3097	23.4	8.9	113	6314	21.4	18.1	103
	QUINTILE 5	32524	5798	18.7	17.8	96	1233	17.0	3.8	88	2001	15.1	6.2	78	4749	16.1	14.6	83
TV-PRIME TIME	QUINTILE 1	33090	6058	19.5	18.3	99	1373	18.9	4.1	96	2366	17.9	7.2	91	5245	17.8	15.9	90
	QUINTILE 2	33357	6779	21.9	20.3	110	1745	24.1	5.2	121	2785	21.1	8.3	106	5917	20.1	17.7	101
	QUINTILE 3	33980	6260	20.2	18.4	100	1383	19.1	4.1	94	2936	22.2	8.6	110	6455	21.9	19.0	108
	QUINTILE 4	33854	6228	20.1	18.4	99	1352	18.7	4.0	92	2619	19.8	7.7	98	6231	21.1	18.4	105
	QUINTILE 5	33444	5687	18.3	17.0	92	1394	19.2	4.2	96	2512	19.0	7.5	95	5660	19.2	16.9	96
TV-DAYTIME	TERCILE 1	49121	9649	31.1	19.6	106	2210	30.5	4.5	104	3599	27.2	7.3	93	9580	32.5	19.5	111
	TERCILE 2	48823	9016	29.1	18.5	100	2120	29.3	4.3	100	4223	31.9	8.6	110	8906	30.2	18.2	104
	TERCILE 3	69782	12347	39.8	17.7	96	2917	40.3	4.2	97	5397	40.8	7.7	98	11023	37.4	15.8	90
TV-TOTAL	QUINTILE 1	33584	6566	21.2	19.6	106	1552	21.4	4.6	107	2527	19.1	7.5	95	5936	20.1	17.7	100
	QUINTILE 2	33441	6138	19.8	18.4	99	1434	19.8	4.3	99	2411	18.2	7.2	91	5565	18.9	16.6	95
	QUINTILE 3	33505	6065	19.6	18.1	98	1296	17.9	3.9	90	2567	19.4	7.7	97	5922	20.1	17.7	100
	QUINTILE 4	33466	5885	19.0	17.6	95	1526	21.1	4.6	106	2949	22.3	8.8	112	6251	21.2	18.7	106
	QUINTILE 5	33731	6359	20.5	18.9	102	1439	19.9	4.3	99	2764	20.9	8.2	104	5835	19.8	17.3	98
MAGAZINES-NEWSPAPERS: DUAL		44503	8920	28.8	20.0	108	1916	26.4	4.3	100	4306	32.6	9.7	123	8211	27.8	18.5	105
MAGAZINE IMPERATIVE		39363	7891	25.4	20.0	108	2174	30.0	5.5	128	3731	28.2	9.5	120	8159	27.6	20.7	118
NEWSPAPER IMPERATIVE		46441	7860	25.3	16.9	92	1676	23.1	3.6	84	3016	22.8	6.5	82	6506	22.0	14.0	80
MAGAZINES-OUTDOOR: DUAL		33726	6623	21.4	19.6	106	1648	22.7	4.9	113	3444	26.1	10.2	130	7057	23.9	20.9	119
MAGAZINE IMPERATIVE		52846	10127	32.7	19.2	104	2380	32.8	4.5	104	4528	34.3	8.6	109	9125	30.9	17.3	98
OUTDOOR IMPERATIVE		52140	9350	30.1	17.9	97	2266	31.3	4.3	101	3680	27.8	7.1	90	8800	29.8	16.9	96
MAGAZINES-RADIO: DUAL		37081	7673	24.7	20.7	112	1658	22.9	4.5	103	3437	26.0	9.3	118	7271	24.6	19.6	111
MAGAZINE IMPERATIVE		49747	9555	30.8	19.2	104	2349	32.4	4.7	109	4633	35.1	9.3	118	9018	30.6	18.1	103
RADIO IMPERATIVE		49208	8450	27.2	17.2	93	2237	30.9	4.5	105	3276	24.8	6.7	84	8402	28.5	17.1	97
MAGAZINES-TELEVISION: DUAL		33103	6333	20.4	19.1	103	1478	20.4	4.5	103	2885	21.8	8.7	111	5922	20.1	17.9	102
MAGAZINE IMPERATIVE		54575	10586	34.1	19.4	105	2518	34.7	4.6	107	5289	40.0	9.7	123	10375	35.2	19.0	108
TELEVISION IMPERATIVE		53249	9354	30.2	17.6	95	2028	28.0	3.8	88	3134	23.7	5.9	75	8498	28.8	16.0	91
NEWSPAPERS-OUTDOOR: DUAL		36255	6881	22.2	19.0	103	1715	23.7	4.7	109	3293	24.9	9.1	115	6624	22.4	18.3	104
NEWSPAPER IMPERATIVE		55591	9931	32.0	17.9	97	1936	26.7	3.5	81	4045	30.6	7.3	92	8349	28.3	15.0	85
OUTDOOR IMPERATIVE		48319	9176	29.6	19.0	103	2457	33.9	5.1	118	4170	31.5	8.6	110	9533	32.3	19.7	112
NEWSPAPERS-RADIO: DUAL		37242	7218	23.3	19.4	105	1594	22.0	4.3	99	3069	23.2	8.2	105	6415	21.7	17.2	98
NEWSPAPER IMPERATIVE		54423	9589	30.9	17.6	95	2005	27.7	3.7	85	4391	33.2	8.1	102	8610	29.2	15.8	90
RADIO IMPERATIVE		46650	8571	27.6	18.4	99	2483	34.3	5.3	123	3785	28.6	8.1	103	9472	32.1	20.3	115
NEWSPAPERS-TELEVISION: DUAL		35974	6721	21.7	18.7	101	1394	19.2	3.9	90	2597	19.6	7.2	92	5870	19.9	16.3	93
NEWSPAPER IMPERATIVE		56095	10203	32.9	18.2	98	2120	29.3	3.8	87	4748	35.9	8.5	107	9448	32.0	16.8	96
TELEVISION IMPERATIVE		47170	8957	28.9	19.0	103	2299	31.7	4.9	113	3760	28.4	8.0	101	8858	30.0	18.8	107
OUTDOOR-RADIO: DUAL		33748	6158	19.9	18.2	99	1849	25.5	5.5	127	2904	22.0	8.6	109	6743	22.9	20.0	114
OUTDOOR IMPERATIVE		52785	10103	32.6	19.1	104	2215	30.6	4.2	97	4513	34.1	8.5	108	9239	31.3	17.5	99
--RADIO IMPERATIVE		52882	9874	31.8	18.7	101	2182	30.1	4.1	95	4025	30.5	7.6	97	9103	30.8	17.2	98
OUTDOOR-TELEVISION: DUAL		32030	6234	20.1	19.5	105	1586	21.9	5.0	115	2773	21.0	8.7	110	5933	20.1	18.5	105
OUTDOOR IMPERATIVE		54626	10201	32.9	18.7	101	2448	33.8	4.5	104	4784	36.2	8.8	111	10589	35.9	19.4	110
TELEVISION IMPERATIVE		54874	9998	32.2	18.2	99	2163	29.8	3.9	91	3634	27.5	6.6	84	8940	30.3	16.3	93
RADIO-TELEVISION: DUAL		33386	6255	20.2	18.7	101	1634	22.5	4.9	113	2569	19.4	7.7	98	5972	20.2	17.9	102
RADIO IMPERATIVE		53810	9795	31.6	18.2	98	2392	33.0	4.4	103	4552	34.4	8.5	107	9853	33.4	18.3	104
TELEVISION IMPERATIVE		54023	10022	32.3	18.6	100	2167	29.9	4.0	93	4012	30.4	7.4	94	9166	31.1	17.0	96

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	31012	100.0	18.5	100	7247	100.0	4.3	100	13218	100.0	7.9	100	29509	100.0	17.6	100
ATLANTIC MONTHLY	867	*96	0.3	11.1	60	**20	0.3	2.3	53	**45	0.3	5.2	66	**51	0.2	5.9	33
BARRON'S	1580	*305	1.0	19.3	104	**68	0.9	4.3	100	**82	0.6	5.2	66	*170	0.6	10.8	61
BETTER HOMES & GARDENS	22203	4536	14.6	20.4	110	1107	15.3	5.0	115	2101	15.9	9.5	120	4391	14.9	19.8	112
BON APPETIT	3810	591	1.9	15.5	84	*178	2.5	4.7	108	358	2.7	9.4	119	546	1.9	14.3	81
BUSINESS WEEK	4663	853	2.8	18.3	99	*271	3.7	5.8	135	329	2.5	7.1	90	610	2.1	13.1	74
CAR AND DRIVER	3102	530	1.7	17.1	92	**143	2.0	4.6	107	363	2.7	11.7	148	427	1.4	13.8	78
CBS MAGAZINE NETWORK (GROSS)	7311	1350	4.4	18.5	100	472	6.5	6.5	149	721	5.5	9.9	125	1384	4.7	18.9	108
CHANGING TIMES	3400	584	1.9	17.2	93	*137	1.9	4.0	93	*297	2.2	8.7	111	420	1.4	12.4	70
COLONIAL HOMES	1796	408	1.3	22.7	123	**107	1.5	6.0	138	*301	2.3	16.8	213	340	1.2	18.9	108
CONDE NAST MAG. PKG. (GROSS)	19924	4151	13.4	20.8	113	1273	17.6	6.4	148	2417	18.3	12.1	154	4686	15.9	23.5	134
CONSUMERS DIGEST	3125	642	2.1	20.5	111	**120	1.7	3.8	89	*316	2.4	10.1	128	525	1.8	16.8	95
COSMOPOLITAN	10577	2262	7.3	21.4	116	508	7.0	4.8	111	1189	9.0	11.2	143	2583	8.8	24.4	139
COUNTRY LIVING	3746	762	2.5	20.3	110	*172	2.4	4.6	106	461	3.5	12.3	156	738	2.5	19.7	112
CUISINE	2214	461	1.5	20.8	113	**94	1.3	4.2	98	*220	1.7	9.9	126	486	1.6	22.0	125
CYCLE WORLD	2394	396	1.3	16.5	89	*142	2.0	5.9	137	*218	1.6	9.1	116	483	1.6	20.2	115
DCI:CREATIVE IDEAS FOR LIV	3068	792	2.6	25.8	140	*147	2.0	4.8	111	348	2.6	11.3	144	717	2.4	23.4	133
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2052	6.6	21.5	116	368	5.1	3.9	89	830	6.3	8.7	110	1716	5.8	18.0	102
DISCOVER	2277	417	1.3	18.3	99	**128	1.8	5.6	130	*224	1.7	9.8	125	442	1.5	19.4	110
EBONY	7187	1349	4.3	18.8	102	356	4.9	5.0	115	710	5.4	9.9	125	1550	5.3	21.6	123
ESQUIRE	2560	508	1.6	19.8	107	*131	1.8	5.1	118	297	2.2	11.6	147	450	1.5	17.6	100
ESSENCE	3242	600	1.9	18.5	100	255	3.5	7.9	182	447	3.4	13.8	175	809	2.7	25.0	142
FAMILY CIRCLE	19639	4407	14.2	22.4	121	1086	15.0	5.5	128	2226	16.8	11.3	144	4396	14.9	22.4	127
THE FAMILY HANDYMAN	3540	865	2.8	24.4	132	*203	2.8	5.7	133	360	2.7	10.2	129	683	2.3	19.3	110
FAMILY WEEKLY	23924	4531	14.6	18.9	102	1009	13.9	4.2	98	2031	15.4	8.5	108	4301	14.6	18.0	102
FIELD & STREAM	9883	2003	6.5	20.3	110	578	8.0	5.8	135	829	6.3	8.4	106	1845	6.3	18.7	106
FOOD & WINE	1030	*184	0.6	17.9	97	**66	0.9	6.4	148	*107	0.8	10.4	132	*190	0.6	18.4	105
FORBES	2679	421	1.4	15.7	85	**101	1.4	3.8	87	*241	1.8	9.0	114	307	1.0	11.5	65
FORTUNE	2931	519	1.7	17.7	96	**156	2.2	5.3	123	331	2.5	11.3	143	435	1.5	14.8	84
GENTLEMEN'S QUARTERLY	3481	770	2.5	22.1	120	*224	3.1	6.4	149	451	3.4	13.0	164	889	3.0	25.5	145
GLAMOUR	7163	1638	5.3	22.9	124	518	7.1	7.2	167	936	7.1	13.1	166	1792	6.1	25.0	142
GOLF DIGEST	2355	420	1.4	17.8	96	**65	0.9	2.8	64	*195	1.5	8.3	105	298	1.0	12.7	72
GOLF DIGEST/TENNIS (GROSS)	3610	630	2.0	17.5	94	*135	1.9	3.7	87	329	2.5	9.1	116	499	1.7	13.8	79
GOLF MAGAZINE	2046	339	1.1	16.6	90	**134	1.8	6.5	152	*144	1.1	7.0	89	267	0.9	13.0	74
GOLF MAGAZINE/SKI (GROSS)	3547	614	2.0	17.3	94	*226	3.1	6.4	147	*249	1.9	7.0	89	426	1.4	12.0	68
GOOD HOUSEKEEPING	20353	4353	14.0	21.4	116	986	13.6	4.8	112	2007	15.2	9.9	125	4062	13.8	20.0	113
HARPER'S BAZAAR	3362	647	2.1	19.2	104	*226	3.1	6.7	156	495	3.7	14.7	187	743	2.5	22.1	126
HEALTH	2987	624	2.0	20.9	113	*155	2.1	5.2	120	395	3.0	13.2	168	512	1.7	17.1	97
HEARST MAG CORP. BUY (GROSS)	67928	14530	46.9	21.4	116	3584	49.5	5.3	122	7129	53.9	10.5	133	13894	47.1	20.5	116
HEARST MAN POWER (GROSS)	11282	2140	6.9	19.0	103	669	9.2	5.9	137	888	6.7	7.9	100	1880	6.4	16.7	95
HEARST WOMAN POWER (GROSS)	40514	9044	29.2	22.3	121	2063	28.5	5.1	118	4257	32.2	10.5	133	8953	30.3	22.1	126
HOUSE BEAUTIFUL	4885	1089	3.5	22.3	121	*212	2.9	4.3	100	497	3.8	10.2	129	845	2.9	17.3	98
INC.	1308	*267	0.9	20.4	110	**61	0.8	4.7	108	**144	1.1	11.0	140	*166	0.6	12.7	72
JET	6498	1098	3.5	16.9	91	311	4.3	4.8	111	577	4.4	8.9	113	1464	5.0	22.5	128
LADIES' HOME JOURNAL	14797	3514	11.3	23.7	128	874	12.1	5.9	137	1696	12.8	11.5	145	3095	10.5	20.9	119
LHJ FAMILY GRP COMBO(GROSS)	21743	4918	15.9	22.6	122	1230	17.0	5.7	131	2538	19.2	11.7	148	4441	15.0	20.4	116
LIFE	9881	2092	6.7	21.2	115	525	7.2	5.3	123	952	7.2	9.6	122	1913	6.5	19.4	110
L.A. TIMES HOME MAGAZINE	2775	344	1.1	12.4	67	*147	2.0	5.3	123	*234	1.8	8.4	107	303	1.0	10.9	62
MADEMOISELLE	4219	869	2.8	20.6	111	*287	4.0	6.8	157	530	4.0	12.6	159	958	3.2	22.7	129
MC CALL'S	16422	3765	12.1	22.9	124	949	13.1	5.8	134	1632	12.3	9.9	126	3588	12.2	21.8	124
MC CALL'S/WRK MOTHER (GROSS)	17919	4205	13.6	23.5	127	1038	14.3	5.8	134	1780	13.5	9.9	126	3957	13.4	22.1	126
MECHANIX ILLUSTRATED	4433	727	2.3	16.4	89	*214	3.0	4.8	112	*332	2.5	7.5	95	699	2.4	15.8	90
METROPOLITAN HOME	1504	328	1.1	21.8	118	**43	0.6	2.9	66	*193	1.5	12.8	163	*258	0.9	17.2	98
MONEY	4723	935	3.0	19.8	107	*182	2.5	3.9	89	456	3.4	9.7	123	798	2.7	16.9	96
MOTHER EARTH NEWS	2325	354	1.1	15.2	82	**184	2.5	7.9	183	*168	1.3	7.2	92	427	1.4	18.4	104
MS.	1189	249	0.8	20.9	113	**82	1.1	6.9	160	**89	0.7	7.5	95	278	0.9	23.4	133
NATIONAL ENQUIRER	18892	4009	12.9	21.2	115	1166	16.1	6.2	143	1772	13.4	9.4	119	4265	14.5	22.6	128
NATIONAL GEOGRAPHIC	22129	4355	14.0	19.7	106	1220	16.8	5.5	128	1878	14.2	8.5	108	3413	11.6	15.4	88
NATIONAL SUNDAY MAGAZINE PKG	103750	19466	62.8	18.8	101	4200	58.0	4.0	94	8453	64.0	8.1	103	17755	60.2	17.1	97
NATURAL HISTORY	1379	*274	0.9	19.9	107	**46	0.6	3.3	77	**85	0.6	6.2	78	*242	0.8	17.5	100
NEW WOMAN	2289	537	1.7	23.5	127	*123	1.7	5.4	124	333	2.5	14.5	185	535	1.8	23.4	133
NEW YORK INCLUDING CUE	1088	*99	0.3	9.1	49	**19	0.3	1.7	40	**72	0.5	6.6	84	*177	0.6	16.3	92
THE NEW YORKER	2459	326	1.1	13.3	72	**96	1.3	3.9	90	*206	1.6	8.4	106	412	1.4	16.8	95
NEWSWEEK	16527	2974	9.6	18.0	97	719	9.9	4.4	101	1410	10.7	8.5	108	3172	10.7	19.2	109
THE N.Y. TIMES DAILY EDITION	2739	403	1.3	14.7	80	**74	1.0	2.7	63	*168	1.3	6.1	78	430	1.5	15.7	89
THE N.Y. TIMES MAGAZINE	4443	763	2.5	17.2	93	**168	2.3	3.8	88	324	2.5	7.3	93	636	2.2	14.3	81
OMNI-	2799	447	1.4	16.0	86	**104	1.4	3.7	86	*286	2.2	10.2	130	465	1.6	16.6	94
ON CABLE	2209	537	1.7	24.3	131	*184	2.5	8.3	193	329	2.5	14.9	189	592	2.0	26.8	152
1001 HOME IDEAS	3959	780	2.5	19.7	107	*200	2.8	5.1	117	447	3.4	11.3	143	834	2.8	21.1	120
ORGANIC GARDENING	3111	616	2.0	19.8	107	*168	2.3	5.4	125	*294	2.2	9.5	120	580	2.0	18.6	106
OUTDOOR LIFE	5024	1150	3.7	22.9	124	259	3.6	5.2	119	441	3.3	8.8	111	958	3.2	19.1	108
PARADE MAGAZINE	51292	9918	32.0	19.3	105	1880	25.9	3.7	85	4253	32.2	8.3	105	8911	30.2	17.4	99

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0097
P-22

	TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	31012	100.0	18.5	100	7247	100.0	4.3	100	13218	100.0	7.9	100	29509	100.0	17.6	100
PARENTS	5298	1245	4.0	23.5	127	373	5.1	7.0	163	867	6.6	16.4	208	1481	5.0	28.0	159
PENTHOUSE	5129	902	2.9	17.6	95	328	4.5	6.4	148	545	4.1	10.6	135	1046	3.5	20.4	116
PEOPLE	21070	4209	13.6	20.0	108	1108	15.3	5.3	122	2181	16.5	10.4	131	4202	14.2	19.9	113
PLAYBOY	10562	1693	5.5	16.0	87	557	7.7	5.3	122	853	6.5	8.1	102	2010	6.8	19.0	108
POPULAR HOT RODDING	2498	601	1.9	24.1	130	**115	1.6	4.6	107	*298	2.3	11.9	151	548	1.9	21.9	125
POPULAR MECHANICS	5887	1100	3.5	18.7	101	331	4.6	5.6	130	504	3.8	8.6	109	1046	3.5	17.8	101
POPULAR SCIENCE	4317	929	3.0	21.5	116	*268	3.7	6.2	144	334	2.5	7.7	98	680	2.3	15.8	90
PREVENTION	5792	941	3.0	16.2	88	*114	1.6	2.0	46	494	3.7	8.5	108	906	3.1	15.6	89
PSYCHOLOGY TODAY	3284	599	1.9	18.2	99	*177	2.4	5.4	125	369	2.8	11.2	143	712	2.4	21.7	123
READER'S DIGEST	40046	7988	25.8	19.9	108	1629	22.5	4.1	94	3320	25.1	8.3	105	6960	23.6	17.4	99
REDBOOK	9584	2429	7.8	25.3	137	569	7.9	5.9	137	1061	8.0	11.1	140	2308	7.8	24.1	137
ROAD & TRACK	2590	513	1.7	19.8	107	*167	2.3	6.4	149	*298	2.3	11.5	146	496	1.7	19.2	109
ROLLING STONE	3302	742	2.4	22.5	122	*272	3.8	8.2	191	434	3.3	13.1	167	720	2.4	21.8	124
RUNNER'S WORLD	1229	*307	1.0	25.0	135	**74	1.0	6.0	139	**116	0.9	9.4	120	*172	0.6	14.0	80
SATURDAY EVENING POST	2110	467	1.5	22.1	120	**118	1.6	5.6	129	*175	1.3	8.3	105	391	1.3	18.5	105
SCIENCE 84	1543	*222	0.7	14.4	78	**51	0.7	3.3	76	**140	1.1	9.1	115	*176	0.6	11.4	65
SCIENCE DIGEST	1747	*207	0.7	11.8	64	**87	1.2	5.0	115	**111	0.8	6.4	81	*201	0.7	11.5	65
SCIENTIFIC AMERICAN	1994	297	1.0	14.9	81	**111	1.5	5.6	129	**101	0.8	5.1	64	*267	0.9	13.4	76
SELF	3119	664	2.1	21.3	115	*195	2.7	6.3	145	416	3.1	13.3	169	870	2.9	27.9	159
SEVENTEEN	3923	975	3.1	24.9	134	*375	5.2	9.6	221	445	3.4	11.3	144	988	3.3	25.2	143
SKI	1501	*275	0.9	18.3	99	**92	1.3	6.1	142	**105	0.8	7.0	89	*159	0.5	10.6	60
SMITHSONIAN	5976	1073	3.5	18.0	97	*251	3.5	4.2	97	494	3.7	8.3	105	805	2.7	13.5	77
SOAP OPERA DIGEST	4228	1054	3.4	24.9	135	407	5.6	9.6	223	506	3.8	12.0	152	1188	4.0	28.1	160
SOUTHERN LIVING	6488	1260	4.1	19.4	105	*221	3.0	3.4	79	482	3.6	7.4	94	999	3.4	15.4	88
SPORT	3500	694	2.2	19.8	107	*163	2.2	4.7	108	*234	1.8	6.7	85	761	2.6	21.7	124
THE SPORTING NEWS	2456	478	1.5	19.5	105	**117	1.6	4.8	110	*197	1.5	8.0	102	639	2.2	26.0	148
SPORTS AFIELD	3648	833	2.7	22.8	123	*251	3.5	6.9	159	*273	2.1	7.5	95	633	2.1	17.4	99
SPORTS ILLUSTRATED	14484	2595	8.4	17.9	97	689	9.5	4.8	110	1024	7.7	7.1	90	2614	8.9	18.0	103
STAR	12661	2710	8.7	21.4	116	686	9.5	5.4	125	1216	9.2	9.6	122	2833	9.6	22.4	127
SUNDAY	52799	9692	31.3	18.4	99	2127	29.4	4.0	93	4147	31.4	7.9	100	8998	30.5	17.0	97
SUNSET	3513	785	2.5	22.3	121	**178	2.5	5.1	117	387	2.9	11.0	140	479	1.6	13.6	78
TV GUIDE	42766	8813	28.4	20.6	111	2100	29.0	4.9	114	4289	32.4	10.0	127	8391	28.4	19.6	112
TENNIS	1254	*210	0.7	16.7	91	**71	1.0	5.7	131	**134	1.0	10.7	136	*201	0.7	16.0	91
TIME	22054	4325	13.9	19.6	106	1005	13.9	4.6	105	2050	15.5	9.3	118	3597	12.2	16.3	93
TOWN & COUNTRY	1555	310	1.0	19.9	108	**92	1.3	5.9	137	*187	1.4	12.0	153	313	1.1	20.1	114
TRAVEL & LEISURE	2173	435	1.4	20.0	108	**73	1.0	3.4	78	*144	1.1	6.6	84	341	1.2	15.7	89
TRUE STORY	4636	1195	3.9	25.8	139	*351	4.8	7.6	175	477	3.6	10.3	131	1485	5.0	32.0	182
U.S.NEWS & WORLD REPORT	10353	2026	6.5	19.6	106	447	6.2	4.3	100	722	5.5	7.0	88	1566	5.3	15.1	86
USA TODAY	4994	894	2.9	17.9	97	*231	3.2	4.6	107	445	3.4	8.9	113	775	2.6	15.5	88
US	3528	957	3.1	27.1	147	266	3.7	7.5	175	402	3.0	11.4	145	786	2.7	22.3	127
VOGUE	5424	980	3.2	18.1	98	273	3.8	5.0	116	536	4.1	9.9	125	1066	3.6	19.7	112
WALL STREET JOURNAL	6292	1056	3.4	16.8	91	*238	3.3	3.8	88	451	3.4	7.2	91	879	3.0	14.0	79
WEIGHT WATCHERS	2762	467	1.5	16.9	91	**116	1.6	4.2	97	341	2.6	12.3	157	632	2.1	22.9	130
WOMAN'S DAY	16320	3663	11.8	22.4	121	798	11.0	4.9	113	1843	13.9	11.3	143	3758	12.7	23.0	131
WORKING MOTHER	1496	440	1.4	29.4	159	**89	1.2	5.9	138	*148	1.1	9.9	126	369	1.3	24.7	140
WORKING WOMAN	1851	397	1.3	21.4	116	**92	1.3	5.0	115	334	2.5	18.0	229	444	1.5	24.0	136
WORLD TENNIS	580	**136	0.4	23.4	127	**53	0.7	9.1	211	**58	0.4	10.0	127	**70	0.2	12.1	69
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2182	7.0	17.6	95	687	9.5	5.5	128	1114	8.4	9.0	114	2016	6.8	16.2	92
BLAIR INSERTS	91671	16973	54.7	18.5	100	3775	52.1	4.1	95	7371	55.8	8.0	102	15617	52.9	17.0	97
DAILY NEWSPAPERS																	
READ ANY	109190	20017	64.5	18.3	99	4160	57.4	3.8	88	8736	66.1	8.0	102	18185	61.6	16.7	95
READ ONE	89587	16124	52.0	18.0	97	3560	49.1	4.0	92	7110	53.8	7.9	101	15327	51.9	17.1	97
READ TWO OR MORE	19602	3892	12.5	19.9	107	601	8.3	3.1	71	1626	12.3	8.3	105	2858	9.7	14.6	83
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	20400	65.8	18.6	101	4550	62.8	4.1	96	8882	67.2	8.1	103	18719	63.4	17.1	97
READ ONE	95074	17488	56.4	18.4	99	3978	54.9	4.2	97	7694	58.2	8.1	103	16286	55.2	17.1	97
READ TWO OR MORE	14588	2912	9.4	20.0	108	572	7.9	3.9	91	1189	9.0	8.2	103	2433	8.2	16.7	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.17				31.44				32.19				30.89			
30 DAY REACH	149706	27677	89.2	18.5	100	6521	90.0	4.4	101	11953	90.4	8.0	101	26408	89.5	17.6	100
50 SHWG - 30 DAY AV FREQ	15.16	16.35				16.36				16.79				16.10			
30 DAY REACH	142406	26460	85.3	18.6	100	6280	86.7	4.4	102	11458	86.7	8.0	102	25345	85.9	17.8	101
25 SHWG - 30 DAY AV FREQ	8.23	8.89				8.61				8.86				8.62			
30 DAY REACH	131152	24378	78.6	18.6	101	5934	81.9	4.5	105	10815	81.8	8.2	105	23644	80.1	18.0	102
CABLE TV: HOME WIRED	66879	13531	43.6	20.2	109	3076	42.4	4.6	106	5690	43.0	8.5	108	12362	41.9	18.5	105
HOME NOT WIRED	100848	17481	56.4	17.3	94	4171	57.6	4.1	96	7528	57.0	7.5	95	17147	58.1	17.0	97
HAVE PAY CABLE	35024	7351	23.7	21.0	114	1713	23.6	4.9	113	3631	27.5	10.4	132	7184	24.3	20.5	117

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0098
P-22

	TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	31012	100.0	18.5	100	7247	100.0	4.3	100	13218	100.0	7.9	100	29509	100.0	17.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	17679	57.0	18.5	100	4182	57.7	4.4	101	7865	59.5	8.2	104	17329	58.7	18.1	103
10:00 AM - 3:00 PM	63599	12073	38.9	19.0	103	3067	42.3	4.8	112	5458	41.3	8.6	109	11994	40.6	18.9	107
3:00 PM - 7:00 PM	72097	13539	43.7	18.8	102	3448	47.6	4.8	111	6064	45.9	8.4	107	13222	44.8	18.3	104
7:00 PM - MIDNIGHT	36670	7286	23.5	19.9	107	1889	26.1	5.2	119	2904	22.0	7.9	100	7087	24.0	19.3	110
MIDNIGHT - 6:00 AM	21908	4164	13.4	19.0	103	1021	14.1	4.7	108	1815	13.7	8.3	105	3803	12.9	17.4	99
6:00 AM - MIDNIGHT	127571	23920	77.1	18.8	101	5810	80.2	4.6	105	10529	79.7	8.3	105	23449	79.5	18.4	104
ENTIRE DAY	129239	24207	78.1	18.7	101	5864	80.9	4.5	105	10686	80.8	8.3	105	23800	80.7	18.4	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6612	21.3	19.4	105	1431	19.7	4.2	97	2941	22.2	8.6	110	6575	22.3	19.3	110
ALL NEWS	6062	899	2.9	14.8	80	*213	2.9	3.5	81	378	2.9	6.2	79	762	2.6	12.6	71
AOR/PROGRESSIVE	11884	2354	7.6	19.8	107	818	11.3	6.9	159	1069	8.1	9.0	114	2381	8.1	20.0	114
BEAUTIFUL MUSIC	11180	2168	7.0	19.4	105	500	6.9	4.5	104	874	6.6	7.8	99	1607	5.4	14.4	82
BLACK	4538	1002	3.2	22.1	119	315	4.3	6.9	161	320	2.4	7.1	89	1066	3.6	23.5	134
CLASSICAL	3857	578	1.9	15.0	81	*147	2.0	3.8	88	263	2.0	6.8	87	462	1.6	12.0	68
CHR/ROCK	21946	4442	14.3	20.2	109	1121	15.5	5.1	118	2387	18.1	10.9	138	4953	16.8	22.6	128
COUNTRY	27262	5111	16.5	18.7	101	1445	19.9	5.3	123	2033	15.4	7.5	95	5121	17.4	18.8	107
GOLDEN OLDIES	3339	668	2.2	20.0	108	**112	1.5	3.4	78	*194	1.5	5.8	74	569	1.9	17.0	97
MOR/NOSTALGIA	10346	1866	6.0	18.0	98	278	3.8	2.7	62	716	5.4	6.9	88	1599	5.4	15.5	88
NEWS/TALK	8929	1533	4.9	17.2	93	319	4.4	3.6	83	664	5.0	7.4	94	1478	5.0	16.6	94
RELIGIOUS	5488	1067	3.4	19.4	105	*258	3.6	4.7	109	478	3.6	8.7	111	928	3.1	16.9	96
SOFT ROCK	1232	*279	0.9	22.6	122	**63	0.9	5.1	118	**133	1.0	10.8	137	*382	1.3	31.0	176
URBAN CONTEMPORARY	3184	555	1.8	17.4	94	**170	2.3	5.3	124	294	2.2	9.2	117	860	2.9	27.0	154
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1369	4.4	19.8	107	370	5.1	5.4	124	602	4.6	8.7	111	1592	5.4	23.0	131
ABC DIRECTION	5212	1063	3.4	20.4	110	*247	3.4	4.7	110	427	3.2	8.2	104	1062	3.6	20.4	116
ABC ENTERTAINMENT	10385	2032	6.6	19.6	106	485	6.7	4.7	108	1037	7.8	10.0	127	1961	6.6	18.9	107
ABC FM	4762	1011	3.3	21.2	115	*265	3.7	5.6	129	393	3.0	8.3	105	1246	4.2	26.2	149
ABC INFORMATION	11339	1949	6.3	17.2	93	368	5.1	3.2	75	885	6.7	7.8	99	1808	6.1	15.9	91
ABC ROCK	4878	1034	3.3	21.2	115	451	6.2	9.2	214	435	3.3	8.9	113	1016	3.4	20.8	118
CBS	10709	1743	5.6	16.3	88	349	4.8	3.3	75	680	5.1	6.3	81	1427	4.8	13.3	76
MUTUAL	10251	1915	6.2	18.7	101	333	4.6	3.2	75	688	5.2	6.7	85	1894	6.4	18.5	105
NBC	12243	2376	7.7	19.4	105	549	7.6	4.5	104	888	6.7	7.3	92	1714	5.8	14.0	80
RADIORADIO	4606	955	3.1	20.7	112	268	3.7	5.8	135	338	2.6	7.3	93	1001	3.4	21.7	124
RKO ONE	5148	1124	3.6	21.8	118	*268	3.7	5.2	120	559	4.2	10.9	138	1422	4.8	27.6	157
RKO TWO	7313	1301	4.2	17.8	96	204	2.8	2.8	65	548	4.1	7.5	95	1536	5.2	21.0	119
THE SOURCE	5981	1171	3.8	19.6	106	392	5.4	6.6	152	489	3.7	8.2	104	1294	4.4	21.6	123
NON-WIRED : BLAIR	19329	3739	12.1	19.3	105	1046	14.4	5.4	125	1788	13.5	9.3	117	3745	12.7	19.4	110
INTERNET	27139	5102	16.5	18.8	102	1166	16.1	4.3	99	2389	18.1	8.8	112	5321	18.0	19.6	111
KATZ RADIO GROUP	36319	6953	22.4	19.1	104	1679	23.2	4.6	107	3349	25.3	9.2	117	6546	22.2	18.0	102
SUPERNET	22361	4340	14.0	19.4	105	1143	15.8	5.1	118	1636	12.4	7.3	93	4396	14.9	19.7	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2891	9.3	19.9	108	690	9.5	4.7	110	1084	8.2	7.5	95	2752	9.3	18.9	108
WKDAY 9:00 AM - 1:00 PM	18688	3703	11.9	19.8	107	923	12.7	4.9	114	1401	10.6	7.5	95	3704	12.6	19.8	113
WKDAY 1:00 PM - 4:30 PM	24061	4800	15.5	19.9	108	1170	16.1	4.9	113	1915	14.5	8.0	101	5003	17.0	20.8	118
WKDAY 4:30 PM - 7:30 PM	44079	7818	25.2	17.7	96	1860	25.7	4.2	98	3254	24.6	7.4	94	7327	24.8	16.6	94
WKDAY 7:30 PM - 8:00 PM	61979	11178	36.0	18.0	98	2545	35.1	4.1	95	4472	33.8	7.2	92	10275	34.8	16.6	94
WKDAY 11:00 PM - 11:30 PM	49084	9524	30.7	19.4	105	2213	30.5	4.5	104	3739	28.3	7.6	97	8877	30.1	18.1	103
WKDAY 11:30 PM - 1:00 AM	16560	3324	10.7	20.1	109	795	11.0	4.8	111	1319	10.0	8.0	101	3045	10.3	18.4	105
M-SAT 8-11 PM+SUN 7-11 PM	66967	12707	41.0	19.0	103	2979	41.1	4.4	103	5284	40.0	7.9	100	11680	39.6	17.4	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1813	5.8	19.6	106	637	8.8	6.9	159	818	6.2	8.8	112	2115	7.2	22.8	130
ANOTHER WORLD N	6138	1386	4.5	22.6	122	316	4.4	5.1	119	517	3.9	8.4	107	1440	4.9	23.5	133
AS THE WORLD TURNS C	7707	1493	4.8	19.4	105	312	4.3	4.0	94	564	4.3	7.3	93	1392	4.7	18.1	103
CAPITOL C	4688	943	3.0	20.1	109	244	3.4	5.2	120	351	2.7	7.5	95	918	3.1	19.6	111
CBS MORN. NEWS 1 C	2792	527	1.7	18.9	102	*92	1.3	3.3	76	150	1.1	5.4	68	379	1.3	13.6	77
CBS MORN. NEWS 2 C	2071	418	1.3	20.2	109	*50	0.7	2.4	56	103	0.8	5.0	63	288	1.0	13.9	79
DAYS OF OUR LIVES N	8018	1878	6.1	23.4	127	370	5.1	4.6	107	732	5.5	9.1	116	1828	6.2	22.8	130
FACTS OF LIFE - DAYTIME N	3487	718	2.3	20.6	111	173	2.4	5.0	115	198	1.5	5.7	72	806	2.7	23.1	131
FAMILY FEUD A	4817	833	2.7	17.3	94	209	2.9	4.3	100	323	2.4	6.7	85	928	3.1	19.3	110
GENERAL HOSPITAL A	8333	1571	5.1	18.9	102	414	5.7	5.0	115	688	5.2	8.3	105	1757	6.0	21.1	120
GOOD MORNING, AMERICA-730 A	5472	1170	3.8	21.4	116	281	3.9	5.1	119	433	3.3	7.9	100	1003	3.4	18.3	104
GOOD MORNING, AMERICA-830 A	3965	804	2.6	20.3	110	180	2.5	4.5	105	271	2.1	6.8	87	711	2.4	17.9	102
GUIDING LIGHT C	7542	1576	5.1	20.9	113	305	4.2	4.0	94	488	3.7	6.5	82	1497	5.1	19.8	113
ONE LIFE TO LIVE A	6018	1073	3.5	17.8	96	323	4.5	5.4	124	472	3.6	7.8	100	1394	4.7	23.2	132
PRESS YOUR LUCK C	3589	714	2.3	19.9	108	158	2.2	4.4	102	298	2.3	8.3	105	722	2.4	20.1	114
PRICE IS RIGHT 1 C	7418	1381	4.5	18.6	101	249	3.4	3.4	78	404	3.1	5.4	69	1231	4.2	16.6	94
PRICE IS RIGHT 2 C	8276	1548	5.0	18.7	101	312	4.3	3.8	87	464	3.5	5.6	71	1409	4.8	17.0	97
RYAN'S HOPE A	4358	912	2.9	20.9	113	276	3.8	6.3	147	396	3.0	9.1	115	1128	3.8	25.9	147
SALE OF THE CENTURY N	3749	731	2.4	19.5	105	201	2.8	5.4	124	265	2.0	7.1	90	709	2.4	18.9	107
SEARCH FOR TOMORROW N	2884	859	2.8	29.8	161	*195	2.7	6.8	156	278	2.1	9.6	122	706	2.4	24.5	139
TODAY SHOW 1 N	4869	834	2.7	17.1	93	185	2.6	3.8	88	309	2.3	6.3	81	917	3.1	18.8	107
TODAY SHOW 2 N	4135	744	2.4	18.0	97	185	2.6	4.5	104	201	1.5	4.9	62	714	2.4	17.3	98
$25,000 PYRAMID C	4361	875	2.8	20.1	109	206	2.8	4.7	109	290	2.2	6.6	84	773	2.6	17.7	101
WHEEL OF FORTUNE N	6187	1258	4.1	20.3	110	343	4.7	5.5	128	479	3.6	7.7	98	1185	4.0	19.2	109
YOUNG AND THE RESTLESS C	8186	1564	5.0	19.1	103	298	4.1	3.6	84	667	5.0	8.1	103	1507	5.1	18.4	105
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	804	2.6	17.0	92	183	2.5	3.9	90	371	2.8	7.8	100	607	2.1	12.8	73
NBA PLAYOFF GAME -1 C	5127	934	3.0	18.2	99	231	3.2	4.5	104	449	3.4	8.8	111	718	2.4	14.0	80
NBC MAJOR LEAGUE PRE-GAME N	3945	669	2.2	17.0	92	**148	2.0	3.8	87	*287	2.2	7.3	92	680	2.3	17.2	98
SPORTSWORLD - SUN N	3370	521	1.7	15.5	84	*133	1.8	3.9	91	293	2.2	8.7	110	578	2.0	17.2	97
SUNDAY MORNING C	4200	742	2.4	17.7	96	*150	2.1	3.6	83	310	2.3	7.4	94	620	2.1	14.8	84

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0099
P-22

		TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	31012	100.0	18.5	100	7247	100.0	4.3	100	13218	100.0	7.9	100	29509	100.0	17.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	9181	29.6	17.6	95	1995	27.5	3.8	88	3392	25.7	6.5	82	8097	27.4	15.5	88
NETWORK AFFILIATES - LATE		39164	7583	24.5	19.4	105	1729	23.9	4.4	102	3031	22.9	7.7	98	7153	24.2	18.3	104
INDEPENDENTS - LATE		5133	902	2.9	17.6	95	182	2.5	3.5	82	358	2.7	7.0	89	769	2.6	15.0	85
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	4687	15.1	20.5	111	1067	14.7	4.7	108	1771	13.4	7.8	98	4389	14.9	19.2	109
ABC MONDAY NIGHT MOVIE	A	11258	2285	7.4	20.3	110	480	6.6	4.3	99	981	7.4	8.7	111	2091	7.1	18.6	106
ABC SUNDAY NIGHT MOVIE	A	23600	4478	14.4	19.0	103	1122	15.5	4.8	110	1835	13.9	7.8	99	4245	14.4	18.0	102
ABC WORLD NEWS TONIGHT	A	12801	2244	7.2	17.5	95	548	7.6	4.3	99	919	7.0	7.2	91	1939	6.6	15.1	86
AFTERMASH	C	10966	1827	5.9	16.7	90	473	6.5	4.3	100	766	5.8	7.0	89	1585	5.4	14.5	82
ALICE	C	17050	3234	10.4	19.0	103	686	9.5	4.0	93	1332	10.1	7.8	99	3030	10.3	17.8	101
AMERICAN PARADE	C	11998	1986	6.4	16.6	90	463	6.4	3.9	89	870	6.6	7.3	92	1772	6.0	14.8	84
BENSON	A	19258	3588	11.6	18.6	101	842	11.6	4.4	101	1471	11.1	7.6	97	3412	11.6	17.7	101
BLUE THUNDER	A	11478	2258	7.3	19.7	106	506	7.0	4.4	102	944	7.1	8.2	104	1957	6.6	17.1	97
CAGNEY & LACEY	C	18263	3662	11.8	20.1	108	861	11.9	4.7	109	1414	10.7	7.7	98	3402	11.5	18.6	106
CBS EVENING NEWS-DEAN	C	7733	1425	4.6	18.4	100	*260	3.6	3.4	78	524	4.0	6.8	86	983	3.3	12.7	72
CBS EVENING NEWS-RATHER	C	15653	2630	8.5	16.8	91	519	7.2	3.3	77	934	7.1	6.0	76	2319	7.9	14.8	84
CBS SAT. NEWS-SCHIEFFER	C	8744	1530	4.9	17.5	95	269	3.7	3.1	71	467	3.5	5.3	68	1170	4.0	13.4	76
CBS SATURDAY NIGHT MOVIE	C	12000	2241	7.2	18.7	101	626	8.6	5.2	121	912	6.9	7.6	96	2076	7.0	17.3	98
CBS WEDNESDAY NIGHT MOVIE	C	11522	2106	6.8	18.3	99	526	7.3	4.6	106	846	6.4	7.3	93	2120	7.2	18.4	105
CHEERS	N	16818	3155	10.2	18.8	101	838	11.6	5.0	115	1376	10.4	8.2	104	3498	11.9	20.8	118
DALLAS	C	37510	7329	23.6	19.5	106	1739	24.0	4.6	107	2756	20.9	7.3	93	6550	22.2	17.5	99
DIFF'RENT STROKES	N	11258	2234	7.2	19.8	107	570	7.9	5.1	117	887	6.7	7.9	100	2058	7.0	18.3	104
DOUBLE TROUBLE	N	12248	2503	8.1	20.4	111	593	8.2	4.8	112	1050	7.9	8.6	109	2438	8.3	19.9	113
DUCK FACTORY	N	11100	1968	6.3	17.7	96	564	7.8	5.1	118	791	6.0	7.1	90	2138	7.2	19.3	109
DUKES OF HAZZARD	C	12353	2459	7.9	19.9	108	551	7.6	4.5	103	919	7.0	7.4	94	2173	7.4	17.6	100
DYNASTY	A	33279	6286	20.3	18.9	102	1617	22.3	4.9	112	2599	19.7	7.8	99	6330	21.5	19.0	108
FACTS OF LIFE	N	13410	2775	8.9	20.7	112	737	10.2	5.5	127	1163	8.8	8.7	110	2443	8.3	18.2	104
FALCON CREST	C	31093	6296	20.3	20.2	110	1521	21.0	4.9	113	2380	18.0	7.7	97	5542	18.8	17.8	101
FALL GUY	A	18649	3467	11.2	18.6	101	810	11.2	4.3	101	1282	9.7	6.9	87	3369	11.4	18.1	103
FAMILY TIES	N	13101	2439	7.9	18.6	101	578	8.0	4.4	102	1081	8.2	8.3	105	2536	8.6	19.4	110
FANTASY ISLAND	A	13069	2501	8.1	19.1	104	646	8.9	4.9	114	1100	8.3	8.4	107	2517	8.5	19.3	109
FOULUPS,BLEEPS & BLUNDERS	A	16588	2926	9.4	17.6	95	762	10.5	4.6	106	1197	9.1	7.2	92	2830	9.6	17.1	97
FOUR SEASONS	C	9302	1643	5.3	17.7	96	*348	4.8	3.7	87	714	5.4	7.7	97	1446	4.9	15.5	88
GIMME A BREAK	N	13955	2613	8.4	18.7	101	633	8.7	4.5	105	1197	9.1	8.6	109	2714	9.2	19.4	111
HART TO HART	A	15735	2898	9.3	18.4	100	755	10.4	4.8	111	1186	9.0	7.5	96	2900	9.8	18.4	105
HILL STREET BLUES	N	18257	3312	10.7	18.1	98	826	11.4	4.5	105	1505	11.4	8.2	105	3336	11.3	18.3	104
HOTEL	A	24236	4516	14.6	18.6	101	1078	14.9	4.4	103	1977	15.0	8.2	104	4292	14.5	17.7	101
JEFFERSONS	C	17010	3203	10.3	18.8	102	728	10.0	4.3	99	1395	10.6	8.2	104	2886	9.8	17.0	96
JENNIFER SLEPT HERE	N	9397	1840	5.9	19.6	106	394	5.4	4.2	97	701	5.3	7.5	95	1893	6.4	20.1	115
KATE & ALLIE	C	16762	3221	10.4	19.2	104	852	11.8	5.1	118	1493	11.3	8.9	113	3137	10.6	18.7	106
KNIGHT RIDER	N	13164	2669	8.6	20.3	110	641	8.8	4.9	113	1275	9.6	9.7	123	2707	9.2	20.6	117
LOVE BOAT	A	20400	3725	12.0	18.3	99	802	11.1	3.9	91	1639	12.4	8.0	102	3809	12.9	18.7	106
MAGNUM PI	C	22543	4262	13.7	18.9	102	1104	15.2	4.9	113	1741	13.2	7.7	98	3603	12.2	16.0	91
MAMA'S FAMILY	N	9852	2007	6.5	20.4	110	404	5.6	4.1	95	563	4.3	5.7	73	1609	5.5	16.3	93
MASTER, THE	N	8082	1438	4.6	17.8	96	425	5.9	5.3	122	678	5.1	8.4	106	1499	5.1	18.5	105
MATT HOUSTON	A	12881	2286	7.4	17.7	96	660	9.1	5.1	119	1082	8.2	8.4	107	2483	8.4	19.3	110
NBC MONDAY NIGHT MOVIE	N	23889	4451	14.4	18.6	101	1206	16.6	5.0	117	2187	16.5	9.2	116	4488	15.2	18.8	107
NBC NIGHTLY NEWS	N	11156	1982	6.4	17.8	96	374	5.2	3.4	78	706	5.3	6.3	80	1698	5.8	15.2	87
NBC NIGHTLY NEWS-SAT	N	7363	1208	3.9	16.4	89	*255	3.5	3.5	80	427	3.2	5.8	74	952	3.2	12.9	73
NBC NIGHTLY NEWS-SUN	N	6214	1059	3.4	17.0	92	*242	3.3	3.9	90	468	3.5	7.5	96	830	2.8	13.4	76
NBC SUNDAY NIGHT MOVIE	N	17590	3428	11.1	19.5	105	680	9.4	3.9	89	1539	11.6	8.7	111	3631	12.3	20.6	117
NEWHART	C	16740	3292	10.6	19.7	106	841	11.6	5.0	116	1370	10.4	8.2	104	3083	10.4	18.4	105
ONE DAY AT A TIME	C	11820	2374	7.7	20.1	109	461	6.4	3.9	90	1040	7.9	8.8	112	2249	7.6	19.0	108
PEOPLE ARE FUNNY	N	9138	1858	6.0	20.3	110	461	6.4	5.0	117	601	4.5	6.6	83	1523	5.2	16.7	95
REAL PEOPLE	N	15979	3119	10.1	19.5	106	657	9.1	4.1	95	1196	9.0	7.5	95	2629	8.9	16.5	94
REMINGTON STEELE	N	14395	2759	8.9	19.2	104	852	11.8	5.9	137	1241	9.4	8.6	109	2659	9.0	18.5	105
RIPLEY'S BELIEVE IT - NOT	A	11362	2079	6.7	18.3	99	588	8.1	5.2	120	918	6.9	8.1	103	1985	6.7	17.5	99
RIPTIDE	N	13920	2624	8.5	18.9	102	682	9.4	4.9	113	938	7.1	6.7	86	2711	9.2	19.5	111
SCARECROW & MRS. KING	C	17571	3192	10.3	18.2	98	782	10.8	4.5	103	1403	10.6	8.0	101	3238	11.0	18.4	105
SIMON & SIMON	C	20208	3920	12.6	19.4	105	876	12.1	4.3	100	1461	11.1	7.2	92	3390	11.5	16.8	95
60 MINUTES	C	27668	4692	15.1	17.0	92	1014	14.0	3.7	85	1839	13.9	6.6	84	3756	12.7	13.6	77
ST. ELSEWHERE	N	13699	2869	9.3	20.9	113	643	8.9	4.7	109	1073	8.1	7.8	99	2524	8.6	18.4	105
THREE'S COMPANY	A	20632	3801	12.3	18.4	100	940	13.0	4.6	105	1487	11.2	7.2	91	3740	12.7	18.1	103
T.J. HOOKER	A	17136	3281	10.6	19.1	104	663	9.1	3.9	90	1271	9.6	7.4	94	2962	10.0	17.3	98
TONIGHT SHOW	N	4963	1028	3.3	20.7	112	239	3.3	4.8	111	392	3.0	7.9	100	939	3.2	18.9	108
TRAPPER JOHN, M.D.	C	16332	3312	10.7	20.3	110	729	10.1	4.5	103	1290	9.8	7.9	100	3006	10.2	18.4	105
TV BLOOPERS & PRAC. JOKES	N	18881	3355	10.8	17.8	96	853	11.8	4.5	105	1421	10.8	7.5	96	3451	11.7	18.3	104
20/20	A	18315	3621	11.7	19.8	107	817	11.3	4.5	103	1459	11.0	8.0	101	3214	10.9	17.5	100
WEBSTER	A	18722	3649	11.8	19.5	105	926	12.8	4.9	114	1532	11.6	8.2	104	3533	12.0	18.9	107
WORLD NEWS - SUN	A	5327	994	3.2	18.7	101	*237	3.3	4.4	103	376	2.8	7.1	90	832	2.8	15.6	89
YELLOW ROSE	N	8370	1606	5.2	19.2	104	338	4.7	4.0	93	558	4.2	6.7	85	1531	5.2	18.3	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	5088	16.4	19.7	106	1132	15.6	4.4	101	2022	15.3	7.8	99	4322	14.6	16.7	95
BASKETBALL - COLLEGE GAMES		14468	2764	8.9	19.1	103	662	9.1	4.6	106	950	7.2	6.6	83	2485	8.4	17.2	98
BASKETBALL - PRO GAMES		12124	2149	6.9	17.7	96	527	7.3	4.3	101	962	7.3	7.9	101	2042	6.9	16.8	96
BOWLING		9412	1584	5.1	16.8	91	570	7.9	6.1	140	729	5.5	7.7	98	1963	6.7	20.9	119
BOXING		15409	3136	10.1	20.4	110	963	13.3	6.2	145	1152	8.7	7.5	95	2669	9.0	17.3	98
FOOTBALL - COLLEGE GAMES		21400	4112	13.3	19.2	104	1065	14.7	5.0	115	1458	11.0	6.8	86	3339	11.3	15.6	89
FOOTBALL - PRO GAMES		35944	7416	23.9	20.6	112	1867	25.8	5.2	120	3186	24.1	8.9	112	6851	23.2	19.1	108
GOLF		9759	1674	5.4	17.2	93	*432	6.0	4.4	102	693	5.2	7.1	90	1236	4.2	12.7	72
POST-SEASON COLL. FOOTBALL		18123	3541	11.4	19.5	106	1040	14.4	5.7	133	1321	10.0	7.3	92	3295	11.2	18.2	103
POST-SEASON PRO FOOTBALL		22091	4589	14.8	20.8	112	1276	17.6	5.8	134	1924	14.6	8.7	111	4079	13.8	18.5	105
TENNIS		6764	1001	3.2	14.8	80	*370	5.1	5.5	127	665	5.0	9.8	125	1141	3.9	16.9	96
WRESTLING - PROFESSIONAL		9695	2455	7.9	25.3	137	*484	6.7	5.0	116	920	7.0	9.5	120	2566	8.7	26.5	150

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	40273	100.0	24.0	100	37793	100.0	22.5	100	11369	100.0	6.8	100	27112	100.0	16.2	100
MALES	79263	17013	42.2	21.5	89	15458	40.9	19.5	87	5188	45.6	6.5	97	11975	44.2	15.1	93
FEMALES	88464	23259	57.8	26.3	109	22336	59.1	25.2	112	6181	54.4	7.0	103	15138	55.8	17.1	106
18 - 24	28671	9411	23.4	32.8	137	8035	21.3	28.0	124	2378	20.9	8.3	122	4630	17.1	16.1	100
25 - 34	39536	12610	31.3	31.9	133	11493	30.4	29.1	129	3042	26.8	7.7	114	6041	22.3	15.3	95
35 - 44	28978	7650	19.0	26.4	110	7345	19.4	25.3	112	1881	16.5	6.5	96	4967	18.3	17.1	106
45 - 54	22345	4651	11.5	20.8	87	4383	11.6	19.6	87	1703	15.0	7.6	112	3923	14.5	17.6	109
55 - 64	22224	3509	8.7	15.8	66	3551	9.4	16.0	71	1229	10.8	5.5	82	3911	14.4	17.6	109
65 OR OLDER	25973	2442	6.1	9.4	39	2987	7.9	11.5	51	1136	10.0	4.4	65	3639	13.4	14.0	87
18 - 34	68207	22022	54.7	32.3	134	19527	51.7	28.6	127	5420	47.7	7.9	117	10671	39.4	15.6	97
18 - 49	108058	32081	79.7	29.7	124	28996	76.7	26.8	119	8258	72.6	7.6	113	17741	65.4	16.4	102
25 - 54	90859	24911	61.9	27.4	114	23221	61.4	25.6	113	6626	58.3	7.3	108	14932	55.1	16.4	102
35 - 49	39851	10059	25.0	25.2	105	9469	25.1	23.8	105	2838	25.0	7.1	105	7070	26.1	17.7	110
50 OR OLDER	59669	8192	20.3	13.7	57	8798	23.3	14.7	65	3111	27.4	5.2	77	9371	34.6	15.7	97
GRADUATED COLLEGE	28091	6786	16.8	24.2	101	6120	16.2	21.8	97	1446	12.7	5.1	76	3765	13.9	13.4	83
ATTENDED COLLEGE	28938	7976	19.8	27.6	115	7374	19.5	25.5	113	2030	17.9	7.0	103	4930	18.2	17.0	105
GRADUATED HIGH SCHOOL	65503	17007	42.2	26.0	108	15777	41.7	24.1	107	5165	45.4	7.9	116	11108	41.0	17.0	105
DID NOT GRADUATE HIGH SCHOOL	45195	8504	21.1	18.8	78	8521	22.5	18.9	84	2728	24.0	6.0	89	7309	27.0	16.2	100
EMPLOYED MALES	56429	12801	31.8	22.7	94	11449	30.3	20.3	90	3644	32.1	6.5	95	8377	30.9	14.8	92
EMPLOYED FEMALES	43971	13478	33.5	30.7	128	11738	31.1	26.7	118	3094	27.2	7.0	104	7500	27.7	17.1	106
EMPLOYED FULL-TIME	87773	22379	55.6	25.5	106	19833	52.5	22.6	100	5865	51.6	6.7	99	13640	50.3	15.5	96
EMPLOYED PART-TIME	12627	3900	9.7	30.9	129	3354	8.9	26.6	118	873	7.7	6.9	102	2237	8.3	17.7	110
NOT EMPLOYED	67327	13993	34.7	20.8	87	14607	38.7	21.7	96	4631	40.7	6.9	101	11235	41.4	16.7	103
PROFESSIONAL/MANAGER	25845	6637	16.5	25.7	107	6006	15.9	23.2	103	1433	12.6	5.5	82	3801	14.0	14.7	91
TECH/CLERICAL/SALES	30895	8509	21.1	27.5	115	7383	19.5	23.9	106	2179	19.2	7.1	104	5300	19.5	17.2	106
PRECISION/CRAFT	12629	3029	7.5	24.0	100	2727	7.2	21.6	96	972	8.5	7.7	114	1958	7.2	15.5	96
OTHER EMPLOYED	31031	8105	20.1	26.1	109	7070	18.7	22.8	101	2153	18.9	6.9	102	4819	17.8	15.5	96
SINGLE	35557	9756	24.2	27.4	114	8450	22.4	23.8	105	2768	24.3	7.8	115	5301	19.6	14.9	92
MARRIED	103585	25242	62.7	24.4	101	24312	64.3	23.5	104	7166	63.0	6.9	102	17781	65.6	17.2	106
DIVORCED/SEPARATED/WIDOWED	28585	5275	13.1	18.5	77	5031	13.3	17.6	78	1435	12.6	5.0	74	4030	14.9	14.1	87
PARENTS	59295	18697	46.4	31.5	131	18078	47.8	30.5	135	4795	42.2	8.1	119	10599	39.1	17.9	111
WHITE	146081	34875	86.6	23.9	99	33240	88.0	22.8	101	9795	86.2	6.7	99	24016	88.6	16.4	102
BLACK	17974	4483	11.1	24.9	104	3654	9.7	20.3	90	1358	11.9	7.6	111	2558	9.4	14.2	88
OTHER	3672	*915	2.3	24.9	104	*900	2.4	24.5	109	**216	1.9	5.9	87	*539	2.0	14.7	91
NORTHEAST-CENSUS	37005	7684	19.1	20.8	86	8141	21.5	22.0	98	1743	15.3	4.7	69	6288	23.2	17.0	105
NORTH CENTRAL	42642	11404	28.3	26.7	111	10432	27.6	24.5	109	3669	32.3	8.6	127	7363	27.2	17.3	107
SOUTH	56777	13105	32.5	23.1	96	12547	33.2	22.1	98	3311	29.1	5.8	86	8895	32.8	15.7	97
WEST	31303	8079	20.1	25.8	107	6673	17.7	21.3	95	2647	23.3	8.5	125	4566	16.8	14.6	90
NORTHEAST-MKTG.	38125	7622	18.9	20.0	83	7894	20.9	20.7	92	1648	14.5	4.3	64	6026	22.2	15.8	98
EAST CENTRAL	24794	6140	15.2	24.8	103	5981	15.8	24.1	107	1913	16.8	7.7	114	4336	16.0	17.5	108
WEST CENTRAL	28511	7856	19.5	27.6	115	7057	18.7	24.8	110	2717	23.9	9.5	141	4822	17.8	16.9	105
SOUTH	48953	11698	29.0	23.9	100	11136	29.5	22.7	101	2897	25.5	5.9	87	7933	29.3	16.2	100
PACIFIC	27344	6958	17.3	25.4	106	5725	15.1	20.9	93	2194	19.3	8.0	118	3996	14.7	14.6	90
COUNTY SIZE A	69301	15482	38.4	22.3	93	14992	39.7	21.6	96	4232	37.2	6.1	90	10408	38.4	15.0	93
COUNTY SIZE B	50633	13636	33.9	26.9	112	12388	32.8	24.5	109	3268	28.7	6.5	95	8759	32.3	17.3	107
COUNTY SIZE C	26259	6306	15.7	24.0	100	5776	15.3	22.0	98	2276	20.0	8.7	128	4218	15.6	16.1	99
COUNTY SIZE D	21534	4848	12.0	22.5	94	4639	12.3	21.5	96	1593	14.0	7.4	109	3727	13.7	17.3	107
METRO CENTRAL CITY	50014	12076	30.0	24.1	101	11596	30.7	23.2	103	3204	28.2	6.4	95	7848	28.9	15.7	97
METRO SUBURBAN	76832	18929	47.0	24.6	103	17315	45.8	22.5	100	4773	42.0	6.2	92	12302	45.4	16.0	99
NON METRO	40881	9268	23.0	22.7	94	8883	23.5	21.7	96	3392	29.8	8.3	122	6962	25.7	17.0	105
TOP 5 ADI'S	39550	9050	22.5	22.9	95	8355	22.1	21.1	94	2475	21.8	6.3	92	6093	22.5	15.4	95
TOP 10 ADI'S	54877	11916	29.6	21.7	90	11253	29.8	20.5	91	3288	28.9	6.0	88	8098	29.9	14.8	91
TOP 20 ADI'S	77516	17365	43.1	22.4	93	16512	43.7	21.3	95	4949	43.5	6.4	94	11623	42.9	15.0	93
HSHLD INC. $50,000 OR MORE	17257	4522	11.2	26.2	109	4184	11.1	24.2	108	1047	9.2	6.1	90	2479	9.1	14.4	89
$40,000 OR MORE	33235	8839	21.9	26.6	111	8085	21.4	24.3	108	1950	17.2	5.9	87	5234	19.3	15.7	97
$30,000 OR MORE	59693	15282	37.9	25.6	107	14357	38.0	24.1	107	3890	34.2	6.5	96	9556	35.2	16.0	99
$25,000 OR MORE	76275	19330	48.0	25.3	106	18232	48.2	23.9	106	5114	45.0	6.7	99	12125	44.7	15.9	98
$20,000 - $24,999	18607	4966	12.3	26.7	111	4280	11.3	23.0	102	1424	12.5	7.7	113	3058	11.3	16.4	102
$15,000 - $19,999	17175	4066	10.1	23.7	99	4107	10.9	23.9	106	1181	10.4	6.9	101	2782	10.3	16.2	100
$10,000 - $14,999	24569	5737	14.2	23.4	97	5550	14.7	22.6	100	1742	15.3	7.1	105	4088	15.1	16.6	103
UNDER $10,000	31101	6174	15.3	19.9	83	5625	14.9	18.1	80	1908	16.8	6.1	91	5059	18.7	16.3	101
HOUSEHOLD OF 1 PERSON	19441	2906	7.2	14.9	62	2356	6.2	12.1	54	948	8.3	4.9	72	2382	8.8	12.3	76
2 PEOPLE	51803	9262	23.0	17.9	74	8389	22.2	16.2	72	2873	25.3	5.5	82	8274	30.5	16.0	99
3 OR 4 PEOPLE	66933	18614	46.2	27.8	116	18671	49.4	27.9	124	5301	46.6	7.9	117	11286	41.6	16.9	104
5 OR MORE PEOPLE	29550	9491	23.6	32.1	134	8377	22.2	28.3	126	2247	19.8	7.6	112	5171	19.1	17.5	108
NO CHILD IN HSHLD	96587	18114	45.0	18.8	78	16318	43.2	16.9	75	5603	49.3	5.8	86	14259	52.6	14.8	91
CHILD(REN) UNDER 2 YRS	10844	3723	9.2	34.3	143	3549	9.4	32.7	145	1034	9.1	9.5	141	1854	6.8	17.1	106
2 - 5 YEARS	26358	8698	21.6	33.0	137	8644	22.9	32.8	146	2101	18.5	8.0	118	4234	15.6	16.1	99
6 - 11 YEARS	30453	10288	25.5	33.8	141	9732	25.8	32.0	142	2276	20.0	7.5	110	5169	19.1	17.0	105
12 - 17 YEARS	36575	10811	26.8	29.6	123	10142	26.8	27.7	123	2925	25.7	8.0	118	7308	27.0	20.0	124
RESIDENCE OWNED	117770	27335	67.9	23.2	97	26066	69.0	22.1	98	7778	68.4	6.6	97	19470	71.8	16.5	102
VALUE: $50,000 OR MORE	70166	16346	40.6	23.3	97	15534	41.1	22.1	98	4460	39.2	6.4	94	11017	40.6	15.7	97
VALUE: UNDER $50,000	47604	10988	27.3	23.1	96	10531	27.9	22.1	98	3318	29.2	7.0	103	8453	31.2	17.8	110

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	40273	100.0	24.0	100	37793	100.0	22.5	100	11369	100.0	6.8	100	27112	100.0	16.2	100
MAGAZINES	QUINTILE 1	34022	10058	25.0	29.6	123	8930	23.6	26.2	116	2678	23.6	7.9	116	5651	20.8	16.6	103
	QUINTILE 2	34800	8926	22.2	25.6	107	8839	23.4	25.4	113	2517	22.1	7.2	107	6028	22.2	17.3	107
	QUINTILE 3	30514	6710	16.7	22.0	92	6346	16.8	20.8	92	2190	19.3	7.2	106	5003	18.5	16.4	101
	QUINTILE 4	33324	7959	19.8	23.9	99	7466	19.8	22.4	99	2148	18.9	6.4	95	5557	20.5	16.7	103
	QUINTILE 5	35066	6620	16.4	18.9	79	6213	16.4	17.7	79	1836	16.1	5.2	77	4873	18.0	13.9	86
NEWSPAPERS	QUINTILE 1	29107	6436	16.0	22.1	92	6287	16.6	21.6	96	2088	18.4	7.2	106	5032	18.6	17.3	107
	QUINTILE 2	49095	11269	28.0	23.0	96	11051	29.2	22.5	100	3167	27.9	6.5	95	7661	28.3	15.6	97
	QUINTILE 3	23107	5857	14.5	25.3	106	5557	14.7	24.0	107	1788	15.7	7.7	114	3700	13.6	16.0	99
	QUINTILE 4	33556	8784	21.8	26.2	109	7956	21.1	23.7	105	1971	17.3	5.9	87	5303	19.6	15.8	98
	QUINTILE 5	32863	7927	19.7	24.1	100	6942	18.4	21.1	94	2355	20.7	7.2	106	5417	20.0	16.5	102
OUTDOOR	QUINTILE 1	33431	9061	22.5	27.1	113	8709	23.0	26.1	116	2836	24.9	8.5	125	5475	20.2	16.4	101
	QUINTILE 2	33478	8564	21.3	25.6	107	7992	21.1	23.9	106	2326	20.5	6.9	103	5488	20.2	16.4	101
	QUINTILE 3	33574	8195	20.3	24.4	102	7453	19.7	22.2	99	2141	18.8	6.4	94	5805	21.4	17.3	107
	QUINTILE 4	33935	7693	19.1	22.7	94	7356	19.5	21.7	96	2180	19.2	6.4	95	5346	19.7	15.8	97
	QUINTILE 5	33310	6760	16.8	20.3	85	6283	16.6	18.9	84	1886	16.6	5.7	84	4998	18.4	15.0	93
RADIO-DRIVE TIME	QUINTILE 1	33136	8463	21.0	25.5	106	7831	20.7	23.6	105	2525	22.2	7.6	112	6027	22.2	18.2	113
	QUINTILE 2	31658	8106	20.1	25.6	107	7451	19.7	23.5	104	2273	20.0	7.2	106	5040	18.6	15.9	98
	QUINTILE 3	32541	8238	20.5	25.3	105	7605	20.1	23.4	104	2226	19.6	6.8	101	5441	20.1	16.7	103
	QUINTILE 4	34247	8296	20.6	24.2	101	8022	21.2	23.4	104	1817	16.0	5.3	78	5103	18.8	14.9	92
	QUINTILE 5	36144	7170	17.8	19.8	83	6885	18.2	19.0	85	2527	22.2	7.0	103	5501	20.3	15.2	94
RADIO-MID-DAY	TERCILE 1	45037	11559	28.7	25.7	107	10868	28.8	24.1	107	3241	28.5	7.2	106	7775	28.7	17.3	107
	TERCILE 2	44819	10819	26.9	24.1	101	10451	27.7	23.3	103	2922	25.7	6.5	96	7225	26.6	16.1	100
	TERCILE 3	77872	17895	44.4	23.0	96	16475	43.6	21.2	94	5206	45.8	6.7	99	12112	44.7	15.6	96
RADIO-TOTAL	QUINTILE 1	33763	8794	21.8	26.0	108	8192	21.7	24.3	108	2519	22.2	7.5	110	5834	21.5	17.3	107
	QUINTILE 2	33240	8804	21.9	26.5	110	8004	21.2	24.1	107	2364	20.8	7.1	105	5736	21.2	17.3	107
	QUINTILE 3	33408	8170	20.3	24.5	102	7658	20.3	22.9	102	2287	20.1	6.8	101	5230	19.3	15.7	97
	QUINTILE 4	34792	8276	20.5	23.8	99	7712	20.4	22.2	98	2022	17.8	5.8	86	5384	19.9	15.5	96
	QUINTILE 5	32524	6229	15.5	19.2	80	6228	16.5	19.1	85	2177	19.1	6.7	99	4929	18.2	15.2	94
TV-PRIME TIME	QUINTILE 1	33090	7222	17.9	21.8	91	6777	17.9	20.5	91	2261	19.9	6.8	101	5726	21.1	17.3	107
	QUINTILE 2	33357	8045	20.0	24.1	100	7905	20.9	23.7	105	2190	19.3	6.6	97	5850	21.6	17.5	108
	QUINTILE 3	33980	8529	21.2	25.1	105	8079	21.4	23.8	106	2427	21.3	7.1	105	5613	20.7	16.5	102
	QUINTILE 4	33854	8281	20.6	24.5	102	7743	20.5	22.9	102	2337	20.6	6.9	102	5335	19.7	15.8	97
	QUINTILE 5	33444	8195	20.3	24.5	102	7290	19.3	21.8	97	2154	18.9	6.4	95	4589	16.9	13.7	85
TV-DAYTIME	TERCILE 1	49121	11295	28.0	23.0	96	10971	29.0	22.3	99	3385	29.8	6.9	102	8181	30.2	16.7	103
	TERCILE 2	48523	12700	31.5	26.0	108	11385	30.1	23.3	103	3532	31.1	7.2	107	8026	29.6	16.4	102
	TERCILE 3	69762	16278	40.4	23.3	97	15438	40.8	22.1	98	4452	39.2	6.4	94	10905	40.2	15.6	97
TV-TOTAL	QUINTILE 1	33584	7485	18.6	22.3	93	6980	18.5	20.8	92	2403	21.1	7.2	106	6030	22.2	18.0	111
	QUINTILE 2	33441	7478	18.6	22.4	93	7579	20.1	22.7	101	2210	19.4	6.6	97	5651	20.8	16.9	105
	QUINTILE 3	33505	8132	20.2	24.3	101	7556	20.0	22.6	100	2140	18.8	6.4	94	4950	18.3	14.8	91
	QUINTILE 4	33466	8370	20.8	25.0	104	7603	20.1	22.7	101	2333	20.5	7.0	103	5384	19.9	16.1	100
	QUINTILE 5	33731	8808	21.9	26.1	109	8076	21.4	23.9	106	2284	20.1	6.8	100	5097	18.8	15.1	93
MAGAZINES-NEWSPAPERS: DUAL		44503	11591	28.8	26.0	108	10979	29.1	24.7	109	3318	29.2	7.5	110	7672	28.3	17.2	107
MAGAZINE IMPERATIVE		39363	11130	27.6	28.3	118	10219	27.0	26.0	115	3006	26.4	7.6	113	6673	24.6	17.0	105
NEWSPAPER IMPERATIVE		46441	9087	22.6	19.6	81	9225	24.4	19.9	88	2886	25.4	6.2	92	7115	26.2	15.3	95
MAGAZINES-OUTDOOR: DUAL		33725	9513	23.6	28.2	117	9142	24.2	27.1	120	2982	26.2	8.8	130	5863	21.6	17.4	108
MAGAZINE IMPERATIVE		52868	13189	32.7	25.0	104	12082	32.0	22.9	101	3487	30.7	6.6	97	8737	32.2	16.5	102
OUTDOOR IMPERATIVE		52140	12071	30.0	23.2	96	11214	29.7	21.5	95	3332	29.3	6.4	94	8246	30.4	15.8	98
MAGAZINES-RADIO: DUAL		37081	10324	25.6	27.8	116	9368	24.8	25.3	112	2934	25.8	7.9	117	6617	24.4	17.8	110
MAGAZINE IMPERATIVE		49747	12607	31.3	25.3	106	12218	32.3	24.6	109	3573	31.4	7.2	106	8111	29.9	16.3	101
RADIO IMPERATIVE		49208	11655	28.9	23.7	99	10692	28.3	21.7	96	3217	28.3	6.5	96	7809	28.8	15.9	98
MAGAZINES-TELEVISION: DUAL		33103	8265	20.5	25.0	104	8081	21.4	24.4	108	2585	22.7	7.8	115	5811	21.4	17.6	109
MAGAZINE IMPERATIVE		54575	14931	37.1	27.4	114	13504	35.7	24.7	110	4009	35.3	7.3	108	8701	32.1	15.9	99
TELEVISION IMPERATIVE		53249	10694	26.6	20.1	84	10166	26.9	19.1	85	3100	27.3	5.8	86	8466	31.2	15.9	98
NEWSPAPERS-OUTDOOR: DUAL		36255	9418	23.4	26.0	108	8929	23.6	24.6	109	2708	23.8	7.5	110	5841	21.5	16.1	100
NEWSPAPER IMPERATIVE		55591	11672	29.0	21.0	87	11487	30.4	20.7	92	3497	30.8	6.3	93	9129	33.7	16.4	102
OUTDOOR IMPERATIVE		48319	12821	31.8	26.5	111	11779	31.2	24.4	108	3635	32.0	7.5	111	8138	30.0	16.8	104
NEWSPAPERS-RADIO: DUAL		37242	9320	23.1	25.0	104	8965	23.7	24.1	107	2855	25.1	7.7	113	6405	23.6	17.2	106
NEWSPAPER IMPERATIVE		54423	11855	29.4	21.8	91	11604	30.7	21.3	95	3516	30.9	6.5	95	8549	31.5	15.7	97
RADIO IMPERATIVE		46650	12894	32.0	27.6	115	11293	29.9	24.2	107	3391	29.8	7.3	107	7803	28.8	16.7	103
NEWSPAPERS-TELEVISION: DUAL		35974	7881	19.6	21.9	91	8062	21.3	22.4	99	2684	23.6	7.5	110	6137	22.6	17.1	106
NEWSPAPER IMPERATIVE		56095	13603	33.8	24.2	101	12710	33.6	22.7	101	3678	32.4	6.6	97	8715	32.1	15.5	96
TELEVISION IMPERATIVE		47170	11310	28.1	24.0	100	10425	27.6	22.1	98	3082	27.1	6.5	96	7886	29.1	16.7	103
OUTDOOR-RADIO: DUAL		33748	9398	23.3	27.8	116	8868	23.5	26.3	117	2698	23.7	8.0	118	6032	22.2	17.9	111
OUTDOOR IMPERATIVE		52785	12591	31.3	23.9	99	11935	31.6	22.6	100	3728	32.8	7.1	104	8235	30.4	15.6	97
RADIO IMPERATIVE		52882	12454	30.9	23.6	98	11396	30.2	21.5	96	3505	30.8	6.6	98	8576	31.6	16.2	100
OUTDOOR-TELEVISION: DUAL		32030	8329	20.7	26.0	108	7636	20.2	23.8	106	2530	22.3	7.9	117	5472	20.2	17.1	106
OUTDOOR IMPERATIVE		54626	14474	35.9	26.5	110	13503	35.7	24.7	110	4010	35.3	7.3	108	8667	32.0	15.9	98
TELEVISION IMPERATIVE		54874	11509	28.6	21.0	87	11153	29.5	20.3	90	3202	28.2	5.8	86	9239	34.1	16.8	104
RADIO-TELEVISION: DUAL		33386	8313	20.6	24.9	104	7869	20.8	23.6	105	2541	22.4	7.6	112	5998	22.1	18.0	111
RADIO IMPERATIVE		53810	14228	35.3	26.4	110	12966	34.3	24.1	107	3721	32.7	6.9	102	8530	31.5	15.9	98
TELEVISION IMPERATIVE		54023	11443	28.4	21.2	88	11231	29.7	20.8	92	3500	30.8	6.5	96	8548	31.5	15.8	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0102
P-22

	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	40273	100.0	24.0	100	37793	100.0	22.5	100	11369	100.0	6.8	100	27112	100.0	16.2	100
ATLANTIC MONTHLY	867	*141	0.4	16.3	68	**94	0.2	10.8	48	**18	0.2	2.1	31	**85	0.3	9.8	61
BARRON'S	1580	*321	0.8	20.3	85	304	0.8	19.2	85	**40	0.4	2.5	37	*164	0.6	10.4	64
BETTER HOMES & GARDENS	22203	6211	15.4	28.0	117	6013	15.9	27.1	120	1591	14.0	7.2	106	3824	14.1	17.2	107
BON APPETIT	3810	1024	2.5	26.9	112	837	2.2	22.0	97	253	2.2	6.6	98	573	2.1	15.0	93
BUSINESS WEEK	4663	972	2.4	20.8	87	1005	2.7	21.6	96	289	2.5	6.2	91	587	2.2	12.6	78
CAR AND DRIVER	3102	741	1.8	23.9	99	704	1.9	22.7	101	*213	1.9	6.9	101	482	1.8	15.5	96
CBS MAGAZINE NETWORK (GROSS)	7311	2152	5.3	29.4	123	1818	4.8	24.9	110	435	3.8	5.9	88	1264	4.7	17.3	107
CHANGING TIMES	3400	841	2.1	24.7	103	711	1.9	20.9	93	*249	2.2	7.3	108	593	2.2	17.4	108
COLONIAL HOMES	1796	550	1.4	30.6	128	526	1.4	29.3	130	**136	1.2	7.6	112	324	1.2	18.0	112
CONDE NAST MAG. PKG. (GROSS)	19924	6581	16.3	33.0	138	5509	14.6	27.7	123	1231	10.8	6.2	91	3605	13.3	18.1	112
CONSUMERS DIGEST	3125	663	1.6	21.2	88	709	1.9	22.7	101	*180	1.6	5.8	85	472	1.7	15.1	93
COSMOPOLITAN	10577	3321	8.2	31.4	131	2986	7.9	28.2	125	749	6.6	7.1	104	1798	6.6	17.0	105
COUNTRY LIVING	3746	1183	2.9	31.6	132	1042	2.8	27.8	123	*253	2.2	6.8	100	618	2.3	16.5	102
CUISINE	2214	591	1.5	26.7	111	565	1.5	25.5	113	*125	1.1	5.6	83	310	1.1	14.0	87
CYCLE WORLD	2394	673	1.7	28.1	117	616	1.6	25.7	114	*170	1.5	7.1	105	376	1.4	15.7	97
DCI:CREATIVE IDEAS FOR LIV	3068	1013	2.5	33.0	138	884	2.3	28.8	128	*200	1.8	6.5	96	635	2.3	20.7	128
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2728	6.8	28.5	119	2369	6.3	24.8	110	573	5.0	6.0	88	1627	6.0	17.0	105
DISCOVER	2277	679	1.7	29.8	124	701	1.9	30.8	137	*215	1.9	9.4	139	497	1.8	21.8	135
EBONY	7187	1976	4.9	27.5	115	1701	4.5	23.7	105	522	4.6	7.3	107	918	3.4	12.8	79
ESQUIRE	2560	736	1.8	28.8	120	627	1.7	24.5	109	*164	1.4	6.4	95	474	1.7	18.5	115
ESSENCE	3242	1009	2.5	31.1	130	880	2.3	27.1	120	316	2.8	9.7	144	489	1.8	15.1	93
FAMILY CIRCLE	19639	5633	14.0	28.7	119	5704	15.1	29.0	129	1510	13.3	7.7	113	3842	14.2	19.6	121
THE FAMILY HANDYMAN	3540	985	2.4	27.8	116	1066	2.8	30.1	134	413	3.6	11.7	172	833	3.1	23.5	146
FAMILY WEEKLY	23924	5811	14.4	24.3	101	5748	15.2	24.0	107	1956	17.2	8.2	121	4182	15.4	17.5	108
FIELD & STREAM	9883	2715	6.7	27.5	114	2414	6.4	24.4	108	751	6.6	7.6	112	1799	6.6	18.2	113
FOOD & WINE	1030	229	0.6	22.2	93	*206	0.5	20.0	89	**52	0.5	5.0	74	*117	0.4	11.4	70
FORBES	2679	596	1.5	22.2	93	605	1.6	22.6	100	*159	1.4	5.9	88	351	1.3	13.1	81
FORTUNE	2931	689	1.7	23.5	98	680	1.8	23.2	103	*125	1.1	4.3	63	342	1.3	11.7	72
GENTLEMEN'S QUARTERLY	3481	1313	3.3	37.7	157	1071	2.8	30.8	137	335	2.9	9.6	142	674	2.5	19.4	120
GLAMOUR	7163	2402	6.0	33.5	140	2090	5.5	29.2	129	461	4.1	6.4	95	1327	4.9	18.5	115
GOLF DIGEST	2355	527	1.3	22.4	93	530	1.4	22.5	100	*191	1.7	8.1	120	429	1.6	18.2	113
GOLF DIGEST/TENNIS (GROSS)	3610	851	2.1	23.6	98	753	2.0	20.9	93	*236	2.1	6.5	96	581	2.1	16.1	100
GOLF MAGAZINE	2046	578	1.4	28.3	118	475	1.3	23.2	103	*215	1.9	10.5	155	430	1.6	21.0	130
GOLF MAGAZINE/SKI (GROSS)	3547	1015	2.5	28.6	119	871	2.3	24.6	109	475	4.2	13.4	198	715	2.6	20.2	125
GOOD HOUSEKEEPING	20353	5649	14.0	27.8	116	5466	14.5	26.9	119	1523	13.4	7.5	110	3396	12.5	16.7	103
HARPER'S BAZAAR	3362	1179	2.9	35.1	146	976	2.6	29.0	129	*223	2.0	6.6	98	559	2.1	16.6	103
HEALTH	2987	763	1.9	25.5	106	672	1.8	22.5	100	*175	1.5	5.9	86	426	1.6	14.3	88
HEARST MAG CORP. BUY (GROSS)	67928	19986	49.6	29.4	123	18422	48.7	27.1	120	5062	44.5	7.5	110	11519	42.5	17.0	105
HEARST MAN POWER (GROSS)	11282	2824	7.0	25.0	104	2707	7.2	24.0	106	902	7.9	8.0	118	2122	7.8	18.8	116
HEARST WOMAN POWER (GROSS)	40514	12282	30.5	30.3	126	11355	30.0	28.0	124	3030	26.7	7.5	110	6849	25.3	16.9	105
HOUSE BEAUTIFUL	4885	1391	3.5	28.5	119	1256	3.3	25.7	114	384	3.4	7.9	116	707	2.6	14.5	90
INC.	1308	*309	0.8	23.6	98	*313	0.8	23.9	106	**85	0.7	6.5	96	*202	0.7	15.4	96
JET	6498	1830	4.5	28.2	117	1492	3.9	23.0	102	398	3.5	6.1	90	968	3.6	14.9	92
LADIES' HOME JOURNAL	14797	4416	11.0	29.8	124	4295	11.4	29.0	129	1175	10.3	7.9	117	2728	10.1	18.4	114
LHJ FAMILY GRP COMBO(GROSS)	21743	6528	16.2	30.0	125	6144	16.3	28.3	125	1656	14.6	7.6	112	3827	14.1	17.6	109
LIFE	9881	2749	6.8	27.8	116	2685	7.1	27.2	121	635	5.6	6.4	95	1674	6.2	16.9	105
L.A. TIMES HOME MAGAZINE	2775	523	1.3	18.8	78	532	1.4	19.2	85	*172	1.5	6.2	91	369	1.4	13.3	82
MADEMOISELLE	4219	1442	3.6	34.2	142	1205	3.2	28.6	127	*206	1.8	4.9	72	865	3.2	20.5	127
MC CALL'S	16422	4987	12.4	30.4	126	4556	12.1	27.7	123	1400	12.3	8.5	126	2996	11.1	18.2	113
MC CALL'S/WRK MOTHER (GROSS)	17919	5700	14.2	31.8	132	5018	13.3	28.0	124	1467	12.9	8.2	121	3268	12.1	18.2	113
MECHANIX ILLUSTRATED	4433	1061	2.6	23.9	100	946	2.5	21.3	95	467	4.1	10.5	155	883	3.3	19.9	123
METROPOLITAN HOME	1504	470	1.2	31.3	130	350	0.9	23.3	103	**66	0.6	4.4	65	234	0.9	15.6	96
MONEY	4723	1171	2.9	24.8	103	1196	3.2	25.3	112	339	3.0	7.2	106	763	2.8	16.2	100
MOTHER EARTH NEWS	2325	673	1.7	28.9	121	461	1.2	19.8	88	*155	1.4	6.7	98	304	1.1	13.1	81
MS.	1189	340	0.8	28.6	119	348	0.9	29.3	130	**106	0.9	8.9	132	*263	1.0	22.1	137
NATIONAL ENQUIRER	18892	4940	12.3	26.1	109	4524	12.0	23.9	106	1715	15.1	9.1	134	3550	13.1	18.8	116
NATIONAL GEOGRAPHIC	22129	5357	13.3	24.2	101	4887	12.9	22.1	98	1592	14.0	7.2	106	3899	14.4	17.6	109
NATIONAL SUNDAY MAGAZINE PKG	103750	24931	61.9	24.0	100	23967	63.4	23.1	103	7009	61.7	6.8	100	16609	61.3	16.0	99
NATURAL HISTORY	1379	385	1.0	27.9	116	382	1.0	27.7	123	**103	0.9	7.5	110	*308	1.1	22.3	138
NEW WOMAN	2289	836	2.1	36.5	152	687	1.8	30.0	133	**69	0.6	3.0	44	284	1.0	12.4	77
NEW YORK INCLUDING CUE	1088	201	0.5	18.5	77	224	0.6	20.6	91	**42	0.4	3.9	57	*180	0.7	16.5	102
THE NEW YORKER	2459	538	1.3	21.9	91	508	1.3	20.7	92	*151	1.3	6.1	91	421	1.6	17.1	106
NEWSWEEK	16527	4255	10.6	25.7	107	3896	10.3	23.6	105	1097	9.6	6.6	98	2649	9.8	16.0	99
THE N.Y. TIMES DAILY EDITION	2739	497	1.2	18.1	76	496	1.3	18.1	80	**85	0.7	3.1	46	323	1.2	11.8	73
THE N.Y. TIMES MAGAZINE	4443	812	2.0	18.3	76	830	2.2	18.7	83	*139	1.2	3.1	46	569	2.1	12.8	79
OMNI	2799	873	2.2	31.2	130	723	1.9	25.8	115	*200	1.8	7.1	105	533	2.0	19.0	118
ON CABLE	2209	800	2.0	36.2	151	674	1.8	30.5	135	*251	2.2	11.4	168	501	1.8	22.7	140
1001 HOME IDEAS	3959	1348	3.3	34.0	142	1176	3.1	29.7	132	306	2.7	7.7	114	673	2.5	17.0	105
ORGANIC GARDENING	3111	732	1.8	23.5	98	716	1.9	23.0	102	*315	2.8	10.1	149	590	2.2	19.0	117
OUTDOOR LIFE	5024	1353	3.4	26.9	112	1262	3.3	25.1	111	455	4.0	9.1	134	811	3.0	16.1	100
PARADE MAGAZINE	51292	12901	32.0	25.2	105	12114	32.1	23.6	105	3411	30.0	6.7	98	8408	31.0	16.4	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0103
P-22

	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	40273	100.0	24.0	100	37793	100.0	22.5	100	11369	100.0	6.8	100	27112	100.0	16.2	100
PARENTS	5298	2141	5.3	40.4	168	1909	5.1	36.0	160	384	3.4	7.2	107	1050	3.9	19.8	123
PENTHOUSE	5129	1445	3.6	28.2	117	1441	3.8	28.1	125	415	3.7	8.1	119	855	3.2	16.7	103
PEOPLE	21070	6344	15.8	30.1	125	5761	15.2	27.3	121	1376	12.1	6.5	96	3488	12.9	16.6	102
PLAYBOY	10562	2816	7.0	26.7	111	2507	6.6	23.7	105	785	6.9	7.4	110	1590	5.9	15.1	93
POPULAR HOT RODDING	2498	696	1.7	27.9	116	686	1.8	27.5	122	*183	1.6	7.3	108	491	1.8	19.7	122
POPULAR MECHANICS	5887	1576	3.9	26.8	111	1518	4.0	25.8	114	492	4.3	8.4	123	1159	4.3	19.7	122
POPULAR SCIENCE	4317	962	2.4	22.3	93	1109	2.9	25.7	114	379	3.3	8.8	130	750	2.8	17.4	107
PREVENTION	5792	1148	2.9	19.8	83	1087	2.9	18.8	83	303	2.7	5.2	77	858	3.2	14.8	92
PSYCHOLOGY TODAY	3284	946	2.3	28.8	120	893	2.4	27.2	121	*238	2.1	7.2	107	598	2.2	18.2	113
READER'S DIGEST	40046	9562	23.7	23.9	99	9289	24.6	23.2	103	3060	26.9	7.6	113	7108	26.2	17.7	110
REDBOOK	9584	3313	8.2	34.6	144	2903	7.7	30.3	134	759	6.7	7.9	117	1655	6.1	17.3	107
ROAD & TRACK	2590	799	2.0	30.8	128	711	1.9	27.5	122	*123	1.1	4.7	70	442	1.6	17.1	106
ROLLING STONE	3302	1206	3.0	36.5	152	1025	2.7	31.0	138	*198	1.7	6.0	88	586	2.2	17.7	110
RUNNER'S WORLD	1229	381	0.9	31.0	129	281	0.7	22.9	101	**157	1.4	12.8	188	*189	0.7	15.4	95
SATURDAY EVENING POST	2110	519	1.3	24.6	102	472	1.2	22.4	99	*150	1.3	7.1	105	335	1.2	15.9	98
SCIENCE 84	1543	376	0.9	24.4	101	302	0.8	19.6	87	**55	0.5	3.6	53	*207	0.8	13.4	83
SCIENCE DIGEST	1747	299	0.7	17.1	71	319	0.8	18.3	81	**112	1.0	6.4	95	308	1.1	17.6	109
SCIENTIFIC AMERICAN	1994	360	0.9	18.1	75	353	0.9	17.7	79	*126	1.1	6.3	93	308	1.1	15.4	96
SELF	3119	1149	2.9	36.8	153	946	2.5	30.3	135	*197	1.7	6.3	93	592	2.2	19.0	117
SEVENTEEN	3923	1275	3.2	32.5	135	1145	3.0	29.2	130	*269	2.4	6.9	101	690	2.5	17.6	109
SKI	1501	437	1.1	29.1	121	396	1.0	26.4	117	*259	2.3	17.3	255	285	1.1	19.0	117
SMITHSONIAN	5976	1307	3.2	21.9	91	1282	3.4	21.5	95	374	3.3	6.3	92	1074	4.0	18.0	111
SOAP OPERA DIGEST	4228	1532	3.8	36.2	151	1402	3.7	33.2	147	369	3.2	8.7	129	851	3.1	20.1	125
SOUTHERN LIVING	6488	1715	4.3	26.4	110	1485	3.9	22.9	102	373	3.3	5.7	85	992	3.7	15.3	95
SPORT	3500	1073	2.7	30.7	128	792	2.1	22.6	100	331	2.9	9.5	140	565	2.1	16.1	100
THE SPORTING NEWS	2456	800	2.0	32.6	136	699	1.8	28.5	126	*171	1.5	7.0	103	482	1.8	19.6	121
SPORTS AFIELD	3648	949	2.4	26.0	108	870	2.3	23.8	106	298	2.6	8.2	121	655	2.4	18.0	111
SPORTS ILLUSTRATED	14484	3756	9.3	25.9	108	3588	9.5	24.8	110	1060	9.3	7.3	108	2423	8.9	16.7	103
STAR	12661	3525	8.8	27.8	116	3175	8.4	25.1	111	953	8.4	7.5	111	2417	8.9	19.1	118
SUNDAY	52799	12439	30.9	23.6	98	12101	32.0	22.9	102	3328	29.3	6.3	93	8100	29.9	15.3	95
SUNSET	3513	973	2.4	27.7	115	939	2.5	26.7	119	*237	2.1	6.7	100	685	2.5	19.5	121
TV GUIDE	42766	11523	28.6	26.9	112	10704	28.3	25.0	111	3376	29.7	7.9	116	7451	27.5	17.4	108
TENNIS	1254	324	0.8	25.8	108	*223	0.6	17.8	79	**45	0.4	3.6	53	*152	0.6	12.1	75
TIME	22054	5373	13.3	24.4	101	5147	13.6	23.3	104	1339	11.8	6.1	90	3338	12.3	15.1	94
TOWN & COUNTRY	1555	419	1.0	26.9	112	391	1.0	25.1	112	**100	0.9	6.4	95	230	0.8	14.8	92
TRAVEL & LEISURE	2173	527	1.3	24.3	101	528	1.4	24.3	108	*188	1.7	8.7	128	366	1.3	16.8	104
TRUE STORY	4836	1464	3.6	31.6	132	1477	3.9	31.9	141	486	4.3	10.5	155	1125	4.1	24.3	150
U.S.NEWS & WORLD REPORT	10053	2324	5.8	22.4	93	2243	5.9	21.7	96	730	6.4	7.1	104	1630	6.0	15.7	97
USA TODAY	4994	1325	3.3	26.5	110	1143	3.0	22.9	102	357	3.1	7.1	105	736	2.7	14.7	91
US	3528	1207	3.0	34.2	142	926	2.5	26.2	116	326	2.9	9.2	136	740	2.7	21.0	130
VOGUE	5434	1587	3.9	29.3	122	1267	3.4	23.4	104	367	3.2	6.8	100	820	3.0	15.1	94
WALL STREET JOURNAL	6292	1149	2.9	18.3	76	1137	3.0	18.1	80	316	2.8	5.0	74	720	2.7	11.4	71
WEIGHT WATCHERS	2762	928	2.3	33.6	140	793	2.1	28.7	127	*197	1.7	7.1	105	556	2.1	20.1	125
WOMAN'S DAY	16320	4906	12.2	30.1	125	4999	13.2	30.6	136	1117	9.8	6.8	101	3178	11.7	19.5	120
WORKING MOTHER	1496	713	1.8	47.7	198	462	1.2	30.9	137	**67	0.6	4.5	66	*272	1.0	18.2	112
WORKING WOMAN	1851	672	1.7	36.3	151	596	1.6	32.2	143	*150	1.3	8.1	120	344	1.3	18.6	115
WORLD TENNIS	580	**108	0.3	18.6	78	**111	0.3	19.1	85	**39	0.3	6.7	99	*140	0.5	24.1	149
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3137	7.8	25.3	105	3070	8.1	24.7	110	740	6.5	6.0	88	2099	7.7	16.9	105
BLAIR INSERTS	91671	21656	53.8	23.6	98	20872	55.2	22.8	101	5934	52.2	6.5	95	14682	54.2	16.0	99
DAILY NEWSPAPERS																	
READ ANY	109190	25317	62.9	23.2	97	24383	64.5	22.3	99	7436	65.4	6.8	100	17913	66.1	16.4	101
READ ONE	89587	20960	52.0	23.4	97	20030	53.0	22.4	99	6149	54.1	6.9	101	14517	53.5	16.2	100
READ TWO OR MORE	19602	4357	10.8	22.2	93	4352	11.5	22.2	99	1286	11.3	6.6	97	3395	12.5	17.3	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	26211	65.1	23.9	100	25110	66.4	22.9	102	7404	65.1	6.8	100	17536	64.7	16.0	99
READ ONE	95074	22942	57.0	24.1	100	21908	58.0	23.0	102	6255	55.0	6.6	97	15052	55.5	15.8	98
READ TWO OR MORE	14588	3269	8.1	22.4	93	3202	8.5	21.9	97	1150	10.1	7.9	116	2484	9.2	17.0	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.62				31.46				32.98				29.78			
30 DAY REACH	149706	36633	91.0	24.5	102	34432	91.1	23.0	102	10297	90.6	6.9	101	24316	89.7	16.2	100
50 SHWG - 30 DAY AV FREQ	15.16	16.00				16.45				17.08				15.60			
30 DAY REACH	142406	35096	87.1	24.6	103	32965	87.2	23.1	103	9999	87.9	7.0	104	23280	85.9	16.3	101
25 SHWG - 30 DAY AV FREQ	8.23	8.58				8.85				9.21				8.42			
30 DAY REACH	131152	32704	81.2	24.9	104	30642	81.1	23.4	104	9272	81.6	7.1	104	21549	79.5	16.4	102
CABLE TV: HOME WIRED	66879	17310	43.0	25.9	108	16696	44.2	25.0	111	4906	43.2	7.3	108	11630	42.9	17.4	108
HOME NOT WIRED	100848	22963	57.0	22.8	95	21098	55.8	20.9	93	6463	56.8	6.4	95	15483	57.1	15.4	95
HAVE PAY CABLE	35024	10146	25.2	29.0	121	9694	25.7	27.7	123	2551	22.4	7.3	107	6483	23.9	18.5	115

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0104
P-22

	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C ACROSS %	D INDX	M & M'S PLAIN A '000	B % DOWN	C ACROSS %	D INDX	MARS BAR A '000	B % DOWN	C ACROSS %	D INDX	MILKY WAY A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	40273	100.0	24.0	100	37793	100.0	22.5	100	11369	100.0	6.8	100	27112	100.0	16.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	24370	60.5	25.5	106	22765	60.2	23.8	106	6502	57.2	6.8	100	15871	58.5	16.6	103
10:00 AM - 3:00 PM	63599	16154	40.1	25.4	106	15408	40.8	24.2	108	4480	39.4	7.0	104	10861	40.1	17.1	106
3:00 PM - 7:00 PM	72097	18823	46.7	26.1	109	17600	46.6	24.4	108	4957	43.6	6.9	101	11917	44.0	16.5	102
7:00 PM - MIDNIGHT	36670	9898	24.6	27.0	112	9132	24.2	24.9	111	2725	24.0	7.4	110	6455	23.8	17.6	109
MIDNIGHT - 6:00 AM	21908	5940	14.7	27.1	113	5150	13.6	23.5	104	1528	13.4	7.0	103	3771	13.9	17.2	106
6:00 AM - MIDNIGHT	127571	32309	80.2	25.3	105	30153	79.8	23.6	105	8761	77.1	6.9	101	20951	77.3	16.4	102
ENTIRE DAY	129239	32800	81.4	25.4	106	30466	80.6	23.6	105	8868	78.0	6.9	101	21173	78.1	16.4	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	8948	22.2	26.3	110	8629	22.8	25.4	113	2308	20.3	6.8	100	5996	22.1	17.6	109
ALL NEWS	6062	971	2.4	16.0	67	1315	3.5	21.7	96	280	2.5	4.6	68	894	3.3	14.7	91
AOR/PROGRESSIVE	11884	3576	8.9	30.1	125	2957	7.8	24.9	110	794	7.0	6.7	99	1979	7.3	16.7	103
BEAUTIFUL MUSIC	11180	2507	6.2	22.4	93	2507	6.6	22.4	100	733	6.4	6.6	97	2008	7.4	18.0	111
BLACK	4538	1477	3.7	32.5	136	1176	3.1	25.9	115	460	4.0	10.1	150	804	3.0	17.7	110
CLASSICAL	3857	809	2.0	21.0	87	666	1.8	17.3	77	*184	1.6	4.8	70	534	2.0	13.8	86
CHR/ROCK	21946	6789	16.9	30.9	129	6164	16.3	28.1	125	1580	13.9	7.2	106	3681	13.6	16.8	104
COUNTRY	27262	6901	17.1	25.3	105	6733	17.8	24.7	110	2102	18.5	7.7	114	4697	17.3	17.2	107
GOLDEN OLDIES	3339	809	2.0	24.2	101	777	2.1	23.3	103	*130	1.1	3.9	57	539	2.0	16.1	100
MOR/NOSTALGIA	10346	2270	5.6	21.9	91	2120	5.6	20.5	91	701	6.2	6.8	100	1451	5.4	14.0	87
NEWS/TALK	8929	1695	4.2	19.0	79	1832	4.8	20.5	91	715	6.3	8.0	118	1470	5.4	16.5	102
RELIGIOUS	5488	1244	3.1	22.7	94	1175	3.1	21.4	95	*317	2.8	5.8	85	910	3.4	16.6	103
SOFT ROCK	1232	*374	0.9	30.4	126	*328	0.9	26.6	118	**166	1.5	13.5	199	*233	0.9	18.9	117
URBAN CONTEMPORARY	3184	920	2.3	28.9	120	726	1.9	22.8	101	*188	1.7	5.9	87	520	1.9	16.3	101
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2063	5.1	29.9	124	2057	5.4	29.8	132	446	3.9	6.5	95	1254	4.6	18.1	112
ABC DIRECTION	5212	1241	3.1	23.8	99	1363	3.6	26.2	116	388	3.4	7.4	110	1043	3.8	20.0	124
ABC ENTERTAINMENT	10385	2548	6.3	24.5	102	2607	6.9	25.1	111	812	7.1	7.8	115	1846	6.8	17.8	110
ABC FM	4762	1467	3.6	30.8	128	1299	3.4	27.3	121	412	3.6	8.7	128	845	3.1	17.7	110
ABC INFORMATION	11339	2612	6.5	23.0	96	2330	6.2	20.5	91	877	7.7	7.7	114	2037	7.5	18.0	111
ABC ROCK	4878	1358	3.4	27.8	116	1312	3.5	26.9	119	*253	2.2	5.2	77	917	3.4	18.8	116
CBS	10709	2255	5.6	21.1	88	2374	6.3	22.2	98	692	6.1	6.5	95	1726	6.4	16.1	100
MUTUAL	10251	2482	6.2	24.2	101	2498	6.6	24.4	108	815	7.2	8.0	117	1747	6.4	17.0	105
NBC	12243	2683	6.7	21.9	91	2655	7.0	21.7	96	736	6.5	6.0	89	2147	7.9	17.5	108
RADIORADIO	4606	1101	2.7	23.9	100	1040	2.8	22.6	100	273	2.4	5.9	87	644	2.4	14.0	86
RKO ONE	5148	1645	4.1	32.0	133	1509	4.0	29.3	130	451	4.0	8.8	129	932	3.4	18.1	112
RKO TWO	7313	1624	4.0	22.2	92	1644	4.4	22.5	100	482	4.2	6.6	97	1017	3.8	13.9	86
THE SOURCE	5981	1658	4.1	27.7	115	1460	3.9	24.4	108	366	3.2	6.1	90	965	3.6	16.1	100
NON-WIRED : BLAIR	19329	5431	13.5	28.1	117	5195	13.7	26.9	119	1427	12.6	7.4	109	3344	12.3	17.3	107
INTERNET	27139	7233	18.0	26.7	111	6659	17.6	24.5	109	2032	17.9	7.5	110	4695	17.3	17.3	107
KATZ RADIO GROUP	36319	8837	21.9	24.3	101	8525	22.6	23.5	104	2322	20.4	6.4	94	6219	22.9	17.1	106
SUPERNET	22361	5782	14.4	25.9	108	5368	14.2	24.0	107	1583	13.9	7.1	104	3416	12.6	15.3	95
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	3366	8.4	23.2	96	3362	8.9	23.1	103	1143	10.1	7.9	116	2533	9.3	17.4	108
MKDAY 9:00 AM - 1:00 PM	18688	4432	11.0	23.7	99	4171	11.0	22.3	99	1231	10.8	6.6	97	3271	12.1	17.5	108
MKDAY 1:00 PM - 4:30 PM	24061	5844	14.5	24.3	101	5622	14.9	23.4	104	1722	15.1	7.2	106	4197	15.5	17.4	108
MKDAY 4:30 PM - 7:30 PM	44079	9799	24.3	22.2	93	9301	24.6	21.1	94	2952	26.0	6.7	99	7352	27.1	16.7	103
MKDAY 7:30 PM - 8:00 PM	61979	13952	34.6	22.5	94	13304	35.2	21.5	95	4170	36.7	6.7	99	10385	38.3	16.8	104
MKDAY 11:00 PM - 11:30 PM	49084	11552	28.7	23.5	98	10870	28.8	22.1	98	3478	30.6	7.1	105	8332	30.7	17.0	105
MKDAY 11:30 PM - 1:00 AM	16560	4136	10.3	25.0	104	3799	10.1	22.9	102	1182	10.4	7.1	105	2799	10.3	16.9	105
M-SAT 8-11 PM+SUN 7-11 PM	66967	15832	39.3	23.6	98	15065	39.9	22.5	100	4593	40.4	6.9	101	11368	41.9	17.0	105
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2656	6.6	28.7	119	2479	6.6	26.7	119	712	6.3	7.7	113	1447	5.3	15.6	97
ANOTHER WORLD N	6138	1472	3.7	24.0	100	1406	3.7	22.9	102	445	3.9	7.2	107	1148	4.2	18.7	116
AS THE WORLD TURNS C	7707	1670	4.1	21.7	90	1606	4.2	20.8	92	501	4.4	6.5	96	1315	4.9	17.1	106
CAPITOL C	4688	1091	2.7	23.3	97	1118	3.0	23.8	106	309	2.7	6.6	97	866	3.2	18.5	114
CBS MORN. NEWS 1 C	2792	587	1.5	21.0	88	570	1.5	20.4	91	228	2.0	8.2	120	396	1.5	14.2	88
CBS MORN. NEWS 2 C	2071	367	0.9	17.7	74	381	1.0	18.4	82	135	1.2	6.5	96	361	1.3	17.4	108
DAYS OF OUR LIVES N	8018	2039	5.1	25.4	106	1875	5.0	23.4	104	582	5.1	7.3	107	1375	5.1	17.1	106
FACTS OF LIFE - DAYTIME N	3487	904	2.2	25.9	108	827	2.2	23.7	105	222	2.0	6.4	94	548	2.0	15.7	97
FAMILY FEUD A	4817	1033	2.6	21.4	89	960	2.5	19.9	88	252	2.2	5.2	77	857	3.2	17.8	110
GENERAL HOSPITAL A	8333	2087	5.2	25.0	104	2043	5.4	24.5	109	631	5.6	7.6	112	1483	5.5	17.8	110
GOOD MORNING, AMERICA-730 A	5472	1283	3.2	23.4	98	1270	3.4	23.2	103	457	4.0	8.4	123	1005	3.7	18.4	114
GOOD MORNING, AMERICA-830 A	3965	854	2.1	21.5	90	806	2.1	20.3	90	292	2.6	7.4	109	712	2.6	18.0	111
GUIDING LIGHT C	7542	1710	4.2	22.7	94	1678	4.4	22.2	99	487	4.3	6.5	95	1355	5.0	18.0	111
ONE LIFE TO LIVE A	6018	1725	4.3	28.7	119	1534	4.1	25.5	113	452	4.0	7.5	111	1024	3.8	17.0	105
PRESS YOUR LUCK C	3589	866	2.2	24.1	100	790	2.1	22.0	98	206	1.8	5.7	85	650	2.4	18.1	112
PRICE IS RIGHT 1 C	7418	1557	3.9	21.0	87	1451	3.8	19.6	87	407	3.6	5.5	81	1338	4.9	18.0	112
PRICE IS RIGHT 2 C	8276	1902	4.7	23.0	96	1639	4.3	19.8	88	537	4.7	6.5	96	1645	6.1	19.9	123
RYAN'S HOPE A	4358	1309	3.3	30.0	125	1169	3.1	26.8	119	318	2.8	7.3	108	654	2.4	15.0	93
SALE OF THE CENTURY N	3749	890	2.2	23.7	99	861	2.3	23.0	102	228	2.0	6.1	90	639	2.4	17.0	105
SEARCH FOR TOMORROW N	2884	756	1.9	26.2	109	705	1.9	24.4	108	235	2.1	8.1	120	605	2.2	21.0	130
TODAY SHOW 1 N	4869	1073	2.7	22.0	92	1071	2.8	22.0	98	391	3.4	8.0	118	865	3.2	17.8	110
TODAY SHOW 2 N	4135	861	2.1	20.8	87	889	2.4	21.5	95	302	2.7	7.3	108	716	2.6	17.3	107
$25,000 PYRAMID C	4361	924	2.3	21.2	88	867	2.3	19.9	88	255	2.2	5.8	86	909	3.4	20.8	129
WHEEL OF FORTUNE N	6187	1450	3.6	23.4	98	1342	3.6	21.7	96	455	4.0	7.4	108	1255	4.6	20.3	125
YOUNG AND THE RESTLESS C	8186	1843	4.6	22.5	94	1722	4.6	21.0	93	532	4.7	6.5	96	1376	5.1	16.8	104
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1017	2.5	21.5	90	860	2.3	18.2	81	321	2.8	6.8	100	789	2.9	16.7	103
NBA PLAYOFF GAME -1 C	5127	1113	2.8	21.7	90	1168	3.1	22.8	101	304	2.7	5.9	87	845	3.1	16.5	102
NBC MAJOR LEAGUE PRE-GAME N	3945	883	2.2	22.4	93	890	2.4	22.6	100	*354	3.1	9.0	132	724	2.7	18.4	114
SPORTSWORLD - SUN N	3370	685	1.7	20.3	85	634	1.7	18.8	83	217	1.9	6.4	95	527	1.9	15.6	97
SUNDAY MORNING C	4200	1009	2.5	24.0	100	809	2.1	19.3	85	302	2.7	7.2	106	686	2.5	16.3	101

*=PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**=NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

D105
P-22

		TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	40273	100.0	24.0	100	37793	100.0	22.5	100	11369	100.0	6.8	100	27112	100.0	16.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	10804	26.8	20.7	86	10549	27.9	20.2	90	3462	30.5	6.6	98	8789	32.4	16.8	104
NETWORK AFFILIATES - LATE		39164	9221	22.9	23.5	98	8612	22.8	22.0	98	2771	24.4	7.1	104	6663	24.6	17.0	105
INDEPENDENTS - LATE		5133	1080	2.7	21.0	88	1127	3.0	22.0	97	362	3.2	7.1	104	839	3.1	16.3	101
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	5730	14.2	25.1	105	5172	13.7	22.7	101	1502	13.2	6.6	97	3899	14.4	17.1	106
ABC MONDAY NIGHT MOVIE	A	11258	2648	6.6	23.5	98	2697	7.1	24.0	106	743	6.5	6.6	97	1930	7.1	17.1	106
ABC SUNDAY NIGHT MOVIE	A	23600	5484	13.6	23.2	97	5376	14.2	22.8	101	1690	14.9	7.2	106	3922	14.5	16.6	103
ABC WORLD NEWS TONIGHT	A	12801	2764	6.9	21.6	90	2657	7.0	20.8	92	816	7.2	6.4	94	2209	8.1	17.3	107
AFTERMASH	C	10966	2566	6.4	23.4	97	2339	6.2	21.3	95	667	5.9	6.1	90	1707	6.3	15.6	96
ALICE	C	17050	4196	10.4	24.6	102	3772	10.0	22.1	98	1135	10.0	6.7	98	2718	10.0	15.9	99
AMERICAN PARADE	C	11996	2449	6.1	20.4	85	2393	6.3	19.9	89	858	7.5	7.2	106	1920	7.1	16.0	99
BENSON	A	19258	4322	10.7	22.4	93	4276	11.3	22.2	99	1324	11.6	6.9	101	3144	11.6	16.3	101
BLUE THUNDER	A	11478	2680	6.7	23.3	97	2479	6.6	21.6	96	676	5.9	5.9	87	1829	6.7	15.9	99
CAGNEY & LACEY	C	18263	4451	11.1	24.4	102	4371	11.6	23.9	106	1216	10.7	6.7	98	3079	11.4	16.9	104
CBS EVENING NEWS-DEAN	C	7733	1430	3.6	18.5	77	1277	3.4	16.5	73	444	3.9	5.7	85	1264	4.7	16.3	101
CBS EVENING NEWS-RATHER	C	15453	3099	7.7	19.8	82	2829	7.5	18.1	80	1021	9.0	6.5	96	2375	8.8	15.2	94
CBS SAT. NEWS-SCHIEFFER	C	8744	1666	4.1	19.1	79	1459	3.9	16.7	74	465	4.1	5.3	78	1325	4.9	15.2	94
CBS SATURDAY NIGHT MOVIE	C	12000	2851	7.1	23.8	99	2729	7.2	22.7	101	701	6.2	5.8	86	1866	6.9	15.5	96
CBS WEDNESDAY NIGHT MOVIE	C	11522	2528	6.3	21.9	91	2336	6.2	20.3	90	829	7.3	7.2	106	1801	6.6	15.6	97
CHEERS	N	16816	4451	11.1	26.5	110	4061	10.7	24.1	107	1160	10.2	6.9	102	2613	9.6	15.5	96
DALLAS	C	37510	8604	21.4	22.9	96	8092	21.4	21.6	96	2599	22.9	6.9	102	6293	23.2	16.8	104
DIFF'RENT STROKES	N	11258	2577	6.4	22.9	95	2435	6.4	21.6	96	815	7.2	7.2	107	2142	7.9	19.0	118
DOUBLE TROUBLE	N	12248	3096	7.7	25.3	105	2983	7.9	24.4	108	854	7.5	7.0	103	2049	7.6	16.7	103
DUCK FACTORY	N	11100	2711	6.7	24.4	102	2472	6.5	22.3	99	779	6.9	7.0	104	1773	6.5	16.0	99
DUKES OF HAZZARD	C	12353	2839	7.0	23.0	96	2561	6.8	20.7	92	878	7.7	7.1	105	2101	7.7	17.0	105
DYNASTY	A	33279	8288	20.6	24.9	104	7628	20.2	22.9	102	2233	19.6	6.7	99	5545	20.5	16.7	103
FACTS OF LIFE	N	13410	3273	8.1	24.4	102	3150	8.3	23.5	104	936	8.2	7.0	103	2511	9.3	18.7	116
FALCON CREST	C	31093	7372	18.3	23.7	99	7050	18.7	22.7	101	2175	19.1	7.0	103	5306	19.6	17.1	106
FALL GUY	A	18649	4480	11.1	24.0	100	4349	11.5	23.3	103	1095	9.6	5.9	87	3068	11.3	16.5	102
FAMILY TIES	N	13101	3244	8.1	24.8	103	3035	8.0	23.2	103	879	7.7	6.7	99	2013	7.4	15.4	95
FANTASY ISLAND	A	13069	3089	7.7	23.6	98	3072	8.1	23.5	104	837	7.4	6.4	94	2370	8.7	18.1	112
FOULUPS,BLEEPS & BLUNDERS	A	16588	3846	9.5	23.2	97	3732	9.9	22.5	100	1178	10.4	7.1	105	2689	9.9	16.2	100
FOUR SEASONS	C	9302	2199	5.5	23.6	98	1998	5.3	21.5	95	593	5.2	6.4	94	1479	5.5	15.9	98
GIMME A BREAK	N	13955	3223	8.0	23.1	96	3129	8.3	22.4	100	983	8.6	7.0	104	2211	8.2	15.8	98
HART TO HART	A	15735	3708	9.2	23.6	98	3523	9.3	22.4	99	1102	9.7	7.0	103	2564	9.5	16.3	101
HILL STREET BLUES	N	18257	4541	11.3	24.9	104	4032	10.7	22.1	98	1206	10.6	6.6	97	2973	11.0	16.3	101
HOTEL	A	24236	5429	13.5	22.4	93	5411	14.3	22.3	99	1564	13.8	6.5	95	4126	15.2	17.0	105
JEFFERSONS	C	17010	4136	10.3	24.3	101	3762	10.0	22.1	98	1104	9.7	6.5	96	2914	10.7	17.1	106
JENNIFER SLEPT HERE	N	9397	2171	5.4	23.1	96	2035	5.4	21.7	96	668	5.9	7.1	105	1917	7.1	20.4	126
KATE & ALLIE	C	16762	4061	10.1	24.2	101	3796	10.0	22.6	101	1012	8.9	6.0	89	2861	10.6	17.1	106
KNIGHT RIDER	N	13164	3392	8.4	25.8	107	3235	8.6	24.6	109	1001	8.8	7.6	112	2479	9.1	18.8	117
LOVE BOAT	A	20400	4560	11.3	22.4	93	4339	11.5	21.3	94	1391	12.2	6.8	101	3464	12.8	17.0	105
MAGNUM PI	C	22543	5363	13.3	23.8	99	5038	13.3	22.3	99	1512	13.3	6.7	99	3722	13.7	16.5	102
MAMA'S FAMILY	N	9852	2131	5.3	21.6	90	2106	5.6	21.4	95	720	6.3	7.3	108	1877	6.9	19.1	118
MASTER, THE	N	8082	1983	4.9	24.5	102	1793	4.7	22.2	98	565	5.0	7.0	103	1322	4.9	16.4	101
MATT HOUSTON	A	12881	3131	7.8	24.3	101	2870	7.6	22.3	99	866	7.6	6.7	99	2227	8.2	17.3	107
NBC MONDAY NIGHT MOVIE	N	23889	6332	15.7	26.5	110	5541	14.7	23.2	103	1716	15.1	7.2	106	4249	15.7	17.8	110
NBC NIGHTLY NEWS	N	11156	2367	5.9	21.2	88	2398	6.3	21.5	95	728	6.4	6.5	96	1832	6.8	16.4	102
NBC NIGHTLY NEWS-SAT	N	7363	1364	3.4	18.5	77	1372	3.6	18.6	83	438	3.9	5.9	88	1246	4.6	16.9	105
NBC NIGHTLY NEWS-SUN	N	6214	1069	2.7	17.2	72	1127	3.0	18.1	80	339	3.0	5.5	80	975	3.6	15.7	97
NBC SUNDAY NIGHT MOVIE	N	17590	4609	11.4	26.2	109	4051	10.7	23.0	102	1358	11.9	7.7	114	3045	11.2	17.3	107
NEWHART	C	16740	4063	10.1	24.3	101	3945	10.4	23.6	105	1026	9.0	6.1	90	2830	10.4	16.9	105
ONE DAY AT A TIME	C	11820	3157	7.8	26.7	111	2887	7.6	24.4	108	863	7.6	7.3	108	1927	7.1	16.3	101
PEOPLE ARE FUNNY	N	9138	1978	4.9	21.6	90	1993	5.3	21.8	97	706	6.2	7.7	114	1683	6.2	18.4	114
REAL PEOPLE	N	15979	3392	8.4	21.2	88	3266	8.6	20.4	91	1100	9.7	6.9	102	2954	10.9	18.5	114
REMINGTON STEELE	N	14395	3605	9.0	25.0	104	3408	9.0	23.7	105	1009	8.9	7.0	103	2553	9.4	17.7	110
RIPLEY'S BELIEVE IT - NOT	A	11362	2829	7.0	24.9	104	2459	6.5	21.6	96	821	7.2	7.2	107	2027	7.5	17.8	110
RIPTIDE	N	13920	3623	9.0	26.0	108	3297	8.7	23.7	105	890	7.8	6.4	94	2371	8.7	17.0	105
SCARECROW & MRS. KING	C	17571	3967	9.9	22.6	94	3719	9.8	21.2	94	1122	9.9	6.4	94	2886	10.6	16.4	102
SIMON & SIMON	C	20208	4698	11.7	23.2	97	4344	11.5	21.5	95	1279	11.2	6.3	93	3634	13.4	18.0	111
60 MINUTES	C	27668	5440	13.5	19.7	82	5315	14.1	19.2	85	1759	15.5	6.4	94	4098	15.1	14.8	92
ST. ELSEWHERE	N	13699	3757	9.3	27.4	114	3370	8.9	24.6	109	1008	8.9	7.4	109	2414	8.9	17.6	109
THREE'S COMPANY	A	20632	5032	12.5	24.4	102	4870	12.9	23.6	105	1558	13.7	7.6	111	3571	13.2	17.3	107
T.J. HOOKER	A	17136	3938	9.8	23.0	96	3627	9.6	21.2	94	1108	9.7	6.5	95	2789	10.3	16.3	101
TONIGHT SHOW	N	4963	1196	3.0	24.1	100	1139	3.0	22.9	102	398	3.5	8.0	118	825	3.0	16.6	103
TRAPPER JOHN, M.D.	C	16332	3967	9.9	24.3	101	3722	9.8	22.8	101	1072	9.4	6.6	97	2807	10.4	17.2	106
TV BLOOPERS & PRAC. JOKES	N	18881	4403	10.9	23.3	97	3933	10.4	20.8	92	1487	13.1	7.9	116	3153	11.6	16.7	103
20/20	A	18315	4178	10.4	22.8	95	4167	11.0	22.8	101	1078	9.5	5.9	87	3045	11.2	16.6	103
WEBSTER	A	18722	4341	10.8	23.2	97	4213	11.1	22.5	100	1307	11.5	7.0	103	3125	11.5	16.7	103
WORLD NEWS - SUN	A	5327	1191	3.0	22.4	93	1080	2.9	20.3	90	331	2.9	6.2	92	881	3.2	16.5	102
YELLOW ROSE	N	8370	2140	5.3	25.6	106	1870	4.9	22.3	99	679	6.0	8.1	120	1464	5.4	17.5	108
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	6222	15.4	24.1	100	6295	16.7	24.3	108	1958	17.2	7.6	112	4889	18.0	18.9	117
BASKETBALL - COLLEGE GAMES		14468	4028	10.0	27.8	116	3757	9.9	26.0	115	1194	10.5	8.3	122	2705	10.0	18.7	116
BASKETBALL - PRO GAMES		12124	3285	8.2	27.1	113	2887	7.6	23.8	106	891	7.8	7.3	108	2173	8.0	17.9	111
BOWLING		9412	2335	5.8	24.8	103	2208	5.8	23.5	104	826	7.3	8.8	129	1772	6.5	18.8	116
BOXING		15409	3722	9.2	24.2	101	3323	8.8	21.6	96	1233	10.8	8.0	118	3077	11.3	20.0	124
FOOTBALL - COLLEGE GAMES		21400	5506	13.7	25.7	107	4917	13.0	23.0	102	1692	14.9	7.9	117	3909	14.4	18.3	113
FOOTBALL - PRO GAMES		35944	9981	24.8	27.8	116	9216	24.4	25.6	114	2974	26.2	8.3	122	6876	25.4	19.1	118
GOLF		9759	2037	5.1	20.9	87	2145	5.7	22.0	98	*538	4.7	5.5	81	1616	6.0	16.6	102
POST-SEASON COLL. FOOTBALL		16123	4875	12.1	26.9	112	4333	11.5	23.9	106	1326	11.7	7.3	108	3349	12.4	18.5	114
POST-SEASON PRO FOOTBALL		22091	6253	15.5	28.3	118	5596	14.8	25.3	112	1811	15.9	8.2	121	4121	15.2	18.7	115
TENNIS		6764	1811	4.5	26.8	112	1431	3.8	21.2	94	*384	3.4	5.7	84	1216	4.5	18.0	111
WRESTLING - PROFESSIONAL		9695	2859	7.1	29.5	123	3007	8.0	31.0	138	631	5.6	6.5	96	2331	8.6	24.0	149

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0106
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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS	167727	16102	100.0	9.6	100	13984	100.0	8.3	100	20313	100.0	12.1	100	7897	100.0	4.7	100
MALES	79263	6753	41.9	8.5	89	6435	46.0	8.1	97	8052	39.6	10.2	84	3559	45.1	4.5	95
FEMALES	88464	9349	58.1	10.6	110	7550	54.0	8.5	102	12261	60.4	13.9	114	4338	54.9	4.9	104
18 - 24	28671	2581	16.0	9.0	94	2949	21.1	10.3	123	4224	20.8	14.7	122	1637	20.7	5.7	121
25 - 34	39536	4272	26.5	10.8	113	3718	26.6	9.4	113	6560	32.3	16.6	137	2386	30.2	6.0	128
35 - 44	28978	2973	18.5	10.3	107	2452	17.5	8.5	101	4121	20.3	14.2	117	1367	17.3	4.7	100
45 - 54	22345	2306	14.3	10.3	107	1714	12.3	7.7	92	2303	11.3	10.3	85	776	9.8	3.5	74
55 - 64	22224	2211	13.7	9.9	104	1771	12.7	8.0	96	1714	8.4	7.7	64	884	11.2	4.0	84
65 OR OLDER	25973	1759	10.9	6.8	71	1381	9.9	5.3	64	1391	6.8	5.4	44	848	10.7	3.3	69
18 - 34	68207	6853	42.6	10.0	105	6667	47.7	9.8	117	10784	53.1	15.8	131	4023	50.9	5.9	125
18 - 49	108058	11202	69.6	10.4	108	9990	71.4	9.2	111	16086	79.2	14.9	123	5772	73.1	5.3	113
25 - 54	90859	9551	59.3	10.5	109	7883	56.4	8.7	104	12985	63.9	14.3	118	4528	57.3	5.0	106
35 - 49	39851	4349	27.0	10.9	114	3323	23.8	8.3	100	5302	26.1	13.3	110	1749	22.1	4.4	93
50 OR OLDER	59669	4900	30.4	8.2	86	3995	28.6	6.7	80	4227	20.8	7.1	58	2125	26.9	3.6	76
GRADUATED COLLEGE	28091	2378	14.8	8.5	88	1970	14.1	7.0	84	3402	16.7	12.1	100	1110	14.1	4.0	84
ATTENDED COLLEGE	28938	2969	18.4	10.3	107	2108	15.1	7.3	87	3688	18.2	12.7	105	1248	15.8	4.3	92
GRADUATED HIGH SCHOOL	65503	6528	40.5	10.0	104	5961	42.6	9.1	109	8866	43.6	13.5	112	3499	44.3	5.3	113
DID NOT GRADUATE HIGH SCHOOL	45195	4227	26.3	9.4	97	3946	28.2	8.7	105	4358	21.5	9.6	80	2040	25.8	4.5	96
EMPLOYED MALES	56429	4924	30.6	8.7	91	4588	32.8	8.1	98	6086	30.0	10.8	89	2521	31.9	4.5	95
EMPLOYED FEMALES	43971	4718	29.3	10.7	112	3910	28.0	8.9	107	6855	33.7	15.6	129	2119	26.8	4.8	102
EMPLOYED FULL-TIME	87773	8307	51.6	9.5	99	7487	53.5	8.5	102	10954	53.9	12.5	103	3864	48.9	4.4	94
EMPLOYED PART-TIME	12627	1335	8.3	10.6	110	1011	7.2	8.0	96	1987	9.8	15.7	130	777	9.8	6.2	131
NOT EMPLOYED	67327	6461	40.1	9.6	100	5486	39.2	8.1	98	7372	36.3	10.9	90	3257	41.2	4.8	103
PROFESSIONAL/MANAGER	25845	2348	14.6	9.1	95	1956	14.0	7.6	91	3370	16.6	13.0	108	1039	13.2	4.0	85
TECH/CLERICAL/SALES	30895	3164	19.6	10.2	107	2572	18.4	8.3	100	4240	20.9	13.7	113	1246	15.8	4.0	86
PRECISION/CRAFT	12629	1321	8.2	10.5	109	1084	7.8	8.6	103	1600	7.9	12.7	105	728	9.2	5.8	122
OTHER EMPLOYED	31031	2809	17.4	9.1	94	2887	20.6	9.3	112	3730	18.4	12.0	99	1627	20.6	5.2	111
SINGLE	35557	3181	19.8	8.9	93	3222	23.0	9.1	109	4644	22.9	13.1	108	1998	25.3	5.6	119
MARRIED	103585	10590	65.8	10.2	106	8435	60.3	8.1	98	12791	63.0	12.3	102	4729	59.9	4.6	97
DIVORCED/SEPARATED/WIDOWED	28585	2331	14.5	8.2	85	2327	16.6	8.1	98	2878	14.2	10.1	83	1170	14.8	4.1	87
PARENTS	59295	6584	40.9	11.1	116	6071	43.4	10.2	123	9773	48.1	16.5	136	3411	43.2	5.8	122
WHITE	146081	13975	86.8	9.6	100	10636	76.1	7.3	87	17591	86.6	12.0	99	6546	82.9	4.5	95
BLACK	17974	1935	12.0	10.8	112	2997	21.4	16.7	200	2178	10.7	12.1	100	1041	13.2	5.8	123
OTHER	3672	**192	1.2	5.2	54	**351	2.5	9.6	115	*545	2.7	14.8	123	**310	3.9	8.4	179
NORTHEAST-CENSUS	37005	3477	21.6	9.4	98	1913	13.7	5.2	62	4508	22.2	12.2	101	2073	26.3	5.6	119
NORTH CENTRAL	42642	4523	28.1	10.6	110	3231	23.1	7.6	91	5380	26.5	12.6	104	2071	26.2	4.9	103
SOUTH	56777	5354	33.3	9.4	98	5874	42.0	10.3	124	6373	31.4	11.2	93	2365	29.9	4.2	88
WEST	31303	2748	17.1	8.8	91	2966	21.2	9.5	114	4052	19.9	12.9	107	1388	17.6	4.4	94
NORTHEAST-MKTG.	38125	3389	21.0	8.9	93	2113	15.1	5.5	66	4293	21.1	11.3	93	2005	25.4	5.3	112
EAST CENTRAL	24794	2472	15.4	10.0	104	1566	11.2	6.3	76	3123	15.4	12.6	104	1190	15.1	4.8	102
WEST CENTRAL	28511	3029	18.8	10.6	111	2433	17.4	8.5	102	3680	18.1	12.9	107	1476	18.7	5.2	110
SOUTH	48953	4848	30.1	9.9	103	5349	38.3	10.9	131	5758	28.3	11.8	97	2038	25.8	4.2	88
PACIFIC	27344	2364	14.7	8.6	90	2523	18.0	9.2	111	3459	17.0	12.6	104	1187	15.0	4.3	92
COUNTY SIZE A	69301	5927	36.8	8.6	89	5313	38.0	7.7	92	7960	39.2	11.5	95	3566	45.2	5.1	109
COUNTY SIZE B	50633	5178	32.2	10.2	107	4529	32.4	8.9	107	7042	34.7	13.9	115	2559	32.4	5.1	107
COUNTY SIZE C	36259	2887	17.9	11.0	115	2053	14.7	7.8	94	2943	14.5	11.2	93	1003	12.7	3.8	81
COUNTY SIZE D	21534	2111	13.1	9.8	102	2089	14.9	9.7	116	2368	11.7	11.0	91	769	9.7	3.6	76
METRO CENTRAL CITY	50014	4773	29.6	9.5	99	4549	32.5	9.1	109	6761	33.3	13.5	112	2738	34.7	5.5	116
METRO SUBURBAN	76832	7083	44.0	9.2	96	5577	39.9	7.3	87	8884	43.7	11.6	95	3599	45.6	4.7	99
NON METRO	40881	4247	26.4	10.4	108	3858	27.6	9.4	113	4668	23.0	11.4	94	1559	19.7	3.8	81
TOP 5 ADI'S	39550	3234	20.1	8.2	85	2912	20.8	7.4	88	4795	23.6	12.1	100	2257	28.6	5.7	121
TOP 10 ADI'S	54877	4367	27.1	8.0	83	4159	29.7	7.6	91	6187	30.5	11.3	93	2933	37.1	5.3	114
TOP 20 ADI'S	77516	6596	41.0	8.5	89	5769	41.3	7.4	89	8769	43.2	11.3	93	3831	48.5	4.9	105
HSHLD INC. $50,000 OR MORE	17257	1712	10.6	9.9	103	1239	8.9	7.2	86	2175	10.7	12.6	104	779	9.9	4.5	96
$40,000 OR MORE	33235	3026	18.8	9.1	95	2223	15.9	6.7	80	4370	21.5	13.1	109	1615	20.5	4.9	103
$30,000 OR MORE	59693	5801	36.0	9.7	101	4507	32.2	7.6	91	7823	38.5	13.1	108	2786	35.3	4.7	99
$25,000 OR MORE	76275	7188	44.6	9.4	98	5895	42.2	7.7	93	9869	48.6	12.9	107	3469	43.9	4.5	97
$20,000 - $24,999	18607	1784	11.1	9.6	100	1621	11.6	8.7	104	2241	11.0	12.0	99	785	9.9	4.2	90
$15,000 - $19,999	17175	1644	10.2	9.6	100	1360	9.7	7.9	95	2248	11.1	13.1	108	855	10.8	5.0	106
$10,000 - $14,999	24569	2707	16.8	11.0	115	2426	17.3	9.9	118	2945	14.5	12.0	99	1250	15.8	5.1	108
UNDER $10,000	31101	2780	17.3	8.9	93	2682	19.2	8.6	103	3010	14.8	9.7	80	1538	19.5	4.9	105
HOUSEHOLD OF 1 PERSON	19441	1448	9.0	7.4	78	1179	8.4	6.1	73	1380	6.8	7.1	59	677	8.6	3.5	74
2 PEOPLE	51803	4624	28.7	8.9	93	3921	28.0	7.6	91	4755	23.4	9.2	76	1937	24.5	3.7	79
3 OR 4 PEOPLE	66933	6901	42.9	10.3	107	5732	41.0	8.6	103	9922	48.8	14.8	122	3342	42.3	5.0	106
5 OR MORE PEOPLE	29550	3129	19.4	10.6	110	3152	22.5	10.7	128	4256	21.0	14.4	119	1941	24.6	6.6	140
NO CHILD IN HSHLD	96587	8491	52.7	8.8	92	6584	47.1	6.8	82	8883	43.7	9.2	76	3670	46.5	3.8	81
CHILD(REN) UNDER 2 YRS	10844	1460	9.1	13.5	140	1311	9.4	12.1	145	2008	9.9	18.5	153	555	7.0	5.1	109
2 - 5 YEARS	26358	2721	16.9	10.3	108	2705	19.3	10.3	123	3973	19.6	15.1	124	1642	20.8	6.2	132
6 - 11 YEARS	30453	3382	21.0	11.1	116	3552	25.4	11.7	140	5228	25.7	17.2	142	1838	23.3	6.0	128
12 - 17 YEARS	34575	3997	24.8	10.9	114	3942	28.2	10.8	129	5673	27.9	15.5	128	2243	28.4	6.1	130
RESIDENCE OWNED	117770	11038	68.6	9.4	98	8920	63.8	7.6	91	13476	66.3	11.4	94	5176	65.5	4.4	93
VALUE: $50,000 OR MORE	70166	6177	38.4	8.8	92	4550	32.5	6.5	78	7953	39.2	11.3	94	3178	40.2	4.5	96
VALUE: UNDER $50,000	47604	4861	30.2	10.2	106	4370	31.3	9.2	110	5524	27.2	11.6	96	1998	25.3	4.2	89

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(ADULTS)

0107
P-22

		TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % ACROSS DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % ACROSS DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % ACROSS DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % ACROSS DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS		167727	16102	100.0	9.6	100	13984	100.0	8.3	100	20313	100.0	12.1	100	7897	100.0	4.7	100
MAGAZINES	QUINTILE 1	34022	3711	23.0	10.9	114	3320	23.7	9.8	117	4947	24.4	14.5	120	1687	21.4	5.0	105
	QUINTILE 2	34800	3675	22.8	10.6	110	2997	21.4	8.6	103	4357	21.4	12.5	103	1860	23.6	5.3	114
	QUINTILE 3	30514	2947	18.3	9.7	101	2458	17.6	8.1	97	3588	17.7	11.8	97	1393	17.6	4.6	97
	QUINTILE 4	33324	3223	20.0	9.7	101	2545	18.2	7.6	92	4291	21.1	12.9	106	1636	20.7	4.9	104
	QUINTILE 5	35066	2547	15.8	7.3	76	2664	19.1	7.6	91	3130	15.4	8.9	74	1321	16.7	3.8	80
NEWSPAPERS	QUINTILE 1	29107	2463	15.3	8.5	88	2331	16.7	8.0	96	3301	16.3	11.3	94	1534	19.4	5.3	112
	QUINTILE 2	49095	4707	29.2	9.6	100	3650	26.1	7.4	89	5785	28.5	11.8	97	1968	24.9	4.0	85
	QUINTILE 3	23107	2212	13.7	9.6	100	1977	14.1	8.6	103	2895	14.3	12.5	103	1211	15.3	5.2	111
	QUINTILE 4	33556	3199	19.9	9.5	99	2827	20.2	8.4	101	4479	22.0	13.3	110	1444	18.3	4.3	91
	QUINTILE 5	32863	3521	21.9	10.7	112	3200	22.9	9.7	117	3853	19.0	11.7	97	1739	22.0	5.3	112
OUTDOOR	QUINTILE 1	33431	3491	21.7	10.4	109	3067	21.9	9.2	110	5032	24.8	15.1	124	1892	24.0	5.7	120
	QUINTILE 2	33478	3533	21.9	10.6	110	2986	21.4	8.9	107	4215	20.8	12.6	104	1680	21.3	5.0	107
	QUINTILE 3	33574	3383	21.0	10.1	105	2488	17.8	7.4	89	4047	19.9	12.1	100	1393	17.6	4.1	88
	QUINTILE 4	33935	2884	17.9	8.5	89	2842	20.3	8.4	100	3977	19.6	11.7	97	1523	19.3	4.5	95
	QUINTILE 5	33310	2812	17.5	8.4	88	2601	18.6	7.8	94	3043	15.0	9.1	75	1409	17.8	4.2	90
RADIO-DRIVE TIME	QUINTILE 1	33136	3738	23.2	11.3	118	2897	20.7	8.7	105	4346	21.4	13.1	108	1500	19.0	4.5	96
	QUINTILE 2	31658	2826	17.6	8.9	93	2863	20.5	9.0	108	3749	18.5	11.8	98	1384	17.5	4.4	93
	QUINTILE 3	32541	2891	18.0	8.9	93	2682	19.2	8.2	99	3933	19.4	12.1	100	1604	20.3	4.9	105
	QUINTILE 4	34247	3296	20.5	9.6	100	3022	21.6	8.8	106	4373	21.5	12.8	105	1767	22.4	5.2	110
	QUINTILE 5	36144	3352	20.8	9.3	97	2522	18.0	7.0	84	3912	19.3	10.8	89	1642	20.8	4.5	96
RADIO-MID-DAY	TERCILE 1	45037	4779	29.7	10.6	111	3945	28.2	8.8	105	5976	29.4	13.3	110	1934	24.5	4.3	91
	TERCILE 2	44819	4529	28.1	10.1	105	3589	25.7	8.0	96	5644	27.8	12.6	104	2265	28.7	5.1	107
	TERCILE 3	77872	6795	42.2	8.7	91	6451	46.1	8.3	99	8694	42.8	11.2	92	3698	46.8	4.7	101
RADIO-TOTAL	QUINTILE 1	33763	3677	22.8	10.9	113	3092	22.1	9.2	110	4325	21.3	12.8	106	1630	20.6	4.8	103
	QUINTILE 2	33240	3448	21.4	10.4	108	2816	20.1	8.5	102	4411	21.7	13.3	110	1619	20.5	4.9	103
	QUINTILE 3	33408	2790	17.3	8.4	87	2771	19.8	8.3	99	4045	19.9	12.1	100	1449	18.3	4.3	92
	QUINTILE 4	34792	3308	20.5	9.5	99	2941	21.0	8.5	101	3981	19.6	11.4	94	1664	21.1	4.8	102
	QUINTILE 5	32524	2879	17.9	8.9	92	2365	16.9	7.3	87	3552	17.5	10.9	90	1535	19.4	4.7	100
TV-PRIME TIME	QUINTILE 1	33090	2997	18.6	9.1	94	2815	20.1	8.5	102	3910	19.2	11.8	98	1637	20.7	4.9	105
	QUINTILE 2	33357	3493	21.7	10.5	109	2702	19.3	8.1	97	3935	19.4	11.8	97	1525	19.3	4.6	97
	QUINTILE 3	33980	3221	20.0	9.5	99	3023	21.6	8.9	107	4628	22.8	13.6	112	1602	20.3	4.7	100
	QUINTILE 4	33854	3204	19.9	9.5	99	2762	19.8	8.2	98	4030	19.8	11.9	98	1601	20.3	4.7	100
	QUINTILE 5	33444	3188	19.8	9.5	99	2682	19.2	8.0	96	3811	18.8	11.4	94	1533	19.4	4.6	97
TV-DAYTIME	TERCILE 1	49121	4583	28.5	9.3	97	4652	33.3	9.5	114	5769	28.4	11.7	97	2419	30.6	4.9	105
	TERCILE 2	48823	5048	31.4	10.3	108	4133	29.6	8.5	102	6355	31.3	13.0	107	2389	30.3	4.9	104
	TERCILE 3	69782	6472	40.2	9.3	97	5199	37.2	7.5	89	8190	40.3	11.7	97	3089	39.1	4.4	94
TV-TOTAL	QUINTILE 1	33584	3079	19.1	9.2	95	3023	21.6	9.0	108	4120	20.3	12.3	101	1827	23.1	5.4	116
	QUINTILE 2	33441	3207	19.9	9.6	100	2811	20.1	8.4	101	3752	18.5	11.2	93	1298	16.4	3.9	82
	QUINTILE 3	33505	3161	19.6	9.4	98	2698	19.3	8.1	97	4153	20.4	12.4	102	1565	19.8	4.7	99
	QUINTILE 4	33466	3370	20.9	10.1	105	2795	20.0	8.4	100	4089	20.1	12.2	101	1397	17.7	4.2	89
	QUINTILE 5	33731	3286	20.4	9.7	101	2658	19.0	7.9	95	4199	20.7	12.4	103	1811	22.9	5.4	114
MAGAZINES-NEWSPAPERS: DUAL		44503	4525	28.1	10.2	106	3632	26.0	8.2	98	5587	27.5	12.6	104	2259	28.6	5.1	108
MAGAZINE IMPERATIVE		39363	4577	28.4	11.6	121	3933	28.1	10.0	120	5523	27.2	14.0	116	2105	26.7	5.3	114
NEWSPAPER IMPERATIVE		46441	3666	22.8	7.9	82	3401	24.3	7.3	88	5068	24.9	10.9	90	1832	23.2	3.9	84
MAGAZINES-OUTDOOR: DUAL		33726	3743	23.2	11.1	116	3300	23.6	9.8	117	5090	25.1	15.1	125	1843	23.3	5.5	116
MAGAZINE IMPERATIVE		52846	5122	31.8	9.7	101	4510	32.3	8.5	102	6198	30.5	11.7	97	2413	30.6	4.6	97
OUTDOOR IMPERATIVE		52140	5026	31.2	9.6	100	4013	28.7	7.7	92	6360	31.3	12.2	101	2450	31.0	4.7	100
MAGAZINES-RADIO: DUAL		37081	4173	25.9	11.3	117	3481	24.9	9.4	113	5181	25.5	14.0	115	1863	23.6	5.0	107
MAGAZINE IMPERATIVE		49747	4943	30.7	9.9	104	4273	30.6	8.6	103	6382	31.4	12.8	106	2486	31.5	5.0	106
RADIO IMPERATIVE		49208	4470	27.8	9.1	95	4093	29.3	8.3	100	5832	28.7	11.9	98	2206	27.9	4.5	95
MAGAZINES-TELEVISION: DUAL		33103	3397	21.1	10.3	107	3190	22.8	9.6	116	4377	21.5	13.2	109	1502	19.0	4.5	96
MAGAZINE IMPERATIVE		54575	5721	35.5	10.5	109	4505	32.2	8.3	99	7095	34.9	13.0	107	2808	35.6	5.1	109
TELEVISION IMPERATIVE		53249	4539	28.2	8.5	89	4071	29.1	7.6	92	5602	27.6	10.5	87	2358	29.9	4.4	94
NEWSPAPERS-OUTDOOR: DUAL		36255	3600	22.4	9.9	103	2977	21.3	8.2	98	5136	25.3	14.2	117	1910	24.2	5.3	112
NEWSPAPER IMPERATIVE		55591	4805	29.8	8.6	90	4102	29.3	7.4	89	5695	28.0	10.2	85	2321	29.4	4.2	89
OUTDOOR IMPERATIVE		48319	5335	33.1	11.0	115	4500	32.2	9.3	112	6367	31.3	13.2	109	2438	30.9	5.0	107
NEWSPAPERS-RADIO: DUAL		37242	3455	21.5	9.3	97	2957	21.1	7.9	95	4892	24.1	13.1	108	1827	23.1	4.9	104
NEWSPAPER IMPERATIVE		54423	4922	30.6	9.0	94	4205	30.1	7.7	93	5862	28.9	10.8	89	2442	30.9	4.5	95
RADIO IMPERATIVE		46650	5119	31.8	11.0	114	4476	32.0	9.6	115	6068	29.9	13.0	107	2250	28.5	4.8	102
NEWSPAPERS-TELEVISION: DUAL		35974	3241	20.1	9.0	94	3109	22.2	8.6	104	4157	20.5	11.6	95	1729	21.9	4.8	102
NEWSPAPER IMPERATIVE		56095	5144	31.9	9.2	96	4027	28.8	7.2	86	6610	32.5	11.8	97	2561	32.4	4.6	97
TELEVISION IMPERATIVE		47170	4690	29.1	9.9	104	4200	30.0	8.9	107	5934	29.2	12.6	104	2254	28.5	4.8	101
OUTDOOR-RADIO: DUAL		33748	3502	21.7	10.4	108	3221	23.0	9.5	114	4965	24.4	14.7	121	1670	21.1	4.9	105
OUTDOOR IMPERATIVE		52785	5232	32.5	9.9	103	4338	31.0	8.2	99	6466	31.8	12.2	101	2750	34.8	5.2	111
RADIO IMPERATIVE		52882	5017	31.2	9.5	99	4223	30.2	8.0	96	5937	29.2	11.2	93	2230	28.2	4.2	90
OUTDOOR-TELEVISION: DUAL		32030	3283	20.4	10.2	107	2884	20.6	9.0	108	4344	21.4	13.6	112	1745	22.1	5.4	116
OUTDOOR IMPERATIVE		54626	5679	35.3	10.4	108	4499	32.2	8.2	99	7335	36.1	13.4	111	2623	33.2	4.8	102
TELEVISION IMPERATIVE		54874	4777	29.7	8.7	91	4555	32.6	8.3	100	5694	28.0	10.4	86	2236	28.3	4.1	87
RADIO-TELEVISION: DUAL		33386	3311	20.6	9.9	103	3082	22.0	9.2	111	4335	21.3	13.0	107	1561	19.8	4.7	99
RADIO IMPERATIVE		53810	5462	33.9	10.2	106	4473	32.0	8.3	100	6791	33.4	12.6	104	2542	32.2	4.7	100
TELEVISION IMPERATIVE		54023	4816	29.9	8.9	93	4519	32.3	8.4	100	6084	30.0	11.3	93	2581	32.7	4.8	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS	167727	16102	100.0	9.6	100	13984	100.0	8.3	100	20313	100.0	12.1	100	7897	100.0	4.7	100
ATLANTIC MONTHLY	867	**57	0.4	6.6	68	**31	0.2	3.6	43	**64	0.3	7.4	61	**35	0.4	4.0	86
BARRON'S	1580	**81	0.5	5.1	53	**83	0.6	5.3	63	*224	1.1	14.2	117	**82	1.0	5.2	110
BETTER HOMES & GARDENS	22203	2637	16.4	11.9	124	1984	14.2	8.9	107	3268	16.1	14.7	122	1145	14.5	5.2	110
BON APPETIT	3810	350	2.2	9.2	96	235	1.7	6.2	74	404	2.0	10.6	88	*207	2.6	5.4	115
BUSINESS WEEK	4663	434	2.7	9.3	97	428	3.1	9.2	110	564	2.8	12.1	100	*248	3.1	5.3	113
CAR AND DRIVER	3102	266	1.7	8.6	89	258	1.8	8.3	100	418	2.1	13.5	111	*136	1.7	4.4	93
CBS MAGAZINE NETWORK (GROSS)	7311	827	5.1	11.3	118	897	6.4	12.3	147	1120	5.5	15.3	126	487	6.2	6.7	141
CHANGING TIMES	3400	376	2.3	11.1	115	*241	1.7	7.1	85	356	1.8	10.5	86	*229	2.9	6.7	143
COLONIAL HOMES	1796	*273	1.7	15.2	158	*203	1.5	11.3	136	338	1.7	18.8	155	**134	1.7	7.5	158
CONDE NAST MAG. PKG. (GROSS)	19924	2169	13.5	10.9	113	1785	12.8	9.0	107	3342	16.5	16.8	139	1189	15.1	6.0	127
CONSUMERS DIGEST	3125	301	1.9	9.6	100	*149	1.1	4.8	57	308	1.5	9.9	81	**142	1.8	4.5	97
COSMOPOLITAN	10577	1161	7.2	11.0	114	1020	7.3	9.6	116	1706	8.4	16.1	133	671	8.5	6.3	135
COUNTRY LIVING	3746	408	2.5	10.9	113	*285	2.0	7.6	91	551	2.7	14.7	121	*116	1.5	3.1	66
CUISINE	2214	270	1.7	12.2	127	*189	1.4	8.5	102	283	1.4	12.8	106	*172	2.2	7.8	165
CYCLE WORLD	2394	*271	1.7	11.3	118	*256	1.8	10.7	128	390	1.9	16.3	135	*199	2.5	8.3	177
DCI:CREATIVE IDEAS FOR LIV	3068	341	2.1	11.1	116	352	2.5	11.5	138	542	2.7	17.7	146	**154	2.0	5.0	107
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	943	5.9	9.9	103	974	7.0	10.2	122	1299	6.4	13.6	112	323	4.1	3.4	72
DISCOVER	2277	267	1.7	11.7	122	*201	1.4	8.8	106	339	1.7	14.9	123	**122	1.5	5.4	114
EBONY	7187	722	4.5	10.0	105	1205	8.6	16.8	201	1012	5.0	14.1	116	476	6.0	6.6	141
ESQUIRE	2560	265	1.6	10.4	108	304	2.2	11.9	142	393	1.9	15.4	127	*155	2.0	6.1	129
ESSENCE	3242	342	2.1	10.5	110	671	4.8	20.7	248	456	2.2	14.1	116	*238	3.0	7.3	156
FAMILY CIRCLE	19639	2194	13.6	11.2	116	1764	12.6	9.0	108	2772	13.6	14.1	117	989	12.5	5.0	107
THE FAMILY HANDYMAN	3540	395	2.5	11.2	116	275	2.0	7.8	93	602	3.0	17.0	140	*190	2.4	5.4	114
FAMILY WEEKLY	23924	2302	14.3	9.6	100	2081	14.9	8.7	104	3029	14.9	12.7	105	932	11.8	3.9	83
FIELD & STREAM	9883	1054	6.5	10.7	111	752	5.4	7.6	91	1151	5.7	11.6	96	414	5.2	4.2	89
FOOD & WINE	1030	**71	0.4	6.9	72	*116	0.8	11.3	135	*109	0.5	10.6	87	**44	0.6	4.3	91
FORBES	2679	282	1.8	10.5	110	*203	1.5	7.6	91	350	1.7	13.1	108	*172	2.2	6.4	136
FORTUNE	2931	282	1.8	9.6	100	227	1.6	7.7	93	359	1.8	12.2	101	*143	1.8	4.9	104
GENTLEMEN'S QUARTERLY	3481	333	2.1	9.6	100	375	2.7	10.8	129	522	2.6	15.0	124	*251	3.2	7.2	153
GLAMOUR	7163	728	4.5	10.2	106	625	4.5	8.7	105	1230	6.1	17.2	142	403	5.1	5.6	119
GOLF DIGEST	2355	*253	1.6	10.7	112	*148	1.1	6.3	75	275	1.4	11.7	96	**77	1.0	3.3	69
GOLF DIGEST/TENNIS (GROSS)	3610	324	2.0	9.0	93	*276	2.0	7.6	92	387	1.9	10.7	89	*112	1.4	3.1	66
GOLF MAGAZINE	2046	*265	1.6	13.0	135	*191	1.4	9.3	112	*274	1.3	13.4	111	**62	0.8	3.0	64
GOLF MAGAZINE/SKI (GROSS)	3547	399	2.5	11.2	117	*282	2.0	8.0	95	420	2.1	11.8	98	*107	1.4	3.0	64
GOOD HOUSEKEEPING	20353	2418	15.0	11.9	124	1694	12.1	8.3	100	3029	14.9	14.9	123	885	11.2	4.3	92
HARPER'S BAZAAR	3362	369	2.3	11.0	114	316	2.3	9.4	113	563	2.8	16.7	138	*148	1.9	4.4	93
HEALTH	2987	277	1.7	9.3	97	*263	1.9	8.8	106	423	2.1	14.2	117	*129	1.6	4.3	92
HEARST MAG CORP. BUY (GROSS)	67928	7614	47.3	11.2	117	6186	44.2	9.1	109	10361	51.0	15.3	126	3355	42.5	4.9	105
HEARST MAN POWER (GROSS)	11282	1206	7.5	10.7	111	897	6.4	8.0	95	1436	7.1	12.7	105	559	7.1	5.0	105
HEARST WOMAN POWER (GROSS)	40514	4645	28.8	11.5	119	3741	26.8	9.2	111	6464	31.8	16.0	132	2072	26.2	5.1	109
HOUSE BEAUTIFUL	4885	501	3.1	10.3	107	523	3.7	10.7	128	758	3.7	15.5	128	*239	3.0	4.9	104
INC.	1308	**65	0.4	5.0	52	**147	1.1	11.2	135	**168	0.8	12.8	106	**138	1.7	10.6	224
JET	6498	661	4.1	10.2	106	1293	9.2	19.9	239	932	4.6	14.3	118	341	4.3	5.2	111
LADIES' HOME JOURNAL	14797	1732	10.8	11.7	122	1470	10.5	9.9	119	2406	11.8	16.3	134	868	11.0	5.9	125
LHJ FAMILY GRP COMBO(GROSS)	21743	2487	15.4	11.4	119	2187	15.6	10.1	121	3509	17.3	16.1	133	1222	15.5	5.6	119
LIFE	9881	982	6.1	9.9	104	972	7.0	9.8	118	1379	6.8	14.0	115	586	7.4	5.9	126
L.A. TIMES HOME MAGAZINE	2775	*236	1.5	8.5	89	*241	1.7	8.7	104	243	1.2	8.8	72	**114	1.4	4.1	87
MADEMOISELLE	4219	593	3.7	14.1	146	367	2.6	8.7	104	702	3.5	16.6	137	*270	3.4	6.4	136
MC CALL'S	16422	1705	10.6	10.4	108	1641	11.7	10.0	120	2618	12.9	15.9	132	905	11.5	5.5	117
MC CALL'S/WRK MOTHER (GROSS)	17919	1870	11.6	10.4	109	1844	13.2	10.3	123	2926	14.4	16.3	135	1013	12.8	5.7	120
MECHANIX ILLUSTRATED	4433	466	2.9	10.5	109	379	2.7	8.5	103	473	2.3	10.7	88	*225	2.8	5.1	108
METROPOLITAN HOME	1504	*153	1.0	10.2	106	*138	1.0	9.2	110	*239	1.2	15.9	131	**106	1.3	7.0	150
MONEY	4723	501	3.1	10.6	110	387	2.8	8.2	98	621	3.1	13.1	109	*251	3.2	5.3	113
MOTHER EARTH NEWS	2325	*234	1.5	10.1	105	*208	1.5	8.9	107	297	1.5	12.8	105	**59	0.7	2.5	54
MS.	1189	*173	1.1	14.6	152	*141	1.0	11.9	142	*224	1.1	18.8	156	**44	0.6	3.7	79
NATIONAL ENQUIRER	18892	2282	14.2	12.1	126	1966	14.1	10.4	125	2876	14.2	15.2	126	1140	14.4	6.0	128
NATIONAL GEOGRAPHIC	22129	2253	14.0	10.2	106	1680	12.0	7.6	91	2943	14.5	13.3	110	1265	16.0	5.7	121
NATIONAL SUNDAY MAGAZINE PKG	103750	9463	58.8	9.1	95	8131	58.1	7.8	94	12458	61.3	12.0	99	4789	60.6	4.6	98
NATURAL HISTORY	1379	*191	1.2	13.9	144	*163	1.2	11.8	142	**137	0.7	9.9	82	**131	1.7	9.5	202
NEW WOMAN	2289	*292	1.8	12.8	133	*221	1.6	9.7	116	385	1.9	16.8	139	**139	1.8	6.1	129
NEW YORK INCLUDING CUE	1088	*112	0.7	10.3	107	**47	0.3	4.3	52	**83	0.4	7.6	63	**54	0.7	5.0	105
THE NEW YORKER	2459	261	1.6	10.6	111	*199	1.4	8.1	97	262	1.3	10.7	88	**104	1.3	4.2	90
NEWSWEEK	16527	1510	9.4	9.1	95	1406	10.1	8.5	102	2113	10.4	12.8	106	795	10.1	4.8	102
THE N.Y. TIMES DAILY EDITION	2739	*136	0.8	5.0	52	210	1.5	7.7	92	305	1.5	11.1	92	*128	1.6	4.7	99
THE N.Y. TIMES MAGAZINE	4443	269	1.7	6.1	63	253	1.8	5.7	68	459	2.3	10.3	85	*214	2.7	4.8	102
OMNI	2799	*226	1.4	8.1	84	*276	2.0	9.9	118	417	2.1	14.9	123	*198	2.5	7.1	150
ON CABLE	2209	*330	2.0	14.9	156	*228	1.6	10.3	124	434	2.1	19.6	162	**145	1.8	6.6	139
1001 HOME IDEAS	3959	478	3.0	12.1	126	453	3.2	11.4	137	680	3.3	17.2	142	*225	2.8	5.7	121
ORGANIC GARDENING	3111	468	2.9	15.0	157	369	2.6	11.9	142	469	2.3	15.1	124	**90	1.1	2.9	61
OUTDOOR LIFE	5024	488	3.0	9.7	101	471	3.4	9.4	112	648	3.2	12.9	107	329	4.2	6.5	139
PARADE MAGAZINE	51292	4802	29.8	9.4	98	4130	29.5	8.1	97	6421	31.6	12.5	103	2658	33.7	5.2	110

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS	167727	16102	100.0	9.6	100	13984	100.0	8.3	100	20313	100.0	12.1	100	7897	100.0	4.7	100
PARENTS	5298	637	4.0	12.0	125	577	4.1	10.9	131	1004	4.9	19.0	156	372	4.7	7.0	149
PENTHOUSE	5129	553	3.4	10.8	112	489	3.5	9.5	114	757	3.7	14.8	122	*277	3.5	5.4	115
PEOPLE	21070	2053	12.7	9.7	101	1695	12.1	8.0	96	2965	14.6	14.1	116	1070	13.5	5.1	108
PLAYBOY	10562	912	5.7	8.6	90	1194	8.5	11.3	136	1333	6.6	12.6	104	459	5.8	4.3	92
POPULAR HOT RODDING	2498	*311	1.9	12.4	130	307	2.2	12.3	147	369	1.8	14.8	122	*169	2.1	6.8	144
POPULAR MECHANICS	5887	609	3.8	10.3	108	484	3.5	8.2	99	726	3.6	12.3	102	297	3.8	5.0	107
POPULAR SCIENCE	4317	474	2.9	11.0	114	328	2.3	7.6	91	511	2.5	11.8	98	*307	3.9	7.1	151
PREVENTION	5792	588	3.7	10.2	106	364	2.6	6.3	75	597	2.9	10.3	85	*251	3.2	4.3	92
PSYCHOLOGY TODAY	3284	340	2.1	10.4	108	*275	2.0	8.4	100	472	2.3	14.4	119	*197	2.5	6.0	127
READER'S DIGEST	40046	4244	26.4	10.6	110	3118	22.3	7.8	93	5152	25.4	12.9	106	1771	22.4	4.4	94
REDBOOK	9584	1065	6.6	11.1	116	1027	7.3	10.7	129	1729	8.5	18.0	149	517	6.5	5.4	115
ROAD & TRACK	2590	*244	1.5	9.4	98	*318	2.3	12.3	147	420	2.1	16.2	134	**162	2.1	6.3	133
ROLLING STONE	3302	421	2.6	12.7	133	303	2.2	9.2	110	516	2.5	15.6	129	*132	1.7	4.0	85
RUNNER'S WORLD	1229	**80	0.5	6.5	68	**97	0.7	7.9	95	*168	0.8	13.7	113	**30	0.4	2.4	52
SATURDAY EVENING POST	2110	*185	1.1	8.8	91	*162	1.2	7.7	92	261	1.3	12.4	102	*153	1.9	7.3	154
SCIENCE 84	1543	*121	0.8	7.8	82	**97	0.7	6.3	75	*144	0.7	9.3	77	**50	0.6	3.2	69
SCIENCE DIGEST	1747	**129	0.8	7.4	77	*160	1.1	9.2	110	*180	0.9	10.3	85	**104	1.3	6.0	126
SCIENTIFIC AMERICAN	1994	*179	1.1	9.0	94	**122	0.9	6.1	73	*173	0.9	8.7	72	**81	1.0	4.1	86
SELF	3119	380	2.4	12.2	127	352	2.5	11.3	135	623	3.1	20.0	165	*224	2.8	7.2	153
SEVENTEEN	3923	465	2.9	11.9	123	377	2.7	9.6	115	641	3.2	16.3	135	*239	3.0	6.1	129
SKI	1501	*134	0.8	8.9	93	**92	0.7	6.1	74	*147	0.7	9.8	81	**45	0.6	3.0	64
SMITHSONIAN	5976	565	3.5	9.5	98	449	3.2	7.5	90	749	3.7	12.5	103	354	4.5	5.9	126
SOAP OPERA DIGEST	4228	534	3.3	12.6	132	531	3.8	12.6	151	782	3.8	18.5	153	343	4.3	8.1	172
SOUTHERN LIVING	6488	602	3.7	9.3	97	622	4.4	9.6	115	757	3.7	11.7	96	*170	2.2	2.6	56
SPORT	3500	319	2.0	9.1	95	398	2.8	11.4	136	470	2.3	13.4	111	*287	3.6	8.2	174
THE SPORTING NEWS	2456	*259	1.6	10.5	110	271	1.9	11.0	132	374	1.8	15.2	126	*203	2.6	8.3	176
SPORTS AFIELD	3648	468	2.9	12.8	134	253	1.8	6.9	83	530	2.6	14.5	120	*158	2.0	4.3	92
SPORTS ILLUSTRATED	14484	1265	7.9	8.7	91	1162	8.3	8.0	96	1843	9.1	12.7	105	740	9.4	5.1	109
STAR	12661	1554	9.7	12.3	128	1111	7.9	8.8	105	1614	7.9	12.7	105	682	8.6	5.4	114
SUNDAY	52799	4802	29.8	9.1	95	3764	26.9	7.1	86	6381	31.4	12.1	100	2629	33.3	5.0	106
SUNSET	3513	410	2.5	11.7	122	*341	2.4	9.7	116	595	2.9	16.9	140	**186	2.4	5.3	112
TV GUIDE	42766	4858	30.2	11.4	118	4205	30.1	9.8	118	6147	30.3	14.4	119	2345	29.7	5.5	116
TENNIS	1254	**71	0.4	5.7	59	**128	0.9	10.2	122	**112	0.6	8.9	74	**35	0.4	2.8	59
TIME	22054	2110	13.1	9.6	100	1779	12.7	8.1	97	2899	14.3	13.1	109	1202	15.2	5.5	116
TOWN & COUNTRY	1955	*171	1.1	11.0	115	*184	1.3	11.8	142	*193	1.0	12.4	102	**52	0.7	3.3	71
TRAVEL & LEISURE	2173	283	1.8	13.0	136	*169	1.2	7.8	93	281	1.4	12.9	107	**115	1.5	5.3	112
TRUE STORY	4636	628	3.9	13.5	141	680	4.9	14.7	176	870	4.3	18.8	155	446	5.6	9.6	204
U.S.NEWS & WORLD REPORT	10353	893	5.5	8.6	90	872	6.2	8.4	101	1217	6.0	11.8	97	507	6.4	4.9	104
USA TODAY	4994	423	2.6	8.5	88	356	2.5	7.1	86	579	2.9	11.6	96	209	2.6	4.2	89
US	3528	430	2.7	12.2	127	336	2.4	9.5	114	756	3.7	21.4	177	*279	3.5	7.9	168
VOGUE	5424	467	2.9	8.6	90	441	3.2	8.1	98	787	3.9	14.5	120	292	3.7	5.4	114
WALL STREET JOURNAL	6292	475	2.9	7.5	79	449	3.2	7.1	86	602	3.0	9.6	79	244	3.1	3.9	82
WEIGHT WATCHERS	2762	262	1.6	9.5	99	262	1.9	9.5	114	412	2.0	14.9	123	*156	2.0	5.6	120
WOMAN'S DAY	16320	1858	11.5	11.4	119	1512	10.8	9.3	111	2443	12.0	15.0	124	790	10.0	4.8	103
WORKING MOTHER	1496	*165	1.0	11.0	115	*204	1.5	13.6	164	307	1.5	20.5	169	**108	1.4	7.2	153
WORKING WOMAN	1851	*276	1.7	14.9	155	258	1.8	13.9	167	345	1.7	18.6	154	*144	1.8	7.8	165
WORLD TENNIS	580	**62	0.4	10.7	111	**63	0.5	10.9	130	**88	0.4	15.2	125	**31	0.4	5.3	114
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1061	6.6	8.5	89	1092	7.8	8.8	106	1784	8.8	14.4	119	673	8.5	5.4	115
BLAIR INSERTS	91671	8312	51.6	9.1	94	7100	50.8	7.7	93	10944	53.9	11.9	99	4283	54.2	4.7	99
DAILY NEWSPAPERS																	
READ ANY	109190	10086	62.6	9.2	96	8534	61.0	7.8	94	13106	64.5	12.0	99	4947	62.6	4.5	96
READ ONE	89587	8325	51.7	9.3	97	6920	49.5	7.7	93	10850	53.4	12.1	100	3916	49.6	4.4	93
READ TWO OR MORE	19602	1760	10.9	9.0	94	1614	11.5	8.2	99	2256	11.1	11.5	95	1031	13.1	5.3	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10180	63.2	9.3	97	8672	62.0	7.9	95	13160	64.8	12.0	99	5135	65.0	4.7	99
READ ONE	95074	8809	54.7	9.3	97	7490	53.6	7.9	94	11487	56.5	12.1	100	4445	56.3	4.7	99
READ TWO OR MORE	14588	1371	8.5	9.4	98	1181	8.4	8.1	97	1673	8.2	11.5	95	690	8.7	4.7	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.49				30.30				33.41				31.11			
30 DAY REACH	149706	14543	90.3	9.7	101	12502	89.4	8.4	100	18667	91.9	12.5	103	7126	90.2	4.8	101
50 SHWG - 30 DAY AV FREQ	15.16	15.90				15.89				17.41				16.27			
30 DAY REACH	142406	13985	86.9	9.8	102	11941	85.4	8.4	101	17961	88.4	12.6	104	6831	86.5	4.8	102
25 SHWG - 30 DAY AV FREQ	8.23	8.54				8.57				9.27				8.73			
30 DAY REACH	131152	13020	80.9	9.9	103	11137	79.6	8.5	102	16924	83.3	12.9	107	6374	80.7	4.9	103
CABLE TV: HOME WIRED	66879	6763	42.0	10.1	105	5437	38.9	8.1	98	8833	43.5	13.2	109	3023	38.3	4.5	96
HOME NOT WIRED	100848	9339	58.0	9.3	96	8547	61.1	8.5	102	11481	56.5	11.4	94	4874	61.7	4.8	103
HAVE PAY CABLE	35024	3776	23.5	10.8	112	3118	22.3	8.9	107	5243	25.8	15.0	124	1755	22.2	5.0	106

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0110
P-22

	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS	167727	16102	100.0	9.6	100	13984	100.0	8.3	100	20313	100.0	12.1	100	7897	100.0	4.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	9182	57.0	9.6	100	8107	58.0	8.5	102	11979	59.0	12.5	103	4386	55.5	4.6	97
10:00 AM - 3:00 PM	63599	6674	41.4	10.5	109	5474	39.1	8.6	103	8244	40.6	13.0	107	2945	37.3	4.6	98
3:00 PM - 7:00 PM	72097	6863	42.6	9.5	99	6350	45.4	8.8	106	9269	45.6	12.9	106	3365	42.6	4.7	99
7:00 PM - MIDNIGHT	36670	3881	24.1	10.6	110	3281	23.5	8.9	107	4895	24.1	13.3	110	2033	25.7	5.5	118
MIDNIGHT - 6:00 AM	21908	2193	13.6	10.0	104	2029	14.5	9.3	111	2846	14.0	13.0	107	1151	14.6	5.3	112
6:00 AM - MIDNIGHT	127571	12486	77.5	9.8	102	10918	78.1	8.6	103	16099	79.3	12.6	104	6099	77.2	4.8	102
ENTIRE DAY	129239	12667	78.7	9.8	102	11056	79.1	8.6	103	16355	80.5	12.7	104	6205	78.6	4.8	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3367	20.9	9.9	103	2831	20.2	8.3	100	4816	23.7	14.2	117	1705	21.6	5.0	106
ALL NEWS	6062	486	3.0	8.0	84	366	2.6	6.0	72	587	2.9	9.7	80	*202	2.6	3.3	71
AOR/PROGRESSIVE	11884	1121	7.0	9.4	98	1102	7.9	9.3	111	1613	7.9	13.6	112	635	8.0	5.3	113
BEAUTIFUL MUSIC	11180	1209	7.5	10.8	113	896	6.4	8.0	96	1150	5.7	10.3	85	464	5.9	4.2	88
BLACK	4538	443	2.8	9.8	102	683	4.9	15.1	181	685	3.4	15.1	125	*334	4.2	7.4	156
CLASSICAL	3857	347	2.2	9.0	94	267	1.9	6.9	83	382	1.9	9.9	82	*195	2.5	5.1	107
CHR/ROCK	21946	2309	14.3	10.5	110	2029	14.5	9.2	111	3451	17.0	15.7	130	1263	16.0	5.8	122
COUNTRY	27262	2890	17.9	10.6	110	2321	16.6	8.5	102	3261	16.1	12.0	99	1179	14.9	4.3	92
GOLDEN OLDIES	3339	347	2.2	10.4	108	*232	1.7	6.9	83	435	2.1	13.0	108	*167	2.1	5.0	106
MOR/NOSTALGIA	10346	938	5.8	9.1	94	681	4.9	6.6	79	1198	5.9	11.6	96	400	5.1	3.9	82
NEWS/TALK	8929	813	5.0	9.1	95	733	5.2	8.2	98	888	4.4	9.9	82	342	4.3	3.8	81
RELIGIOUS	5488	578	3.6	10.5	110	638	4.6	11.6	139	710	3.5	12.9	107	*243	3.1	4.4	94
SOFT ROCK	1232	**185	1.1	15.0	156	**151	1.1	12.3	147	*245	1.2	19.9	164	**115	1.5	9.3	198
URBAN CONTEMPORARY	3184	353	2.2	11.1	115	469	3.4	14.7	177	452	2.2	14.2	117	*200	2.5	6.3	133
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	655	4.1	9.5	99	775	5.5	11.2	135	1175	5.8	17.0	140	349	4.4	5.0	107
ABC DIRECTION	5212	518	3.2	9.9	104	499	3.6	9.6	115	592	2.9	11.4	94	310	3.9	5.9	126
ABC ENTERTAINMENT	10385	1012	6.3	9.7	102	858	6.1	8.3	99	1291	6.4	12.4	103	486	6.2	4.7	99
ABC FM	4762	400	2.5	8.4	87	519	3.7	10.9	131	875	4.3	18.4	152	*295	3.7	6.2	132
ABC INFORMATION	11339	1196	7.4	10.5	110	913	6.5	8.1	97	1249	6.1	11.0	91	653	8.3	5.8	122
ABC ROCK	4878	559	3.5	11.5	119	425	3.0	8.7	105	712	3.5	14.6	121	277	3.5	5.7	121
CBS	10709	1084	6.7	10.1	105	761	5.4	7.1	85	1219	6.0	11.4	94	324	4.1	3.0	64
MUTUAL	10251	975	6.1	9.5	99	1024	7.3	10.0	120	1251	6.2	12.2	101	465	5.9	4.5	96
NBC	12243	1274	7.9	10.4	108	744	5.3	6.1	73	1539	7.6	12.6	104	402	5.1	3.3	70
RADIORADIO	4606	436	2.7	9.5	99	407	2.9	8.8	106	619	3.0	13.4	111	*225	2.8	4.9	104
RKO ONE	5148	517	3.2	10.0	105	522	3.7	10.1	122	900	4.4	17.5	144	*364	4.6	7.1	150
RKO TWO	7313	597	3.7	8.2	85	596	4.3	8.1	98	816	4.0	11.2	92	333	4.2	4.6	97
THE SOURCE	5981	517	3.2	8.6	90	558	4.0	9.3	112	761	3.7	12.7	105	*258	3.3	4.3	92
NON-WIRED : BLAIR	19329	1959	12.2	10.1	106	1947	13.9	10.1	121	2540	12.5	13.1	109	892	11.3	4.6	98
INTERNET	27139	2768	17.2	10.2	106	2562	18.3	9.4	113	3799	18.7	14.0	116	1427	18.1	5.3	112
KATZ RADIO GROUP	36319	3613	22.4	9.9	104	2813	20.1	7.7	93	4344	21.4	12.0	99	1636	20.7	4.5	96
SUPERNET	22361	2241	13.9	10.0	104	2006	14.3	9.0	108	3061	15.1	13.7	113	1095	13.9	4.9	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1450	9.0	10.0	104	1295	9.3	8.9	107	1746	8.6	12.0	99	734	9.3	5.1	107
MKDAY 9:00 AM - 1:00 PM	18688	1823	11.3	9.8	102	1665	11.9	8.9	107	2317	11.4	12.4	102	910	11.5	4.9	103
MKDAY 1:00 PM - 4:30 PM	24061	2452	15.2	10.2	106	2333	16.7	9.7	116	3051	15.0	12.7	105	1220	15.4	5.1	108
MKDAY 4:30 PM - 7:30 PM	44079	4036	25.1	9.2	95	3698	26.4	8.4	101	5157	25.4	11.7	97	2107	26.7	4.8	102
MKDAY 7:30 PM - 8:00 PM	61979	5841	36.3	9.4	98	4922	35.2	7.9	95	7098	34.9	11.5	95	2729	34.6	4.4	94
MKDAY 11:00 PM - 11:30 PM	49084	4912	30.5	10.0	104	4255	30.4	8.7	104	6141	30.2	12.5	103	2287	29.0	4.7	99
MKDAY 11:30 PM - 1:00 AM	16560	1714	10.6	10.4	108	1445	10.3	8.7	105	2190	10.8	13.2	109	826	10.5	5.0	106
M-SAT 8-11 PM+SUN 7-11 PM	66967	6497	40.3	9.7	101	5641	40.3	8.4	101	8165	40.2	12.2	101	3167	40.1	4.7	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1000	6.2	10.8	112	1013	7.2	10.9	131	1245	6.1	13.4	111	467	5.9	5.0	107
ANOTHER WORLD N	6138	710	4.4	11.6	120	705	5.0	11.5	138	853	4.2	13.9	115	331	4.2	5.4	115
AS THE WORLD TURNS C	7707	721	4.5	9.4	97	684	4.9	8.9	106	833	4.1	10.8	89	305	3.9	4.0	84
CAPITOL C	4688	445	2.8	9.5	99	417	3.0	8.9	107	568	2.8	12.1	100	196	2.5	4.2	89
CBS MORN. NEWS 1 C	2792	217	1.3	7.8	81	225	1.6	8.1	97	274	1.3	9.8	81	*95	1.2	3.4	72
CBS MORN. NEWS 2 C	2071	171	1.1	8.3	86	165	1.2	8.0	96	168	0.8	8.1	67	*58	0.7	2.8	59
DAYS OF OUR LIVES N	8018	784	4.9	9.8	102	794	5.7	9.9	119	1247	6.1	15.6	128	426	5.4	5.3	113
FACTS OF LIFE - DAYTIME N	3487	366	2.3	10.5	109	267	1.9	7.7	92	460	2.3	13.2	109	168	2.1	4.8	102
FAMILY FEUD A	4817	409	2.5	8.5	88	457	3.3	9.5	114	587	2.9	12.2	101	209	2.6	4.3	92
GENERAL HOSPITAL A	8333	905	5.6	10.9	113	794	5.7	9.5	114	1120	5.5	13.4	111	373	4.7	4.5	95
GOOD MORNING, AMERICA-730 A	5472	512	3.2	9.4	97	454	3.2	8.3	100	731	3.6	13.4	110	284	3.6	5.2	110
GOOD MORNING, AMERICA-830 A	3965	405	2.5	10.2	106	297	2.1	7.5	90	451	2.2	11.4	94	168	2.1	4.2	90
GUIDING LIGHT C	7542	710	4.4	9.4	98	683	4.9	9.1	109	845	4.2	11.2	93	346	4.4	4.6	97
ONE LIFE TO LIVE A	6018	678	4.2	11.3	117	664	4.7	11.0	132	820	4.0	13.6	113	320	4.1	5.3	113
PRESS YOUR LUCK C	3589	344	2.1	9.6	100	311	2.2	8.7	104	429	2.1	12.0	99	161	2.0	4.5	95
PRICE IS RIGHT 1 C	7418	611	3.8	8.2	86	632	4.5	8.5	102	767	3.8	10.3	85	219	2.8	3.0	63
PRICE IS RIGHT 2 C	8276	742	4.6	9.0	93	735	5.3	8.9	107	908	4.5	11.0	91	272	3.4	3.3	70
RYAN'S HOPE A	4358	532	3.3	12.2	127	509	3.6	11.7	140	614	3.0	14.1	116	293	3.7	6.7	143
SALE OF THE CENTURY N	3749	403	2.5	10.7	112	386	2.8	10.3	123	542	2.7	14.5	119	180	2.3	4.8	102
SEARCH FOR TOMORROW N	2884	308	1.9	10.7	111	356	2.5	12.3	148	389	1.9	13.5	111	272	3.4	9.4	200
TODAY SHOW 1 N	4869	529	3.3	10.9	113	456	3.3	9.4	112	547	2.7	11.2	93	232	2.9	4.8	101
TODAY SHOW 2 N	4135	355	2.2	8.6	89	304	2.2	7.4	88	433	2.1	10.5	86	229	2.9	5.5	118
$25,000 PYRAMID C	4361	463	2.9	10.6	111	367	2.6	8.4	101	519	2.6	11.9	98	213	2.7	4.9	104
WHEEL OF FORTUNE N	6187	676	4.2	10.9	114	552	3.9	8.9	107	744	3.7	12.0	99	289	3.7	4.7	99
YOUNG AND THE RESTLESS C	8186	770	4.8	9.4	98	634	4.5	7.7	93	831	4.1	10.2	84	229	2.9	2.8	59
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	410	2.5	8.7	90	343	2.5	7.3	87	493	2.4	10.4	86	155	2.0	3.3	70
NBA PLAYOFF GAME -1 C	5127	411	2.6	8.0	84	426	3.0	8.3	100	590	2.9	11.5	95	176	2.2	3.4	73
NBC MAJOR LEAGUE PRE-GAME N	3945	374	2.3	9.5	99	392	2.8	9.9	119	508	2.5	12.9	106	*194	2.5	4.9	104
SPORTSWORLD - SUN N	3370	258	1.6	7.7	80	209	1.5	6.2	74	340	1.7	10.1	83	*149	1.9	4.4	94
SUNDAY MORNING C	4200	489	3.0	11.6	121	319	2.3	7.6	91	469	2.3	11.2	92	257	3.3	6.1	130

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0111
P-22

		TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS		167727	16102	100.0	9.6	100	13984	100.0	8.3	100	20313	100.0	12.1	100	7897	100.0	4.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4767	29.6	9.1	95	4009	28.7	7.7	92	5831	28.7	11.2	92	2230	28.2	4.3	91
NETWORK AFFILIATES - LATE		39164	3988	24.8	10.2	106	3394	24.3	8.7	104	4854	23.9	12.4	102	1843	23.3	4.7	100
INDEPENDENTS - LATE		5133	424	2.6	8.3	86	409	2.9	8.0	96	642	3.2	12.5	103	321	4.1	6.3	133
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2430	15.1	10.6	111	2225	15.9	9.7	117	2864	14.1	12.5	104	1100	13.9	4.8	102
ABC MONDAY NIGHT MOVIE	A	11258	1092	6.8	9.7	101	916	6.6	8.1	98	1474	7.3	13.1	108	512	6.5	4.5	97
ABC SUNDAY NIGHT MOVIE	A	23600	2380	14.8	10.1	105	2116	15.1	9.0	108	2998	14.8	12.7	105	1293	16.4	5.5	116
ABC WORLD NEWS TONIGHT	A	12801	1046	6.5	8.2	85	989	7.1	7.7	93	1487	7.3	11.6	96	500	6.3	3.9	83
AFTERMASH	C	10966	1031	6.4	9.4	98	966	6.9	8.8	106	1335	6.6	12.2	101	512	6.5	4.7	99
ALICE	C	17050	1691	10.5	9.9	103	1436	10.3	8.4	101	1869	9.2	11.0	91	880	11.1	5.2	110
AMERICAN PARADE	C	11998	1254	7.8	10.5	109	893	6.4	7.4	89	1265	6.2	10.5	87	528	6.7	4.4	93
BENSON	A	19258	1731	10.8	9.0	94	1611	11.5	8.4	100	2120	10.4	11.0	91	787	10.0	4.1	87
BLUE THUNDER	A	11478	988	6.1	8.6	90	926	6.6	8.1	97	1419	7.0	12.4	102	488	6.2	4.3	90
CAGNEY & LACEY	C	18263	1945	12.1	10.6	111	1530	10.9	8.4	100	2213	10.9	12.1	100	790	10.0	4.3	92
CBS EVENING NEWS-DEAN	C	7733	597	3.7	7.7	80	522	3.7	6.8	81	716	3.5	9.3	76	286	3.6	3.7	79
CBS EVENING NEWS-RATHER	C	15653	1369	8.5	8.7	91	1131	8.1	7.2	87	1745	8.6	11.1	92	663	8.4	4.2	90
CBS SAT. NEWS-SCHIEFFER	C	8744	589	3.7	6.7	70	731	5.2	8.4	100	876	4.3	10.0	83	350	4.4	4.0	85
CBS SATURDAY NIGHT MOVIE	C	12000	1050	6.5	8.8	91	1067	7.6	8.9	107	1409	6.9	11.7	97	551	7.0	4.6	98
CBS WEDNESDAY NIGHT MOVIE	C	11522	1060	6.6	9.2	96	1022	7.3	8.9	106	1393	6.9	12.1	100	551	7.0	4.8	102
CHEERS	N	16818	1605	10.0	9.5	99	1217	8.7	7.2	87	2169	10.7	12.9	106	636	8.1	3.8	80
DALLAS	C	37510	3779	23.5	10.1	105	3217	23.0	8.6	103	4158	20.5	11.1	92	1634	20.7	4.4	93
DIFF'RENT STROKES	N	11258	1126	7.0	10.0	104	943	6.7	8.4	100	1476	7.3	13.1	108	619	7.8	5.5	117
DOUBLE TROUBLE	N	12248	1359	8.4	11.1	116	1031	7.4	8.4	101	1671	8.2	13.6	113	746	9.4	6.1	129
DUCK FACTORY	N	11100	1066	6.6	9.6	100	795	5.7	7.2	86	1333	6.6	12.0	99	445	5.6	4.0	85
DUKES OF HAZZARD	C	12353	1342	8.3	10.9	113	955	6.8	7.7	93	1385	6.8	11.2	93	567	7.2	4.6	97
DYNASTY	A	33279	3385	21.0	10.2	106	3206	22.9	9.6	116	4092	20.1	12.3	102	1384	17.5	4.2	88
FACTS OF LIFE	N	13410	1500	9.3	11.2	117	1093	7.8	8.2	98	1615	8.0	12.0	99	694	8.8	5.2	110
FALCON CREST	C	31093	3121	19.4	10.0	105	2711	19.4	8.7	105	3994	19.7	12.8	106	1433	18.1	4.6	98
FALL GUY	A	18649	2001	12.4	10.7	112	1820	13.0	9.8	117	2226	11.0	11.9	99	796	10.1	4.3	91
FAMILY TIES	N	13101	1266	7.9	9.7	101	942	6.7	7.2	86	1866	9.2	14.2	118	554	7.0	4.2	90
FANTASY ISLAND	A	13069	1443	9.0	11.0	115	1031	7.4	7.9	95	1676	8.3	12.8	106	608	7.7	4.7	99
FOULUPS,BLEEPS & BLUNDERS	A	16588	1523	9.5	9.2	96	1168	8.4	7.0	84	1864	9.2	11.2	93	740	9.4	4.5	95
FOUR SEASONS	C	9302	870	5.4	9.4	97	817	5.8	8.8	105	1208	5.9	13.0	107	383	4.8	4.1	87
GIMME A BREAK	N	13955	1361	8.5	9.8	102	1126	8.1	8.1	97	1832	9.0	13.1	108	545	6.9	3.9	83
HART TO HART	A	15735	1620	10.1	10.3	107	1251	8.9	8.0	95	1912	9.4	12.2	100	650	8.2	4.1	88
HILL STREET BLUES	N	18257	1741	10.8	9.5	99	1306	9.3	7.2	86	2223	10.9	12.2	101	622	7.9	3.4	72
HOTEL	A	24236	2362	14.7	9.7	102	2134	15.3	8.8	106	2893	14.2	11.9	99	880	11.1	3.6	77
JEFFERSONS	C	17010	1655	10.3	9.7	101	1440	10.3	8.5	102	1844	9.1	10.8	90	835	10.6	4.9	104
JENNIFER SLEPT HERE	N	9397	1029	6.4	11.0	114	675	4.8	7.2	86	1161	5.7	12.4	102	500	6.3	5.3	113
KATE & ALLIE	C	16762	1656	10.3	9.9	103	1317	9.4	7.9	94	2118	10.4	12.6	104	676	8.6	4.0	86
KNIGHT RIDER	N	13164	1399	8.7	10.6	111	1282	9.2	9.7	117	1920	9.5	14.6	120	737	9.3	5.6	119
LOVE BOAT	A	20400	2088	13.0	10.2	107	1476	10.6	7.2	87	2206	10.9	10.8	89	891	11.3	4.4	93
MAGNUM PI	C	22543	2248	14.0	10.0	104	1705	12.2	7.6	91	2596	12.8	11.5	95	931	11.8	4.1	88
MAMA'S FAMILY	N	9852	1013	6.3	10.3	107	952	6.8	9.7	116	1260	6.2	12.8	106	541	6.9	5.5	117
MASTER, THE	N	8082	804	5.0	9.9	104	783	5.6	9.7	116	1048	5.2	13.0	107	302	3.8	3.7	79
MATT HOUSTON	A	12881	1444	9.0	11.2	117	1173	8.4	9.1	109	1554	7.7	12.1	100	550	7.0	4.3	91
NBC MONDAY NIGHT MOVIE	N	23889	2438	15.1	10.2	106	2248	16.1	9.4	113	3286	16.2	13.8	114	1126	14.3	4.7	100
NBC NIGHTLY NEWS	N	11156	1126	7.0	10.1	105	900	6.4	8.1	97	1287	6.3	11.5	95	481	6.1	4.3	92
NBC NIGHTLY NEWS-SAT	N	7363	596	3.7	8.1	84	665	4.8	9.0	108	694	3.4	9.4	78	350	4.4	4.8	101
NBC NIGHTLY NEWS-SUN	N	6214	483	3.0	7.8	81	399	2.9	6.4	77	471	2.3	7.6	63	*291	3.7	4.7	99
NBC SUNDAY NIGHT MOVIE	N	17590	1575	9.8	9.0	93	1859	13.3	10.6	127	2642	13.0	15.0	124	855	10.8	4.9	103
NEWHART	C	16740	1780	11.1	10.6	111	1322	9.5	7.9	95	2184	10.8	13.0	108	688	8.7	4.1	87
ONE DAY AT A TIME	C	11820	1312	8.1	11.1	116	869	6.2	7.4	88	1607	7.9	13.6	112	741	9.4	6.3	133
PEOPLE ARE FUNNY	N	9138	1089	6.8	11.9	124	780	5.6	8.5	102	1090	5.4	11.9	98	483	6.1	5.3	112
REAL PEOPLE	N	15979	1458	9.1	9.1	95	1178	8.4	7.4	88	1786	8.8	11.2	92	818	10.4	5.1	109
REMINGTON STEELE	N	14395	1433	8.9	10.0	104	1292	9.2	9.0	108	1876	9.2	13.0	108	691	8.8	4.8	102
RIPLEY'S BELIEVE IT - NOT	A	11362	1122	7.0	9.9	103	863	6.2	7.6	91	1332	6.6	11.7	97	510	6.5	4.5	95
RIPTIDE	N	13920	1459	9.1	10.5	109	1322	9.5	9.5	114	1680	8.3	12.1	100	609	7.7	4.4	93
SCARECROW & MRS. KING	C	17571	1808	11.2	10.3	107	1266	9.1	7.2	86	1979	9.7	11.3	93	641	8.1	3.6	77
SIMON & SIMON	C	20208	1978	12.3	9.8	102	1626	11.6	8.0	97	2186	10.8	10.8	89	934	11.8	4.6	98
60 MINUTES	C	27668	2249	14.0	8.1	85	1990	14.2	7.2	86	2737	13.5	9.9	82	1077	13.6	3.9	83
ST. ELSEWHERE	N	13699	1414	8.8	10.3	108	1175	8.4	8.6	103	1884	9.3	13.8	114	636	8.1	4.6	99
THREE'S COMPANY	A	20632	2064	12.8	10.0	104	1825	13.1	8.8	106	2503	12.3	12.1	100	946	12.0	4.6	97
T.J. HOOKER	A	17136	1832	11.4	10.7	111	1421	10.2	8.3	99	1912	9.4	11.2	92	654	8.3	3.8	81
TONIGHT SHOW	N	4963	557	3.5	11.2	117	433	3.1	8.7	105	666	3.3	13.4	111	231	2.9	4.7	99
TRAPPER JOHN, M.D.	C	16332	1727	10.7	10.6	110	1368	9.8	8.4	100	1906	9.4	11.7	96	740	9.4	4.5	96
TV BLOOPERS & PRAC. JOKES	N	18881	1920	11.9	10.2	106	1571	11.2	8.3	100	2306	11.4	12.2	101	805	10.2	4.3	91
20/20	A	18315	1784	11.1	9.7	101	1558	11.1	8.5	102	2405	11.8	13.1	108	877	11.1	4.8	102
WEBSTER	A	18722	1746	10.8	9.3	97	1627	11.6	8.7	104	2191	10.8	11.7	97	846	10.7	4.5	96
WORLD NEWS - SUN	A	5327	441	2.7	8.3	86	387	2.8	7.3	87	605	3.0	11.4	94	*215	2.7	4.0	86
YELLOW ROSE	N	8370	942	5.9	11.3	117	769	5.5	9.2	110	1070	5.3	12.8	106	342	4.3	4.1	87
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2670	16.6	10.3	108	2335	16.7	9.0	108	3185	15.7	12.3	102	1376	17.4	5.3	113
BASKETBALL - COLLEGE GAMES		14468	1352	8.4	9.3	97	1585	11.3	11.0	131	2078	10.2	14.4	119	719	9.1	5.0	106
BASKETBALL - PRO GAMES		12124	1298	8.1	10.7	112	1464	10.5	12.1	145	1876	9.2	15.5	128	655	8.3	5.4	115
BOWLING		9412	1224	7.6	13.0	135	795	5.7	8.4	101	1393	6.9	14.8	122	*531	6.7	5.6	120
BOXING		15409	1624	10.1	10.5	110	1447	10.3	9.4	113	2130	10.5	13.8	114	785	9.9	5.1	108
FOOTBALL - COLLEGE GAMES		21400	1931	12.0	9.0	94	1895	13.6	8.9	106	2825	13.9	13.2	109	889	11.3	4.2	88
FOOTBALL - PRO GAMES		35944	3449	21.4	9.6	100	3361	24.0	9.4	112	5588	27.5	15.5	128	1580	20.0	4.4	93
GOLF		9759	835	5.2	8.6	89	672	4.8	6.9	83	1224	6.0	12.5	104	*237	3.0	2.4	52
POST-SEASON COLL. FOOTBALL		18123	1880	11.7	10.4	108	1795	12.8	9.9	119	2629	12.9	14.5	120	808	10.2	4.5	95
POST-SEASON PRO FOOTBALL		22091	2278	14.1	10.3	107	1966	14.1	8.9	107	3436	16.9	15.6	128	1110	14.1	5.0	107
TENNIS		6764	656	4.1	9.7	101	502	3.6	7.4	89	1005	4.9	14.9	123	**255	3.2	3.8	80
WRESTLING - PROFESSIONAL		9695	1266	7.9	13.1	136	1225	8.8	12.6	152	1789	8.8	18.5	152	597	7.6	6.2	131

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

	TOTAL U.S. '000	OH HENRY A '000	OH HENRY B % DOWN	OH HENRY C % ACROSS	OH HENRY D INDX	$100,000 BAR A '000	$100,000 BAR B % DOWN	$100,000 BAR C % ACROSS	$100,000 BAR D INDX	PAY DAY A '000	PAY DAY B % DOWN	PAY DAY C % ACROSS	PAY DAY D INDX	RAISINETS A '000	RAISINETS B % DOWN	RAISINETS C % ACROSS	RAISINETS D INDX
TOTAL ADULTS	167727	4399	100.0	2.6	100	7769	100.0	4.6	100	8268	100.0	4.9	100	6105	100.0	3.6	100
MALES	79263	2159	49.1	2.7	104	3195	41.1	4.0	87	3711	44.9	4.7	95	2105	34.5	2.7	73
FEMALES	88464	2239	50.9	2.5	97	4574	58.9	5.2	112	4558	55.1	5.2	105	4000	65.5	4.5	124
18 - 24	28671	929	21.1	3.2	124	2925	37.6	10.2	220	2109	25.5	7.4	149	1470	24.1	5.1	141
25 - 34	39536	1170	26.6	3.0	113	2246	28.9	5.7	123	2791	33.8	7.1	143	1902	31.2	4.8	132
35 - 44	28978	710	16.1	2.5	93	1172	15.1	4.0	87	1546	18.7	5.3	108	1151	18.9	4.0	109
45 - 54	22345	519	11.8	2.3	89	612	7.9	2.7	59	746	9.0	3.3	68	736	12.1	3.3	90
55 - 64	22224	*510	11.6	2.3	87	*419	5.4	1.9	41	616	7.5	2.8	56	*432	7.1	1.9	53
65 OR OLDER	25973	561	12.8	2.2	82	*396	5.1	1.5	33	*461	5.6	1.8	36	*413	6.8	1.6	44
18 - 34	68207	2099	47.7	3.1	117	5171	66.6	7.6	164	4900	59.3	7.2	146	3371	55.2	4.9	136
18 - 49	108058	3081	70.0	2.9	109	6719	86.5	6.2	134	6841	82.7	6.3	128	4864	79.7	4.5	124
25 - 54	90859	2399	54.5	2.6	101	4029	51.9	4.4	96	5083	61.5	5.6	113	3789	62.1	4.2	115
35 - 49	39851	982	22.3	2.5	94	1548	19.9	3.9	84	1941	23.5	4.9	99	1493	24.5	3.7	103
50 OR OLDER	59669	1318	30.0	2.2	84	1051	13.5	1.8	38	1427	17.3	2.4	49	1240	20.3	2.1	57
GRADUATED COLLEGE	28091	586	13.3	2.1	80	949	12.2	3.4	73	793	9.6	2.8	57	930	15.2	3.3	91
ATTENDED COLLEGE	28938	612	13.9	2.1	81	1288	16.6	4.5	96	1399	16.9	4.8	98	1163	19.0	4.0	110
GRADUATED HIGH SCHOOL	65503	1740	39.6	2.7	101	3442	44.3	5.3	113	4112	49.7	6.3	127	2602	42.6	4.0	109
DID NOT GRADUATE HIGH SCHOOL	45195	1460	33.2	3.2	123	2090	26.9	4.6	100	1965	23.8	4.3	88	1409	23.1	3.1	86
EMPLOYED MALES	56429	1342	30.5	2.4	91	2403	30.9	4.3	92	2585	31.3	4.6	93	1698	27.8	3.0	83
EMPLOYED FEMALES	43971	1216	27.6	2.8	105	2565	33.0	5.8	126	2404	29.1	5.5	111	2284	37.4	5.2	143
EMPLOYED FULL-TIME	87773	2104	47.8	2.4	91	3826	49.2	4.4	94	4413	53.4	5.0	102	3426	56.1	3.9	107
EMPLOYED PART-TIME	12627	*454	10.3	3.6	137	1142	14.7	9.0	195	576	7.0	4.6	93	*556	9.1	4.4	121
NOT EMPLOYED	67327	1841	41.9	2.7	104	2801	36.1	4.2	90	3279	39.7	4.9	99	2122	34.8	3.2	87
PROFESSIONAL/MANAGER	25845	608	13.8	2.4	90	836	10.8	3.2	70	1034	12.5	4.0	81	1028	16.8	4.0	109
TECH/CLERICAL/SALES	30895	765	17.4	2.5	94	1548	19.9	5.0	108	1688	20.4	5.5	111	1525	25.0	4.9	136
PRECISION/CRAFT	12629	*341	7.8	2.7	103	667	8.6	5.3	114	575	7.0	4.6	92	*439	7.2	3.5	96
OTHER EMPLOYED	31031	844	19.2	2.7	104	1917	24.7	6.2	133	1693	20.5	5.5	111	991	16.2	3.2	88
SINGLE	35557	1134	25.8	3.2	122	2896	37.3	8.1	176	2304	27.9	6.5	131	1676	27.5	4.7	129
MARRIED	103585	2515	57.2	2.4	93	4169	53.7	4.0	87	4745	57.4	4.6	93	3518	57.6	3.4	93
DIVORCED/SEPARATED/WIDOWED	28585	750	17.0	2.6	100	704	9.1	2.5	53	1219	14.7	4.3	87	911	14.9	3.2	88
PARENTS	59295	1617	36.8	2.7	104	3470	44.7	5.9	126	3957	47.9	6.7	135	2696	44.2	4.5	125
WHITE	146081	3502	79.6	2.4	91	6510	83.8	4.5	96	6403	77.4	4.4	89	5086	83.3	3.5	96
BLACK	17974	834	19.0	4.6	177	1074	13.8	6.0	129	1711	20.7	9.5	193	862	14.1	4.8	132
OTHER	3672	**63	1.4	1.7	65	**185	2.4	5.0	109	**154	1.9	4.2	85	**156	2.6	4.2	117
NORTHEAST-CENSUS	37005	1090	24.8	2.9	112	1834	23.6	5.0	107	632	7.6	1.7	35	2046	33.5	5.5	152
NORTH CENTRAL	42642	1596	36.3	3.7	143	2239	28.8	5.3	113	2587	31.3	6.1	123	1281	21.0	3.0	83
SOUTH	56777	969	22.0	1.7	65	2601	33.5	4.6	99	3371	40.8	5.9	120	1757	28.8	3.1	85
WEST	31303	743	16.9	2.4	91	1095	14.1	3.5	76	1678	20.3	5.4	109	1020	16.7	3.3	90
NORTHEAST-MKTG.	38125	1092	24.8	2.9	109	1850	23.8	4.9	105	650	7.9	1.7	35	1970	32.3	5.2	142
EAST CENTRAL	24794	858	19.5	3.5	132	1324	17.0	5.3	115	1741	21.1	7.0	142	900	14.7	3.6	100
WEST CENTRAL	28511	1097	24.9	3.8	147	1454	18.7	5.1	110	1492	18.0	5.2	106	845	13.8	3.0	81
SOUTH	48953	823	18.7	1.7	64	2288	29.5	4.7	101	2952	35.7	6.0	122	1474	24.1	3.0	83
PACIFIC	27344	*528	12.0	1.9	74	854	11.0	3.1	67	1433	17.3	5.2	106	916	15.0	3.3	92
COUNTY SIZE A	69301	1911	43.4	2.8	105	2994	38.5	4.3	93	2795	33.8	4.0	82	3076	50.4	4.4	122
COUNTY SIZE B	50633	1186	27.0	2.3	89	2815	36.2	5.6	120	2659	32.2	5.3	107	1852	30.3	3.7	100
COUNTY SIZE C	26259	585	13.3	2.2	85	965	12.4	3.7	79	1548	18.7	5.9	120	757	12.4	2.9	79
COUNTY SIZE D	21534	716	16.3	3.3	127	995	12.8	4.6	100	1267	15.3	5.9	119	*420	6.9	2.0	54
METRO CENTRAL CITY	50014	1218	27.7	2.4	93	2496	32.1	5.0	108	2427	29.4	4.9	98	2157	35.3	4.3	118
METRO SUBURBAN	76832	1854	42.1	2.4	92	3463	44.6	4.5	97	3298	39.9	4.3	87	2977	48.8	3.9	106
NON METRO	40881	1327	30.2	3.2	124	1811	23.3	4.4	96	2543	30.8	6.2	126	971	15.9	2.4	65
TOP 5 ADI'S	39550	1256	28.6	3.2	121	1968	25.3	5.0	107	1484	17.9	3.8	76	2130	34.9	5.4	148
TOP 10 ADI'S	54877	1551	35.3	2.8	108	2596	33.4	4.7	102	1960	23.7	3.6	72	2691	44.1	4.9	135
TOP 20 ADI'S	77516	1983	45.1	2.6	98	3391	43.6	4.4	94	3117	37.7	4.0	82	3408	55.8	4.4	121
HSHLD INC. $50,000 OR MORE	17257	*392	8.9	2.3	87	785	10.1	4.5	98	*548	6.6	3.2	64	*599	9.8	3.5	95
$40,000 OR MORE	33235	667	15.2	2.0	77	1584	20.4	4.8	103	1009	12.2	3.0	62	1174	19.2	3.5	97
$30,000 OR MORE	59693	1238	28.1	2.1	79	2634	33.9	4.4	95	2362	28.6	4.0	80	2190	35.9	3.7	101
$25,000 OR MORE	76275	1664	37.8	2.2	83	3410	43.9	4.5	97	3067	37.1	4.0	82	2842	46.6	3.7	102
$20,000 - $24,999	18607	*486	11.0	2.6	100	966	12.4	5.2	112	971	11.7	5.2	106	696	11.4	3.7	103
$15,000 - $19,999	17175	*343	7.8	2.0	76	795	10.2	4.6	100	822	9.9	4.8	97	576	9.4	3.4	92
$10,000 - $14,999	24569	843	19.2	3.4	131	1149	14.8	4.7	101	1508	18.2	6.1	125	1135	18.6	4.6	127
UNDER $10,000	31101	1064	24.2	3.4	130	1449	18.7	4.7	101	1901	23.0	6.1	124	856	14.0	2.8	76
HOUSEHOLD OF 1 PERSON	19441	482	11.0	2.5	95	480	6.2	2.5	53	602	7.3	3.1	63	443	7.3	2.3	63
2 PEOPLE	51803	1114	25.3	2.2	82	1695	21.8	3.3	71	2082	25.2	4.0	82	1610	26.4	3.1	85
3 OR 4 PEOPLE	66933	1815	41.3	2.7	103	3840	49.4	5.7	124	3626	43.9	5.4	110	2650	43.4	4.0	109
5 OR MORE PEOPLE	29550	988	22.5	3.3	127	1754	22.6	5.9	128	1960	23.7	6.6	135	1402	23.0	4.7	130
NO CHILD IN HSHLD	96587	2294	52.1	2.4	91	3608	46.4	3.7	81	3489	42.2	3.6	73	2713	44.4	2.8	77
CHILD(REN) UNDER 2 YRS	10844	*293	6.7	2.7	103	845	10.9	7.8	168	948	11.5	8.7	177	*513	8.4	4.7	130
2 - 5 YEARS	26358	605	13.8	2.3	88	1611	20.7	6.1	132	1938	23.4	7.4	149	1210	19.8	4.6	126
6 - 11 YEARS	30453	1093	24.8	3.6	137	1702	21.9	5.6	121	2306	27.9	7.6	154	1470	24.1	4.8	133
12 - 17 YEARS	36575	1108	25.2	3.0	116	2019	26.0	5.5	119	2179	26.4	6.0	121	1685	27.6	4.6	127
RESIDENCE OWNED	117770	2727	62.0	2.3	88	4781	61.5	4.1	88	5337	64.6	4.5	92	3579	58.6	3.0	83
VALUE: $50,000 OR MORE	70166	1457	33.1	2.1	79	2914	37.5	4.2	90	2749	33.2	3.9	79	2068	33.9	2.9	81
VALUE: UNDER $50,000	47604	1270	28.9	2.7	102	1867	24.0	3.9	85	2588	31.3	5.4	110	1512	24.8	3.2	87

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S.	OH HENRY				$100,000 BAR				PAY DAY				RAISINETS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	4399	100.0	2.6	100	7769	100.0	4.6	100	8268	100.0	4.9	100	6105	100.0	3.6	100
MAGAZINES	QUINTILE 1	34022	935	21.3	2.7	105	1772	22.8	5.2	112	2177	26.3	6.4	130	1376	22.5	4.0	111
	QUINTILE 2	34800	968	22.0	2.8	106	1712	22.0	4.9	106	1846	22.3	5.3	108	1600	26.2	4.6	126
	QUINTILE 3	30514	915	20.8	3.0	114	1468	18.9	4.8	104	1311	15.9	4.3	87	1198	19.6	3.9	108
	QUINTILE 4	33324	873	19.8	2.6	100	1507	19.4	4.5	98	1497	18.1	4.5	91	1024	16.8	3.1	84
	QUINTILE 5	35066	708	16.1	2.0	77	1311	16.9	3.7	81	1437	17.4	4.1	83	908	14.9	2.6	71
NEWSPAPERS	QUINTILE 1	29107	947	21.5	3.3	124	1278	16.4	4.4	95	1099	13.3	3.8	77	1144	18.7	3.9	108
	QUINTILE 2	49095	1107	25.2	2.3	86	1801	23.2	3.7	79	2249	27.2	4.6	93	1741	28.5	3.5	97
	QUINTILE 3	23107	641	14.6	2.8	106	1335	17.2	5.8	125	1114	13.5	4.8	98	1022	16.7	4.4	122
	QUINTILE 4	33556	695	15.8	2.1	79	1705	21.9	5.1	110	1752	21.2	5.2	106	1235	20.2	3.7	101
	QUINTILE 5	32863	1009	22.9	3.1	117	1650	21.2	5.0	108	2055	24.9	6.3	127	963	15.8	2.9	81
OUTDOOR	QUINTILE 1	33431	1023	23.3	3.1	117	1929	24.8	5.8	125	2000	24.2	6.0	121	1296	21.2	3.9	107
	QUINTILE 2	33478	949	21.6	2.8	108	1632	21.0	4.9	105	1782	21.6	5.3	108	1288	21.1	3.8	106
	QUINTILE 3	33574	807	18.3	2.4	92	1353	17.4	4.0	87	1657	20.0	4.9	100	1341	22.0	4.0	110
	QUINTILE 4	33935	833	18.9	2.5	94	1260	16.2	3.7	80	1539	18.6	4.5	92	1097	18.0	3.2	89
	QUINTILE 5	33310	786	17.9	2.4	90	1595	20.5	4.8	103	1292	15.6	3.9	79	1082	17.7	3.2	89
RADIO-DRIVE TIME	QUINTILE 1	33136	839	19.1	2.5	97	1581	20.4	4.8	103	1852	22.4	5.6	113	1193	19.5	3.6	99
	QUINTILE 2	31658	892	20.3	2.8	107	1542	19.8	4.9	105	1573	19.0	5.0	101	1084	17.8	3.4	94
	QUINTILE 3	32541	836	19.0	2.6	98	1756	22.6	5.4	117	1416	17.1	4.4	88	1311	21.5	4.0	111
	QUINTILE 4	34247	835	19.0	2.4	93	1569	20.2	4.6	99	1945	23.5	5.7	115	1296	21.2	3.8	104
	QUINTILE 5	36144	996	22.6	2.8	105	1322	17.0	3.7	79	1483	17.9	4.1	83	1221	20.0	3.4	93
RADIO-MID-DAY	TERCILE 1	45037	1161	26.4	2.6	98	2135	27.5	4.7	102	2561	31.0	5.7	115	1735	28.4	3.9	106
	TERCILE 2	44819	1235	28.1	2.8	105	2403	30.9	5.4	116	2373	28.7	5.3	107	1696	27.8	3.8	104
	TERCILE 3	77872	2003	45.5	2.6	98	3231	41.6	4.1	90	3334	40.3	4.3	87	2673	43.8	3.4	94
RADIO-TOTAL	QUINTILE 1	33763	887	20.2	2.6	100	1522	19.6	4.5	97	2048	24.8	6.1	123	1241	20.3	3.7	101
	QUINTILE 2	33240	842	19.1	2.5	97	1926	24.8	5.8	125	1847	22.3	5.6	113	1456	23.8	4.4	120
	QUINTILE 3	33408	921	20.9	2.8	105	1628	21.0	4.9	105	1335	16.1	4.0	81	1123	18.4	3.4	92
	QUINTILE 4	34792	863	19.6	2.5	95	1531	19.7	4.4	95	1756	21.2	5.0	102	1320	21.6	3.8	104
	QUINTILE 5	32524	886	20.1	2.7	104	1162	15.0	3.6	77	1282	15.5	3.9	80	965	15.8	3.0	82
TV-PRIME TIME	QUINTILE 1	33090	760	17.3	2.3	88	1652	21.3	5.0	108	1711	20.7	5.2	105	1179	19.3	3.6	98
	QUINTILE 2	33357	879	20.0	2.6	100	1554	20.0	4.7	101	1523	18.4	4.6	93	1304	21.4	3.9	107
	QUINTILE 3	33980	754	17.1	2.2	85	1559	20.1	4.6	99	1695	20.5	5.0	101	1392	22.8	4.1	113
	QUINTILE 4	33854	1003	22.8	3.0	113	1709	22.0	5.0	109	1426	17.2	4.2	85	1200	19.7	3.5	97
	QUINTILE 5	33444	1003	22.8	3.0	114	1295	16.7	3.9	84	1913	23.1	5.7	116	1029	16.9	3.1	85
TV-DAYTIME	TERCILE 1	49121	1485	33.8	3.0	115	2440	31.4	5.0	107	2893	35.0	5.9	119	1772	29.0	3.6	99
	TERCILE 2	48823	1120	25.5	2.3	87	2342	30.1	4.8	104	2259	27.3	4.6	94	2056	33.7	4.2	116
	TERCILE 3	69782	1794	40.8	2.6	98	2987	38.4	4.3	92	3117	37.7	4.5	91	2277	37.3	3.3	90
TV-TOTAL	QUINTILE 1	33584	914	20.8	2.7	104	1660	21.4	4.9	107	1791	21.7	5.3	108	1127	18.5	3.4	92
	QUINTILE 2	33441	739	16.8	2.2	84	1347	17.3	4.0	87	1583	19.1	4.7	96	1275	20.9	3.8	105
	QUINTILE 3	33505	855	19.4	2.6	97	1696	21.8	5.1	109	1523	18.4	4.5	92	1291	21.1	3.9	106
	QUINTILE 4	33466	905	20.6	2.7	103	1496	19.3	4.5	97	1574	19.0	4.7	95	1290	21.1	3.9	106
	QUINTILE 5	33731	986	22.4	2.9	111	1570	20.2	4.7	100	1797	21.7	5.3	108	1121	18.4	3.3	91
MAGAZINES-NEWSPAPERS: DUAL		44503	1224	27.8	2.8	105	2052	26.4	4.6	100	2344	28.4	5.3	107	1634	26.8	3.7	101
MAGAZINE IMPERATIVE		39363	1166	26.5	3.0	113	2280	29.3	5.8	125	2430	29.4	6.2	125	1813	29.7	4.6	127
NEWSPAPER IMPERATIVE		46441	1208	27.5	2.6	99	1762	22.7	3.8	82	1659	20.1	3.6	72	1685	27.6	3.6	100
MAGAZINES-OUTDOOR: DUAL		33726	977	22.2	2.9	110	1897	24.4	5.6	121	2145	25.9	6.4	129	1445	23.7	4.3	118
MAGAZINE IMPERATIVE		52846	1281	29.1	2.4	92	2400	30.9	4.5	98	2654	32.1	5.0	102	2070	33.9	3.9	108
OUTDOOR IMPERATIVE		52140	1353	30.8	2.6	99	2397	30.9	4.6	99	2417	29.2	4.6	94	1799	29.5	3.5	95
MAGAZINES-RADIO: DUAL		37081	936	21.3	2.5	96	2042	26.3	5.5	119	2367	28.6	6.4	129	1392	22.8	3.8	103
MAGAZINE IMPERATIVE		49747	1483	33.7	3.0	114	2264	29.1	4.6	98	2442	29.5	4.9	100	2145	35.1	4.3	118
RADIO IMPERATIVE		49208	1326	30.1	2.7	103	2390	30.8	4.9	105	2214	26.8	4.5	91	1736	28.4	3.5	97
MAGAZINES-TELEVISION: DUAL		33103	909	20.7	2.7	105	1560	20.1	4.7	102	1914	23.1	5.8	117	1220	20.0	3.7	101
MAGAZINE IMPERATIVE		54575	1570	35.7	2.9	110	2744	35.3	5.0	109	2792	33.8	5.1	104	2432	39.8	4.5	122
TELEVISION IMPERATIVE		53249	1173	26.7	2.2	84	2174	28.0	4.1	88	2241	27.1	4.2	85	1613	26.4	3.0	83
NEWSPAPERS-OUTDOOR: DUAL		36255	1179	26.8	3.3	124	1739	22.4	4.8	104	1754	21.2	4.8	98	1621	26.6	4.5	123
NEWSPAPER IMPERATIVE		55591	1281	29.1	2.3	88	1993	25.7	3.6	77	2208	26.7	4.0	81	1950	31.9	3.5	96
OUTDOOR IMPERATIVE		48319	1199	27.3	2.5	95	2606	33.5	5.4	116	2887	34.9	6.0	121	1701	27.9	3.5	97
NEWSPAPERS-RADIO: DUAL		37242	906	20.6	2.4	93	1866	24.0	5.0	108	1800	21.8	4.8	98	1475	24.2	4.0	109
NEWSPAPER IMPERATIVE		54423	1514	34.4	2.8	106	2021	26.0	3.7	80	2152	26.0	4.0	80	1896	31.1	3.5	96
RADIO IMPERATIVE		46650	1279	29.1	2.7	105	2656	34.2	5.7	123	2885	34.9	6.2	125	1777	29.1	3.8	105
NEWSPAPERS-TELEVISION: DUAL		35974	901	20.5	2.5	95	1630	21.0	4.5	98	1608	19.4	4.5	91	1298	21.3	3.6	99
NEWSPAPER IMPERATIVE		56095	1577	35.8	2.8	107	2298	29.6	4.1	88	2404	29.1	4.3	87	2121	34.7	3.8	104
TELEVISION IMPERATIVE		47170	1061	24.1	2.2	86	2337	30.1	5.0	107	2567	31.0	5.4	110	1738	28.5	3.7	101
OUTDOOR-RADIO: DUAL		33748	965	21.9	2.9	109	1824	23.5	5.4	117	2216	26.8	6.6	133	1293	21.2	3.8	105
OUTDOOR IMPERATIVE		52785	1473	33.5	2.8	106	2358	30.4	4.5	96	2446	29.6	4.6	94	1992	32.6	3.8	104
RADIO IMPERATIVE		52882	1217	27.7	2.3	88	2359	30.4	4.5	96	2454	29.7	4.6	94	1986	32.5	3.8	103
OUTDOOR-TELEVISION: DUAL		32030	829	18.8	2.6	99	1747	22.5	5.5	118	1967	23.8	6.1	125	1463	24.0	4.6	125
OUTDOOR IMPERATIVE		54626	1645	37.4	3.0	115	2706	34.8	5.0	107	2843	34.4	5.2	106	1961	32.1	3.6	99
TELEVISION IMPERATIVE		54874	1258	28.6	2.3	87	2156	27.8	3.9	85	2223	26.9	4.1	82	1758	28.8	3.2	88
RADIO-TELEVISION: DUAL		33386	869	19.8	2.6	99	1925	24.8	5.8	124	1972	23.9	5.9	120	1462	23.9	4.4	120
RADIO IMPERATIVE		53810	1409	32.0	2.6	100	2547	32.8	4.7	102	2775	33.6	5.2	105	1983	32.5	3.7	101
TELEVISION IMPERATIVE		54023	1404	31.9	2.6	99	2161	27.8	4.0	86	2287	27.7	4.2	86	1762	28.9	3.3	90

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	OH HENRY A '000	OH HENRY B % DOWN	OH HENRY C % ACROSS	OH HENRY D INDX	$100,000 BAR A '000	$100,000 BAR B % DOWN	$100,000 BAR C % ACROSS	$100,000 BAR D INDX	PAY DAY A '000	PAY DAY B % DOWN	PAY DAY C % ACROSS	PAY DAY D INDX	RAISINETS A '000	RAISINETS B % DOWN	RAISINETS C % ACROSS	RAISINETS D INDX
TOTAL ADULTS	167727	4399	100.0	2.6	100	7769	100.0	4.6	100	8268	100.0	4.9	100	6105	100.0	3.6	100
ATLANTIC MONTHLY	867	**23	0.5	2.7	101	**30	0.4	3.5	75	**40	0.5	4.6	94	**21	0.3	2.4	67
BARRON'S	1580	**26	0.6	1.6	63	**44	0.6	2.8	60	**22	0.3	1.4	28	**42	0.7	2.7	73
BETTER HOMES & GARDENS	22203	641	14.6	2.9	110	1072	13.8	4.8	104	1378	16.7	6.2	126	982	16.1	4.4	122
BON APPETIT	3810	**85	1.9	2.2	85	*136	1.8	3.4	77	*141	1.7	3.7	75	*94	1.5	2.5	68
BUSINESS WEEK	4663	*149	3.4	3.2	122	*228	2.9	4.9	106	*291	3.5	6.2	127	*149	2.4	3.2	88
CAR AND DRIVER	3102	**120	2.7	3.9	147	*147	1.9	4.7	102	*145	1.8	4.7	95	**134	2.2	4.3	119
CBS MAGAZINE NETWORK (GROSS)	7311	293	6.7	4.0	153	457	5.9	6.3	135	447	5.4	6.1	124	282	4.6	3.9	106
CHANGING TIMES	3400	**85	1.9	2.5	95	**162	2.1	4.8	103	*172	2.1	5.1	103	**175	2.9	5.1	141
COLONIAL HOMES	1796	**79	1.8	4.4	168	**148	1.9	8.2	178	**122	1.5	6.8	138	**139	2.3	7.7	213
CONDE NAST MAG. PKG. (GROSS)	19924	648	14.7	3.3	124	1260	16.2	6.3	137	1533	18.5	7.7	156	1206	19.8	6.1	166
CONSUMERS DIGEST	3125	*143	3.3	4.6	174	**106	1.4	3.4	73	**139	1.7	4.4	90	**109	1.8	3.5	96
COSMOPOLITAN	10577	240	5.5	2.3	87	718	9.2	6.8	147	669	8.1	6.3	128	675	11.1	6.4	175
COUNTRY LIVING	3746	**80	1.8	2.1	81	**183	2.4	4.9	105	*267	3.2	7.1	145	*198	3.2	5.3	145
CUISINE	2214	**51	1.2	2.3	88	**97	1.2	4.4	95	*164	2.0	7.4	150	**67	1.1	3.0	83
CYCLE WORLD	2394	**90	2.0	3.8	143	**153	2.0	6.4	138	**125	1.5	5.2	106	**102	1.7	4.3	117
DCI:CREATIVE IDEAS FOR LIV	3068	**126	2.9	4.1	157	**202	2.6	6.6	142	*222	2.7	7.2	147	*150	2.5	4.9	134
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*307	7.0	3.2	122	518	6.7	5.4	117	591	7.1	6.2	125	338	5.5	3.5	97
DISCOVER	2277	**96	2.2	4.2	161	**133	1.7	5.8	126	**99	1.2	4.3	88	**72	1.2	3.2	87
EBONY	7187	455	10.3	6.3	241	487	6.3	6.8	146	789	9.5	11.0	223	376	6.2	5.2	144
ESQUIRE	2560	*140	3.2	5.5	209	*132	1.7	5.2	111	*228	2.8	8.9	181	**91	1.5	3.6	98
ESSENCE	3242	*234	5.3	7.2	275	*210	2.7	6.5	140	357	4.3	11.0	223	*196	3.2	6.0	166
FAMILY CIRCLE	19639	553	12.6	2.8	107	995	12.8	5.1	109	1296	15.7	6.6	134	911	14.9	4.6	127
THE FAMILY HANDYMAN	3540	*180	4.1	5.1	194	*142	1.8	4.0	87	*251	3.0	7.1	144	*143	2.3	4.0	111
FAMILY WEEKLY	23924	581	13.2	2.4	93	1032	13.3	4.3	93	1500	18.1	6.3	127	637	10.4	2.7	73
FIELD & STREAM	9883	*209	4.8	2.1	81	392	5.0	4.0	86	549	6.6	5.6	113	*275	4.5	2.8	76
FOOD & WINE	1030	**59	1.3	5.7	218	**42	0.5	4.1	88	**107	1.3	10.4	211	**38	0.6	3.7	101
FORBES	2679	**117	2.7	4.4	167	**68	0.9	2.5	55	**110	1.3	4.1	83	*84	1.4	3.1	86
FORTUNE	2931	**110	2.5	3.8	143	**85	1.1	2.9	63	*181	2.2	6.2	125	*120	2.0	4.1	112
GENTLEMEN'S QUARTERLY	3481	**132	3.0	3.8	145	*292	3.8	8.4	181	*248	3.0	7.1	145	*163	2.7	4.7	129
GLAMOUR	7163	*195	4.4	2.7	104	469	6.0	6.5	141	541	6.5	7.6	153	427	7.0	6.0	164
GOLF DIGEST	2355	**55	1.3	2.3	89	**56	0.7	2.4	51	**114	1.4	4.8	98	**52	0.9	2.2	61
GOLF DIGEST/TENNIS (GROSS)	3610	**82	1.9	2.3	87	**97	1.2	2.7	58	*180	2.2	5.0	101	**78	1.3	2.2	59
GOLF MAGAZINE	2046	**36	0.8	1.8	67	**65	0.8	3.2	69	**77	0.9	3.8	76	**70	1.1	3.4	94
GOLF MAGAZINE/SKI (GROSS)	3547	**81	1.8	2.3	87	*118	1.5	3.3	72	*112	1.4	3.2	64	*142	2.3	4.0	110
GOOD HOUSEKEEPING	20353	501	11.4	2.5	94	1011	13.0	5.0	107	1242	15.0	6.1	124	880	14.4	4.3	119
HARPER'S BAZAAR	3362	**133	3.0	4.0	151	*201	2.6	6.0	129	*275	3.3	8.2	166	*178	2.9	5.3	145
HEALTH	2987	*117	2.7	3.9	149	**134	1.7	4.5	97	*184	2.2	6.2	125	*182	3.0	6.1	167
HEARST MAG CORP. BUY (GROSS)	67928	1982	45.1	2.9	111	3710	47.8	5.5	118	4428	53.6	6.5	132	3377	55.3	5.0	137
HEARST MAN POWER (GROSS)	11282	429	9.8	3.8	145	601	7.7	5.3	115	629	7.6	5.6	113	426	7.0	3.8	104
HEARST WOMAN POWER (GROSS)	40514	996	22.6	2.5	94	2233	28.7	5.5	119	2586	31.3	6.4	129	2114	34.6	5.2	143
HOUSE BEAUTIFUL	4885	*191	4.3	3.9	149	*267	3.4	5.5	118	402	4.9	8.2	167	*205	3.4	4.2	115
INC.	1308	**49	1.1	3.7	143	**56	0.7	4.3	92	**82	1.0	6.3	127	**47	0.8	3.6	99
JET	6498	301	6.8	4.6	177	440	5.7	6.8	146	769	9.3	11.8	240	307	5.0	4.7	130
LADIES' HOME JOURNAL	14797	499	11.3	3.4	129	880	11.3	5.9	128	1165	14.1	7.9	160	727	11.9	4.9	135
LHJ FAMILY GRP COMBO(GROSS)	21743	756	17.2	3.5	133	1229	15.8	5.7	122	1661	20.1	7.6	155	1119	18.3	5.1	141
LIFE	9881	315	7.2	3.2	122	486	6.3	4.9	106	677	8.2	6.9	139	336	5.5	3.4	93
L.A. TIMES HOME MAGAZINE	2775	**19	0.4	0.7	26	**59	0.8	2.1	46	**71	0.9	2.6	52	**62	1.0	2.2	61
MADEMOISELLE	4219	**119	2.7	2.8	108	*239	3.1	5.7	122	*296	3.6	7.0	142	*206	3.4	4.9	134
MC CALL'S	16422	499	11.3	3.0	116	928	11.9	5.7	122	1184	14.3	7.2	146	681	11.2	4.1	114
MC CALL'S/WRK MOTHER (GROSS)	17919	553	12.6	3.1	118	1007	13.0	5.6	121	1307	15.8	7.3	148	773	12.7	4.3	119
MECHANIX ILLUSTRATED	4433	**125	2.8	2.8	108	**141	1.8	3.2	69	*174	2.1	3.9	80	*170	2.8	3.8	105
METROPOLITAN HOME	1504	**87	2.0	5.8	221	**60	0.8	4.0	86	**103	1.2	6.8	139	**83	1.4	5.5	152
MONEY	4723	*140	3.2	3.0	113	*280	3.6	5.9	128	*222	2.7	4.7	95	*185	3.0	3.9	108
MOTHER EARTH NEWS	2325	**56	1.3	2.4	92	**122	1.6	5.2	113	**115	1.4	4.9	100	**76	1.2	3.3	90
MS.	1189	**53	1.2	4.5	170	**73	0.9	6.1	133	**160	1.9	13.5	273	**72	1.2	6.1	166
NATIONAL ENQUIRER	18892	797	18.1	4.2	161	1151	14.8	6.1	132	1299	15.7	6.9	139	875	14.3	4.6	127
NATIONAL GEOGRAPHIC	22129	621	14.1	2.8	107	872	11.2	3.9	85	978	11.8	4.4	90	809	13.3	3.7	100
NATIONAL SUNDAY MAGAZINE PKG	103750	2667	60.6	2.6	98	4754	61.2	4.6	99	4744	57.4	4.6	93	3965	64.9	3.8	105
NATURAL HISTORY	1379	**88	2.0	6.4	243	**16	0.2	1.2	25	**91	1.1	6.6	134	**91	1.5	6.6	181
NEW WOMAN	2289	**85	1.9	3.7	142	**136	1.8	5.9	128	*213	2.6	9.3	189	*178	2.9	7.8	214
NEW YORK INCLUDING CUE	1088	**28	0.6	2.6	98	**33	0.4	3.0	65	**33	0.4	3.0	62	**64	1.0	5.9	162
THE NEW YORKER	2459	**52	1.2	2.1	81	**89	1.1	3.6	78	**117	1.4	4.8	97	*114	1.9	4.6	127
NEWSWEEK	16527	404	9.2	2.4	93	854	11.0	5.2	112	832	10.1	5.0	102	564	9.2	3.4	94
THE N.Y. TIMES DAILY EDITION	2739	**44	1.0	1.6	61	**88	1.1	3.2	69	**63	0.8	2.3	47	*111	1.8	4.1	111
THE N.Y. TIMES MAGAZINE	4443	*118	2.7	2.7	101	*194	2.5	4.4	94	**102	1.2	2.3	47	192	3.1	4.3	119
OMNI	2799	**55	1.3	2.0	75	*222	2.9	7.9	171	*133	1.6	4.8	96	**103	1.7	3.7	101
ON CABLE	2209	**48	1.1	2.2	83	*152	2.0	6.9	149	*209	2.5	9.5	192	**67	1.1	3.0	83
1001 HOME IDEAS	3959	*140	3.2	3.5	135	*215	2.8	5.4	117	312	3.8	7.9	160	*210	3.4	5.3	146
ORGANIC GARDENING	3111	**77	1.8	2.5	94	**79	1.0	2.5	55	*164	2.0	5.3	107	**79	1.3	2.5	70
OUTDOOR LIFE	5024	*162	3.7	3.2	123	*225	2.9	4.5	97	363	4.4	7.2	147	*209	3.4	4.2	114
PARADE MAGAZINE	51292	1392	31.6	2.7	103	2502	32.2	4.9	105	2232	27.0	4.4	88	2355	38.6	4.6	126

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0115
P-22

	TOTAL U.S. '000	OH HENRY A '000	OH HENRY B % DOWN	OH HENRY C % ACROSS	OH HENRY D INDX	$100,000 BAR A '000	$100,000 BAR B % DOWN	$100,000 BAR C % ACROSS	$100,000 BAR D INDX	PAY DAY A '000	PAY DAY B % DOWN	PAY DAY C % ACROSS	PAY DAY D INDX	RAISINETS A '000	RAISINETS B % DOWN	RAISINETS C % ACROSS	RAISINETS D INDX
TOTAL ADULTS	167727	4399	100.0	2.6	100	7769	100.0	4.6	100	8268	100.0	4.9	100	6105	100.0	3.6	100
PARENTS	5298	*186	4.2	3.5	134	298	3.8	5.6	121	415	5.0	7.8	159	304	5.0	5.7	158
PENTHOUSE	5129	*208	4.7	4.1	155	272	3.5	5.3	114	371	4.5	7.2	147	*197	3.2	3.8	106
PEOPLE	21070	517	11.8	2.5	94	1173	15.1	5.6	120	1068	12.9	5.1	103	860	14.1	4.1	112
PLAYBOY	10562	374	8.5	3.5	135	541	7.0	5.1	111	566	6.8	5.4	109	278	4.6	2.6	72
POPULAR HOT RODDING	2498	**123	2.8	4.9	188	*181	2.3	7.2	156	*193	2.3	7.7	157	**78	1.3	3.1	86
POPULAR MECHANICS	5887	*201	4.6	3.4	130	*250	3.2	4.2	92	304	3.7	5.2	105	*203	3.3	3.4	95
POPULAR SCIENCE	4317	*155	3.5	3.6	137	*168	2.2	3.9	84	*163	2.0	3.8	77	*147	2.4	3.4	94
PREVENTION	5792	*171	3.9	3.0	113	*203	2.6	3.5	76	299	3.6	5.2	105	*130	2.1	2.2	62
PSYCHOLOGY TODAY	3284	**123	2.8	3.7	143	*145	1.9	4.4	95	*253	3.1	7.7	156	*159	2.6	4.8	133
READER'S DIGEST	40046	1027	23.3	2.6	98	1744	22.4	4.4	94	2154	26.1	5.4	109	1438	23.6	3.6	99
REDBOOK	9584	255	5.8	2.7	101	505	6.5	5.3	114	674	8.2	7.0	143	560	9.2	5.8	161
ROAD & TRACK	2590	**74	1.7	2.9	109	*122	1.6	4.7	102	**130	1.6	5.0	102	**85	1.4	3.3	90
ROLLING STONE	3302	**95	2.2	2.9	110	*285	3.7	8.6	186	*263	3.2	8.0	162	*171	2.8	5.2	142
RUNNER'S WORLD	1229	**47	1.1	3.8	146	**52	0.7	4.2	91	**124	1.5	10.1	205	**39	0.6	3.2	87
SATURDAY EVENING POST	2110	**58	1.3	2.7	105	**119	1.5	5.6	122	*139	1.7	6.6	134	*118	1.9	5.6	154
SCIENCE 84	1543	**32	0.7	2.1	79	**56	0.7	3.6	78	**58	0.7	3.8	76	**89	1.5	5.8	158
SCIENCE DIGEST	1747	**94	2.1	5.4	205	**89	1.1	5.1	110	**76	0.9	4.4	88	**62	1.0	3.5	98
SCIENTIFIC AMERICAN	1994	**47	1.1	2.4	90	**120	1.5	6.0	130	**51	0.6	2.6	52	**57	0.9	2.9	79
SELF	3119	*156	3.5	5.0	191	*276	3.6	8.8	191	*310	3.7	9.9	202	265	4.3	8.5	233
SEVENTEEN	3923	**180	4.1	4.6	175	*311	4.0	7.9	171	*319	3.9	8.1	165	*345	5.7	8.8	242
SKI	1501	**45	1.0	3.0	114	**53	0.7	3.5	76	**35	0.4	2.3	47	**71	1.2	4.7	130
SMITHSONIAN	5976	*130	3.0	2.2	83	*241	3.1	4.0	87	*197	2.4	3.3	67	298	4.9	5.0	137
SOAP OPERA DIGEST	4228	*210	4.8	5.0	189	379	4.9	9.0	194	462	5.6	10.9	222	330	5.4	7.8	214
SOUTHERN LIVING	6488	*182	4.1	2.8	107	*315	4.1	4.9	105	369	4.5	5.7	115	*188	3.1	2.9	80
SPORT	3500	*129	2.9	3.7	141	*255	3.3	7.3	157	*193	2.3	5.5	112	**114	1.9	3.3	89
THE SPORTING NEWS	2456	**93	2.1	3.8	144	*221	2.8	9.0	194	*254	3.1	10.3	210	**69	1.1	2.8	77
SPORTS AFIELD	3648	**135	3.1	3.7	141	*262	3.4	7.2	155	*248	3.0	6.8	138	*162	2.7	4.4	122
SPORTS ILLUSTRATED	14484	337	7.7	2.3	89	778	10.0	5.4	116	643	7.8	4.4	90	537	8.8	3.7	102
STAR	12661	474	10.8	3.7	143	709	9.1	5.6	121	774	9.4	6.1	124	711	11.6	5.6	154
SUNDAY	52799	1462	33.2	2.8	106	2387	30.7	4.5	98	2194	26.5	4.2	84	2277	37.3	4.3	118
SUNSET	3513	**72	1.6	2.0	78	**150	1.9	4.3	92	*286	3.5	8.1	165	**130	2.1	3.7	102
TV GUIDE	42766	1109	25.2	2.6	99	2373	30.5	5.5	120	2559	31.0	6.0	121	2112	34.6	4.9	136
TENNIS	1254	**27	0.6	2.2	82	**41	0.5	3.3	71	**66	0.8	5.3	107	**27	0.4	2.2	59
TIME	22054	651	14.8	3.0	113	998	12.8	4.5	98	951	11.5	4.3	87	861	14.1	3.9	107
TOWN & COUNTRY	1555	**59	1.3	3.8	145	**58	0.7	3.7	81	**90	1.1	5.8	117	**82	1.3	5.3	145
TRAVEL & LEISURE	2173	**69	1.6	3.2	121	**131	1.7	6.0	130	*169	2.0	7.8	158	**92	1.5	4.2	116
TRUE STORY	4636	*98	2.2	2.1	81	457	5.9	9.9	213	409	4.9	8.8	179	*285	4.7	6.1	169
U.S.NEWS & WORLD REPORT	10353	255	5.8	2.5	94	455	5.9	4.4	95	455	5.5	4.4	89	393	6.4	3.8	104
USA TODAY	4994	**64	1.5	1.3	49	*203	2.6	4.1	88	*187	2.3	3.7	76	*136	2.2	2.7	75
US	3528	**140	3.2	4.0	151	*293	3.8	8.3	179	305	3.7	8.6	175	*151	2.5	4.3	118
VOGUE	5424	*179	4.1	3.3	126	276	3.6	5.1	110	386	4.7	7.1	144	308	5.0	5.7	156
WALL STREET JOURNAL	6292	*194	4.4	3.1	118	*168	2.2	2.7	58	*247	3.0	3.9	80	*213	3.5	3.4	93
WEIGHT WATCHERS	2762	**96	2.2	3.5	133	*150	1.9	5.4	117	*184	2.2	6.7	135	**91	1.5	3.3	91
WOMAN'S DAY	16320	452	10.3	2.8	106	926	11.9	5.7	122	1083	13.1	6.6	135	937	15.3	5.7	158
WORKING MOTHER	1496	**55	1.3	3.7	140	**80	1.0	5.3	115	*124	1.5	8.3	168	**92	1.5	6.1	169
WORKING WOMAN	1851	**98	2.2	5.3	202	**114	1.5	6.2	133	*215	2.6	11.6	236	**123	2.0	6.6	183
WORLD TENNIS	580	**13	0.3	2.2	85	**61	0.8	10.5	227	**54	0.7	9.3	189	**33	0.5	5.7	156
ZIFF-DAVIS MAG NETWK (GROSS)	12412	461	10.5	3.7	142	685	8.8	5.5	119	750	9.1	6.0	123	538	8.8	4.3	119
BLAIR INSERTS	91671	2405	54.7	2.6	100	4317	55.6	4.7	102	3857	46.6	4.2	85	3826	62.7	4.2	115
DAILY NEWSPAPERS																	
READ ANY	109190	2809	63.9	2.6	98	4678	60.2	4.3	92	4838	58.5	4.4	90	3989	65.3	3.7	100
READ ONE	89587	2221	50.5	2.5	95	3908	50.3	4.4	94	4176	50.5	4.7	95	3210	52.6	3.6	98
READ TWO OR MORE	19602	588	13.4	3.0	114	771	9.9	3.9	85	663	8.0	3.4	69	778	12.7	4.0	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	2824	64.2	2.6	98	4993	64.3	4.6	98	4963	60.0	4.5	92	4278	70.1	3.9	107
READ ONE	95074	2264	51.5	2.4	91	4340	55.9	4.6	99	4362	52.8	4.6	93	3692	60.5	3.9	107
READ TWO OR MORE	14588	560	12.7	3.8	146	653	8.4	4.5	97	600	7.3	4.1	83	586	9.6	4.0	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.66				34.74				32.18				29.54			
30 DAY REACH	149706	3980	90.5	2.7	101	6823	87.8	4.6	98	7444	90.0	5.0	101	5523	90.5	3.7	101
50 SHWG - 30 DAY AV FREQ	15.16	16.57				18.15				16.60				15.24			
30 DAY REACH	142406	3815	86.7	2.7	102	6550	84.3	4.6	99	7244	87.6	5.1	103	5360	87.8	3.8	103
25 SHWG - 30 DAY AV FREQ	8.23	8.82				9.89				8.76				8.23			
30 DAY REACH	131152	3606	82.0	2.7	105	6028	77.6	4.6	99	6859	83.0	5.2	106	4921	80.6	3.8	103
CABLE TV: HOME WIRED	66879	1574	35.8	2.4	90	3180	40.9	4.8	103	3153	38.1	4.7	96	2477	40.6	3.7	102
HOME NOT WIRED	100848	2824	64.2	2.8	107	4590	59.1	4.6	98	5115	61.9	5.1	103	3628	59.4	3.6	99
HAVE PAY CABLE	35024	803	18.3	2.3	87	1851	23.8	5.3	114	1899	23.0	5.4	110	1452	23.8	4.1	114

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0116
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	TOTAL U.S. '000	OH HENRY A '000	OH HENRY B % DOWN	OH HENRY C % ACROSS	OH HENRY D INDX	$100,000 BAR A '000	$100,000 BAR B % DOWN	$100,000 BAR C % ACROSS	$100,000 BAR D INDX	PAY DAY A '000	PAY DAY B % DOWN	PAY DAY C % ACROSS	PAY DAY D INDX	RAISINETS A '000	RAISINETS B % DOWN	RAISINETS C % ACROSS	RAISINETS D INDX
TOTAL ADULTS	167727	4399	100.0	2.6	100	7769	100.0	4.6	100	8268	100.0	4.9	100	6105	100.0	3.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2494	56.7	2.6	99	4730	60.9	4.9	107	4640	56.1	4.9	98	3410	55.9	3.6	98
10:00 AM - 3:00 PM	63599	1657	37.7	2.6	99	3296	42.4	5.2	112	3590	43.4	5.6	115	2431	39.8	3.8	105
3:00 PM - 7:00 PM	72097	1872	42.6	2.6	99	3686	47.4	5.1	110	3938	47.6	5.5	111	2776	45.5	3.9	106
7:00 PM - MIDNIGHT	36670	982	22.3	2.7	102	1950	25.1	5.3	115	2115	25.6	5.8	117	1504	24.6	4.1	113
MIDNIGHT - 6:00 AM	21905	536	12.2	2.4	93	889	11.4	4.1	88	1147	13.9	5.2	106	870	14.3	4.0	109
6:00 AM - MIDNIGHT	127571	3328	75.7	2.6	99	6337	81.6	5.0	107	6530	79.0	5.1	104	4759	78.0	3.7	102
ENTIRE DAY	129239	3353	76.2	2.6	99	6405	82.4	5.0	107	6640	80.3	5.1	104	4790	78.5	3.7	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	872	19.8	2.6	98	1696	21.8	5.0	108	1554	18.8	4.6	93	1256	20.6	3.7	101
ALL NEWS	6062	*184	4.2	3.0	116	*222	2.9	3.7	79	**154	1.9	2.5	52	300	4.9	4.9	136
AOR/PROGRESSIVE	11884	296	6.7	2.5	95	724	9.3	6.1	132	655	7.9	5.5	112	551	9.0	4.6	127
BEAUTIFUL MUSIC	11180	294	6.7	2.6	100	434	5.6	3.9	84	497	6.0	4.4	90	347	5.7	3.1	85
BLACK	4538	*197	4.5	4.3	166	255	3.3	5.6	121	438	5.3	9.7	196	*235	3.8	5.2	142
CLASSICAL	3857	**99	2.3	2.6	98	**140	1.8	3.6	78	*179	2.2	4.6	94	*155	2.5	4.0	110
CHR/ROCK	21946	668	15.2	3.0	116	1542	19.8	7.0	152	1420	17.2	6.5	131	1137	18.6	5.2	142
COUNTRY	27262	767	17.4	2.8	107	1218	15.7	4.5	96	1415	17.1	5.2	105	884	14.5	3.2	89
GOLDEN OLDIES	3339	**75	1.7	2.2	86	**94	1.2	2.8	61	*186	2.2	5.6	113	**163	2.7	4.9	134
MOR/NOSTALGIA	10346	*197	4.5	1.9	73	404	5.2	3.9	84	538	6.5	5.2	105	317	5.2	3.1	84
NEWS/TALK	8929	*133	3.0	1.5	57	358	4.6	4.0	87	347	4.2	3.9	79	269	4.4	3.0	83
RELIGIOUS	5488	**139	3.2	2.5	97	*164	2.1	3.0	65	*257	3.1	4.7	95	*138	2.3	2.5	69
SOFT ROCK	1232	**28	0.6	2.3	87	**151	1.9	12.3	265	**38	0.5	3.1	63	**61	1.0	5.0	136
URBAN CONTEMPORARY	3184	*146	3.3	4.6	175	*246	3.2	7.7	167	291	3.5	9.1	185	*275	4.5	8.6	237
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*207	4.7	3.0	114	444	5.7	6.4	139	380	4.6	5.5	112	*275	4.5	4.0	109
ABC DIRECTION	5212	*127	2.9	2.4	93	*268	3.4	5.1	111	383	4.6	7.3	149	*296	4.8	5.7	156
ABC ENTERTAINMENT	10385	*209	4.8	2.0	77	392	5.0	3.8	81	571	6.9	5.5	112	323	5.3	3.1	85
ABC FM	4762	**171	3.9	3.6	137	383	4.9	8.0	174	427	5.2	9.0	182	*329	5.4	6.9	190
ABC INFORMATION	11339	*198	4.5	1.7	67	371	4.8	3.3	71	499	6.0	4.4	89	371	6.1	3.3	90
ABC ROCK	4878	*122	2.8	2.5	95	383	4.9	7.9	170	*225	2.7	4.6	94	*220	3.6	4.5	124
CBS	10709	249	5.7	2.3	89	424	5.5	4.0	85	348	4.2	3.2	66	322	5.3	3.0	83
MUTUAL	10251	251	5.7	2.4	93	456	5.9	4.4	96	529	6.4	5.2	105	360	5.9	3.5	96
NBC	12243	*218	5.0	1.8	68	433	5.6	3.5	76	519	6.3	4.2	86	364	6.0	3.0	82
RADIORADIO	4606	*89	2.0	1.9	74	*250	3.2	5.4	117	322	3.9	7.0	142	*183	3.0	4.0	109
RKO ONE	5148	*208	4.7	4.0	154	393	5.1	7.6	165	282	3.4	5.5	111	*213	3.5	4.1	114
RKO TWO	7313	*148	3.4	2.0	77	382	4.9	5.2	113	416	5.0	5.7	115	*203	3.3	2.8	76
THE SOURCE	5981	*142	3.2	2.4	91	363	4.7	6.1	131	375	4.5	6.3	127	353	5.8	5.9	162
NON-HIRED : BLAIR	19329	424	9.6	2.2	84	1061	13.7	5.5	119	867	10.5	4.5	91	777	12.7	4.0	110
INTERNET	27139	749	17.0	2.8	105	1467	18.9	5.4	117	1693	20.5	6.2	127	1326	21.7	4.9	134
KATZ RADIO GROUP	36319	882	20.1	2.4	93	1734	22.3	4.8	103	1741	21.1	4.8	97	1240	20.3	3.4	94
SUPERNET	22361	597	13.6	2.7	102	1145	14.7	5.1	111	1329	16.1	5.9	121	925	15.2	4.1	114
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	391	8.9	2.7	103	638	8.2	4.4	95	713	8.6	4.9	100	572	9.4	3.9	108
MKDAY 9:00 AM - 1:00 PM	18688	541	12.3	2.9	110	890	11.5	4.8	103	1092	13.2	5.8	119	714	11.7	3.8	105
MKDAY 1:00 PM - 4:30 PM	24061	694	15.8	2.9	110	1246	16.0	5.2	112	1472	17.8	6.1	124	940	15.4	3.9	107
MKDAY 4:30 PM - 7:30 PM	44079	1088	24.7	2.5	94	1856	23.9	4.2	91	2020	24.4	4.6	93	1518	24.9	3.4	95
MKDAY 7:30 PM - 8:00 PM	61979	1450	33.0	2.3	89	2657	34.2	4.3	93	2836	34.3	4.6	93	2244	36.8	3.6	99
MKDAY 11:00 PM - 11:30 PM	49084	1385	31.5	2.8	108	2410	31.0	4.9	106	2602	31.5	5.3	108	1804	29.5	3.7	101
MKDAY 11:30 PM - 1:00 AM	16560	440	10.0	2.7	101	841	10.8	5.1	110	962	11.6	5.8	118	674	11.0	4.1	112
M-SAT 8-11 PM+SUN 7-11 PM	66967	1670	38.0	2.5	95	3219	41.4	4.8	104	3255	39.4	4.9	99	2510	41.1	3.7	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	255	5.8	2.8	105	538	6.9	5.8	125	632	7.6	6.8	138	542	8.9	5.8	161
ANOTHER WORLD N	6138	214	4.9	3.5	133	265	3.4	4.3	93	360	4.4	5.9	119	200	3.3	3.3	90
AS THE WORLD TURNS C	7707	216	4.9	2.8	107	284	3.7	3.7	80	413	5.0	5.4	109	216	3.5	2.8	77
CAPITOL C	4688	*150	3.4	3.2	122	195	2.5	4.2	90	309	3.7	6.6	134	159	2.6	3.4	93
CBS MORN. NEWS 1 C	2792	**55	1.3	2.0	75	*97	1.2	3.5	75	153	1.9	5.5	111	*117	1.9	4.2	115
CBS MORN. NEWS 2 C	2071	**76	1.7	3.7	140	*78	1.0	3.8	81	*98	1.2	4.7	96	*108	1.8	5.2	143
DAYS OF OUR LIVES N	8018	270	6.1	3.4	128	421	5.4	5.3	113	574	6.9	7.2	145	262	4.3	3.3	90
FACTS OF LIFE - DAYTIME N	3487	*109	2.5	3.1	119	197	2.5	5.6	122	232	2.8	6.7	135	119	1.9	3.4	94
FAMILY FEUD A	4817	140	3.2	2.9	111	216	2.8	4.5	97	295	3.6	6.1	124	238	3.9	4.9	136
GENERAL HOSPITAL A	8333	183	4.2	2.2	84	623	8.0	7.5	161	524	6.3	6.3	128	392	6.4	4.7	129
GOOD MORNING, AMERICA-730 A	5472	120	2.7	2.2	84	273	3.5	5.0	108	308	3.7	5.6	114	192	3.1	3.5	96
GOOD MORNING, AMERICA-830 A	3965	80	1.8	2.0	77	180	2.3	4.5	98	131	1.6	3.3	67	122	2.0	3.1	85
GUIDING LIGHT C	7542	202	4.6	2.7	102	261	3.4	3.5	75	455	5.5	6.0	122	246	4.0	3.3	90
ONE LIFE TO LIVE A	6018	152	3.5	2.5	96	463	6.0	7.7	166	441	5.3	7.3	149	274	4.5	4.6	125
PRESS YOUR LUCK C	3589	*122	2.8	3.4	130	173	2.2	4.8	104	188	2.3	5.2	106	114	1.9	3.2	87
PRICE IS RIGHT 1 C	7418	179	4.1	2.4	92	298	3.8	4.0	87	343	4.1	4.6	94	233	3.8	3.1	86
PRICE IS RIGHT 2 C	8276	185	4.2	2.2	85	392	5.0	4.7	102	418	5.1	5.1	102	287	4.7	3.5	95
RYAN'S HOPE A	4358	138	3.1	3.2	121	323	4.2	7.4	160	406	4.9	9.3	189	294	4.8	6.7	185
SALE OF THE CENTURY N	3749	*107	2.4	2.9	109	173	2.2	4.6	100	184	2.2	4.9	100	96	1.6	2.6	70
SEARCH FOR TOMORROW N	2884	*53	1.2	1.8	70	189	2.4	6.6	141	*146	1.8	5.1	103	*147	2.4	5.1	140
TODAY SHOW 1 N	4869	161	3.7	3.3	126	133	1.7	2.7	59	137	1.7	2.8	57	152	2.5	3.1	86
TODAY SHOW 2 N	4135	127	2.9	3.1	117	112	1.4	2.7	58	113	1.4	2.7	55	95	1.6	2.3	63
$25,000 PYRAMID C	4361	*112	2.5	2.6	98	198	2.5	4.5	98	249	3.0	5.7	116	109	1.8	2.5	69
WHEEL OF FORTUNE N	6187	186	4.2	3.0	115	296	3.8	4.8	103	350	4.2	5.7	115	194	3.2	3.1	86
YOUNG AND THE RESTLESS C	8186	241	5.5	2.9	112	362	4.7	4.4	96	469	5.7	5.7	116	233	3.8	2.8	78
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*101	2.3	2.1	81	242	3.1	5.1	111	213	2.6	4.5	91	*187	3.1	4.0	109
NBA PLAYOFF GAME -1 C	5127	178	4.0	3.5	132	192	2.5	3.7	81	185	2.2	3.6	73	130	2.1	2.5	70
NBC MAJOR LEAGUE PRE-GAME N	3945	**83	1.9	2.1	80	**179	2.3	4.5	98	*185	2.2	4.7	95	**101	1.7	2.6	70
SPORTSWORLD - SUN N	3370	*96	2.2	2.8	109	*176	2.3	5.2	113	162	2.0	4.8	98	**92	1.5	2.7	75
SUNDAY MORNING C	4200	*137	3.1	3.3	124	*126	1.6	3.0	65	170	2.1	4.0	82	*182	3.0	4.3	119

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S.	OH HENRY				$100,000 BAR				PAY DAY				RAISINETS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	4399	100.0	2.6	100	7769	100.0	4.6	100	8268	100.0	4.9	100	6105	100.0	3.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1252	28.5	2.4	91	1992	25.6	3.8	82	2146	26.0	4.1	83	1621	26.6	3.1	85
NETWORK AFFILIATES - LATE		39164	1071	24.3	2.7	104	1971	25.4	5.0	109	2069	25.0	5.3	107	1431	23.4	3.7	100
INDEPENDENTS - LATE		5133	122	2.8	2.4	91	196	2.5	3.8	82	163	2.0	3.2	64	175	2.9	3.4	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	516	11.7	2.3	86	1132	14.6	5.0	107	1476	17.9	6.5	131	964	15.8	4.2	116
ABC MONDAY NIGHT MOVIE	A	11258	284	6.5	2.5	96	568	7.3	5.0	109	504	6.1	4.5	91	357	5.8	3.2	87
ABC SUNDAY NIGHT MOVIE	A	23600	591	13.4	2.5	95	1240	16.0	5.3	113	1188	14.4	5.0	102	948	15.5	4.0	110
ABC WORLD NEWS TONIGHT	A	12801	327	7.4	2.6	97	479	6.2	3.7	81	527	6.4	4.1	84	404	6.6	3.2	87
AFTERMASH	C	10966	*324	7.4	3.0	113	418	5.4	3.8	82	470	5.7	4.3	87	*437	7.2	4.0	109
ALICE	C	17050	536	12.2	3.1	120	775	10.0	4.5	98	743	9.0	4.4	88	618	10.1	3.6	100
AMERICAN PARADE	C	11998	258	5.9	2.2	82	473	6.1	3.9	85	401	4.9	3.3	68	366	6.0	3.1	84
BENSON	A	19258	385	8.8	2.0	76	859	11.1	4.5	96	879	10.6	4.6	93	825	13.5	4.3	118
BLUE THUNDER	A	11478	*198	4.5	1.7	66	439	5.7	3.8	83	580	7.0	5.1	103	428	7.0	3.7	102
CAGNEY & LACEY	C	18263	555	12.6	3.0	116	900	11.6	4.9	106	1017	12.3	5.6	113	766	12.5	4.2	115
CBS EVENING NEWS-DEAN	C	7733	*146	3.3	1.9	72	*147	1.9	1.9	41	315	3.8	4.1	83	*202	3.3	2.6	72
CBS EVENING NEWS-RATHER	C	15653	403	9.2	2.6	98	492	6.3	3.1	68	611	7.4	3.9	79	470	7.7	3.0	82
CBS SAT. NEWS-SCHIEFFER	C	8744	110	2.5	1.3	48	235	3.0	2.7	58	301	3.6	3.4	70	244	4.0	2.8	77
CBS SATURDAY NIGHT MOVIE	C	12000	309	7.0	2.6	98	601	7.7	5.0	108	538	6.5	4.5	91	426	7.0	3.5	98
CBS WEDNESDAY NIGHT MOVIE	C	11522	251	5.7	2.2	83	595	7.7	5.2	111	537	6.5	4.7	95	352	5.8	3.1	84
CHEERS	N	16818	252	5.7	1.5	57	891	11.5	5.3	114	761	9.2	4.5	92	648	10.6	3.9	106
DALLAS	C	37510	814	18.5	2.2	83	1651	21.3	4.4	95	1701	20.6	4.5	92	1443	23.6	3.8	106
DIFF'RENT STROKES	N	11258	288	6.5	2.6	98	593	7.6	5.3	114	543	6.6	4.8	98	378	6.2	3.4	92
DOUBLE TROUBLE	N	12248	344	7.8	2.8	107	674	8.7	5.5	119	721	8.7	5.9	119	473	7.7	3.9	106
DUCK FACTORY	N	11100	*160	3.6	1.4	55	631	8.1	5.7	123	548	6.6	4.9	100	418	6.8	3.8	103
DUKES OF HAZZARD	C	12353	356	8.1	2.9	110	763	9.8	6.2	133	567	6.9	4.6	93	432	7.1	3.5	96
DYNASTY	A	33279	939	21.3	2.8	108	1701	21.9	5.1	110	1797	21.7	5.4	110	1416	23.2	4.3	117
FACTS OF LIFE	N	13410	312	7.1	2.3	89	692	8.9	5.2	111	628	7.6	4.7	95	522	8.6	3.9	107
FALCON CREST	C	31093	761	17.3	2.4	93	1608	20.7	5.2	112	1323	16.0	4.3	86	1207	19.8	3.9	107
FALL GUY	A	16649	502	11.4	2.7	103	869	11.2	4.7	101	1037	12.5	5.6	113	782	12.8	4.2	115
FAMILY TIES	N	13101	*283	6.4	2.2	82	648	8.3	4.9	107	700	8.5	5.3	108	548	9.0	4.2	115
FANTASY ISLAND	A	13069	341	7.8	2.6	99	578	7.4	4.4	95	627	7.6	4.8	97	495	8.1	3.8	104
FOULUPS,BLEEPS & BLUNDERS	A	16588	434	9.9	2.6	100	785	10.1	4.7	102	765	9.3	4.6	94	456	7.5	2.7	76
FOUR SEASONS	C	9302	*279	6.3	3.0	114	*333	4.3	3.6	77	398	4.8	4.3	87	*396	6.5	4.3	117
GIMME A BREAK	N	13955	322	7.3	2.3	88	645	8.3	4.6	100	822	9.9	5.9	119	612	10.0	4.4	120
HART TO HART	A	15735	332	7.5	2.1	80	817	10.5	5.2	112	898	10.9	5.7	116	638	10.5	4.1	111
HILL STREET BLUES	N	18257	408	9.3	2.2	85	967	12.4	5.3	114	1078	13.0	5.9	120	735	12.0	4.0	111
HOTEL	A	24236	714	16.2	2.9	112	1250	16.1	5.2	111	1382	16.7	5.7	116	1035	17.0	4.3	117
JEFFERSONS	C	17010	590	13.4	3.5	132	719	9.3	4.2	91	886	10.7	5.2	106	589	9.6	3.5	95
JENNIFER SLEPT HERE	N	9397	*230	5.2	2.4	93	497	6.4	5.3	114	465	5.6	4.9	100	333	5.5	3.5	97
KATE & ALLIE	C	16762	511	11.6	3.0	116	762	9.8	4.5	98	844	10.2	5.0	102	608	10.0	3.6	100
KNIGHT RIDER	N	13164	413	9.4	3.1	120	746	9.6	5.7	122	792	9.6	6.0	122	523	8.6	4.0	109
LOVE BOAT	A	20400	504	11.5	2.5	94	829	10.7	4.1	88	969	11.7	4.8	96	697	11.4	3.4	94
MAGNUM PI	C	22543	531	12.1	2.4	90	1020	13.1	4.5	98	943	11.4	4.2	85	703	11.5	3.1	86
MAMA'S FAMILY	N	9852	341	7.8	3.5	132	573	7.4	5.8	126	499	6.0	5.1	103	401	6.6	4.1	112
MASTER, THE	N	8082	*246	5.6	3.0	116	373	4.8	4.6	100	364	4.4	4.5	91	259	4.2	3.2	88
MATT HOUSTON	A	12881	251	5.7	1.9	74	674	8.7	5.2	113	690	8.3	5.4	109	594	9.7	4.6	127
NBC MONDAY NIGHT MOVIE	N	23889	643	14.6	2.7	103	1229	15.8	5.1	111	1322	16.0	5.5	112	880	14.4	3.7	101
NBC NIGHTLY NEWS	N	11156	245	5.6	2.2	84	375	4.8	3.4	73	485	5.9	4.3	88	260	4.3	2.3	64
NBC NIGHTLY NEWS-SAT	N	7363	*145	3.3	2.0	75	*215	2.8	2.9	63	*249	3.0	3.4	69	*133	2.2	1.8	50
NBC NIGHTLY NEWS-SUN	N	6214	*144	3.3	2.3	88	*206	2.7	3.3	72	*235	2.8	3.8	77	*106	1.7	1.7	47
NBC SUNDAY NIGHT MOVIE	N	17590	538	12.2	3.1	117	1165	15.0	6.6	143	1070	12.9	6.1	123	789	12.9	4.5	123
NEWHART	C	16740	562	12.8	3.4	128	846	10.9	5.1	109	890	10.8	5.3	108	725	11.9	4.3	119
ONE DAY AT A TIME	C	11820	275	6.3	2.3	89	650	8.4	5.5	119	587	7.1	5.0	101	510	8.4	4.3	119
PEOPLE ARE FUNNY	N	9138	224	5.1	2.5	93	543	7.0	5.9	128	549	6.6	6.0	122	342	5.6	3.7	103
REAL PEOPLE	N	15979	366	8.3	2.3	87	721	9.3	4.5	97	664	8.0	4.2	84	380	6.2	2.4	65
REMINGTON STEELE	N	14395	428	9.7	3.0	113	779	10.0	5.4	117	838	10.1	5.8	118	624	10.2	4.3	119
RIPLEY'S BELIEVE IT - NOT	A	11362	183	4.2	1.6	61	590	7.6	5.2	112	537	6.5	4.7	96	415	6.8	3.7	100
RIPTIDE	N	13920	372	8.5	2.7	102	818	10.5	5.9	127	815	9.9	5.9	119	512	8.4	3.7	101
SCARECROW & MRS. KING	C	17571	449	10.2	2.6	97	686	8.8	3.9	84	864	10.4	4.9	100	656	10.7	3.7	103
SIMON & SIMON	C	20208	447	10.2	2.2	84	990	12.7	4.9	106	1043	12.6	5.2	105	580	9.5	2.9	79
60 MINUTES	C	27668	729	16.6	2.6	100	862	11.1	3.1	67	994	12.0	3.6	73	845	13.8	3.1	84
ST. ELSEWHERE	N	13699	381	8.7	2.8	106	721	9.3	5.3	114	775	9.4	5.7	115	662	10.8	4.8	133
THREE'S COMPANY	A	20632	566	12.9	2.7	105	1109	14.3	5.4	116	1200	14.5	5.8	118	783	12.8	3.8	104
T.J. HOOKER	A	17136	428	9.7	2.5	95	647	8.3	3.8	82	902	10.9	5.3	107	575	9.4	3.4	92
TONIGHT SHOW	N	4963	137	3.1	2.8	105	214	2.8	4.3	93	204	2.5	4.1	83	206	3.4	4.2	114
TRAPPER JOHN, M.D.	C	16332	516	11.7	3.2	120	779	10.0	4.8	103	742	9.0	4.5	92	644	10.5	3.9	108
TV BLOOPERS & PRAC. JOKES	N	18881	447	10.2	2.4	90	853	11.0	4.5	98	917	11.1	4.9	99	670	11.0	3.5	97
20/20	A	18315	392	8.9	2.1	82	766	9.9	4.2	90	807	9.8	4.4	89	599	9.8	3.3	90
WEBSTER	A	18722	316	7.2	1.7	64	835	10.7	4.5	96	934	11.3	5.0	101	786	12.9	4.2	115
WORLD NEWS - SUN	A	5327	**79	1.8	1.5	57	*216	2.8	4.1	88	*249	3.0	4.7	95	*164	2.7	3.1	85
YELLOW ROSE	N	8370	*173	3.9	2.1	79	426	5.5	5.1	110	520	6.3	6.2	126	301	4.9	3.6	99
TV VIEWING SPORTS EVENTS																		
BASEBALL		25359	937	21.3	3.6	138	1320	17.0	5.1	110	1345	16.3	5.2	106	1184	19.4	4.6	126
BASKETBALL - COLLEGE GAMES		14468	*433	9.8	3.0	114	973	12.5	6.7	145	888	10.7	6.1	125	539	8.8	3.7	102
BASKETBALL - PRO GAMES		12124	*492	11.2	4.1	155	775	10.0	6.4	138	744	9.0	6.1	124	*496	8.1	4.1	112
BOWLING		9412	*311	7.1	3.3	126	*508	6.5	5.4	117	*423	5.1	4.5	91	*409	6.7	4.3	119
BOXING		15409	572	13.0	3.7	142	899	11.6	5.8	126	1121	13.6	7.3	148	662	10.8	4.3	118
FOOTBALL - COLLEGE GAMES		21400	653	14.8	3.1	116	1225	15.8	5.7	124	1363	16.5	6.4	129	994	16.3	4.6	128
FOOTBALL - PRO GAMES		35944	1015	23.1	2.8	108	2428	31.3	6.8	146	2040	24.7	5.7	115	1632	26.7	4.5	125
GOLF		9759	*200	4.5	2.0	78	*554	7.1	5.7	123	*287	3.5	2.9	60	*269	4.4	2.8	76
POST-SEASON COLL. FOOTBALL		18123	630	14.3	3.5	133	956	12.3	5.3	114	1130	13.7	6.2	126	773	12.7	4.3	117
POST-SEASON PRO FOOTBALL		22091	709	16.1	3.2	122	1565	20.1	7.1	153	1283	15.5	5.8	118	1104	18.1	5.0	137
TENNIS		6764	**182	4.1	2.7	103	*387	5.0	5.7	124	*291	3.5	4.3	87	*293	4.8	4.3	119
WRESTLING - PROFESSIONAL		9455	*391	8.9	4.0	154	720	9.3	7.4	160	780	9.4	8.0	163	*563	9.2	5.8	160

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	REESE'S CRUNCHY A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PEANUT BUTTER CUP A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PIECES A '000	B % DOWN	C % ACROSS	D INDX	ROLO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5125	100.0	3.1	100	34285	100.0	20.4	100	10619	100.0	6.3	100	8200	100.0	4.9	100
MALES	79263	2444	47.7	3.1	101	13559	39.5	17.1	84	4182	39.4	5.3	83	2946	35.9	3.7	76
FEMALES	88464	2681	52.3	3.0	99	20726	60.5	23.4	115	6437	60.6	7.3	115	5254	64.1	5.9	121
18 - 24	28671	1558	30.4	5.4	178	6965	20.3	24.3	119	2337	22.0	8.2	129	2136	26.0	7.5	152
25 - 34	39536	1562	30.5	4.0	129	10434	30.4	26.4	129	3476	32.7	8.8	139	2641	32.2	6.7	137
35 - 44	28978	876	17.1	3.0	99	6972	20.3	24.1	118	2194	20.7	7.6	120	1797	21.9	6.2	127
45 - 54	22345	543	10.6	2.4	80	3974	11.6	17.8	87	1227	11.6	5.5	87	771	9.4	3.5	71
55 - 64	22224	**248	4.8	1.1	37	3317	9.7	14.9	73	878	8.3	4.0	62	*475	5.8	2.1	44
65 OR OLDER	25973	*339	6.6	1.3	43	2621	7.6	10.1	49	*507	4.8	2.0	31	*380	4.6	1.5	30
18 - 34	68207	3119	60.9	4.6	150	17402	50.8	25.5	125	5813	54.7	8.5	135	4777	58.3	7.0	143
18 - 49	108058	4254	83.0	3.9	129	26542	77.4	24.6	120	8705	82.0	8.1	127	7045	85.9	6.5	133
25 - 54	90859	2981	58.2	3.3	107	21379	62.4	23.5	115	6896	64.9	7.6	120	5209	63.5	5.7	117
35 - 49	39851	1135	22.1	2.8	93	9140	26.7	22.9	112	2892	27.2	7.3	115	2268	27.7	5.7	116
50 OR OLDER	59669	871	17.0	1.5	48	7743	22.6	13.0	63	1914	18.0	3.2	51	1155	14.1	1.9	40
GRADUATED COLLEGE	28091	603	11.8	2.1	70	5234	15.3	18.6	91	1365	12.9	4.9	77	1118	13.6	4.0	81
ATTENDED COLLEGE	28938	851	16.6	2.9	96	6871	20.0	23.7	116	2197	20.7	7.6	120	1513	18.5	5.2	107
GRADUATED HIGH SCHOOL	65503	2455	47.9	3.7	123	14574	42.5	22.2	109	4777	45.0	7.3	115	3860	47.1	5.9	121
DID NOT GRADUATE HIGH SCHOOL	45195	1216	23.7	2.7	88	7607	22.2	16.8	82	2280	21.5	5.0	80	1710	20.9	3.8	77
EMPLOYED MALES	56429	1724	33.6	3.1	100	10566	30.8	18.7	92	3373	31.8	6.0	94	2363	28.8	4.2	86
EMPLOYED FEMALES	43971	1186	23.1	2.7	88	10736	31.3	24.4	119	3552	33.4	8.1	128	2839	34.6	6.5	132
EMPLOYED FULL-TIME	87773	2347	45.8	2.7	88	18226	53.2	20.8	102	5569	52.4	6.3	100	4273	52.1	4.9	100
EMPLOYED PART-TIME	12627	*563	11.0	4.5	146	2080	9.0	24.4	119	1355	12.8	10.7	169	929	11.3	7.4	150
NOT EMPLOYED	67327	2215	43.2	3.3	108	12979	37.9	19.3	94	3695	34.8	5.5	87	2998	36.6	4.5	91
PROFESSIONAL/MANAGER	25845	*607	11.8	2.3	77	5267	15.4	20.4	100	1570	14.8	6.1	96	1027	12.5	4.0	81
TECH/CLERICAL/SALES	30895	931	18.2	3.0	99	7265	21.2	23.5	115	2134	20.1	6.9	109	1927	23.5	6.2	128
PRECISION/CRAFT	12629	*567	11.1	4.5	147	2642	7.7	20.9	102	1061	10.0	8.4	133	539	6.6	4.3	87
OTHER EMPLOYED	31031	806	15.7	2.6	85	5132	17.9	19.8	97	2160	20.3	7.0	110	1709	20.8	5.5	113
SINGLE	35557	1632	31.8	4.6	150	7248	21.1	20.4	100	2502	23.6	7.0	111	2276	27.8	6.4	131
MARRIED	103585	2891	56.4	2.8	91	22487	65.6	21.7	106	6862	64.6	6.6	105	4972	60.6	4.8	98
DIVORCED/SEPARATED/WIDOWED	28585	602	11.7	2.1	69	4550	13.3	15.9	78	1256	11.8	4.4	69	952	11.6	3.3	68
PARENTS	59295	2445	47.7	4.1	135	16466	48.0	27.8	136	5894	55.5	9.9	157	4159	50.7	7.0	143
WHITE	146081	4257	83.1	2.9	95	30668	89.5	21.0	103	9318	87.7	6.4	101	7095	86.5	4.9	99
BLACK	17974	804	15.7	4.5	146	3112	9.1	17.3	85	1082	10.2	6.0	95	934	11.4	5.2	106
OTHER	3672	**65	1.3	1.8	58	*505	1.5	13.8	67	**220	2.1	6.0	95	**170	2.1	4.6	95
NORTHEAST-CENSUS	37005	883	17.2	2.4	78	7290	21.3	19.7	96	2435	22.9	6.6	104	1536	18.7	4.2	85
NORTH CENTRAL	42642	1579	30.8	3.7	121	9645	28.1	22.6	111	2527	23.8	5.9	94	2558	31.2	6.0	123
SOUTH	56777	2034	39.7	3.6	117	11293	32.9	19.9	97	3807	35.9	6.7	106	2876	35.1	5.1	104
WEST	31303	630	12.3	2.0	66	6057	17.7	19.3	95	1850	17.4	5.9	93	1230	15.0	3.9	80
NORTHEAST-MKTG.	38135	880	17.2	2.3	76	6635	19.4	17.4	85	2327	21.9	6.1	96	1613	19.7	4.2	87
EAST CENTRAL	24794	842	16.4	3.4	111	6257	18.2	25.2	123	1517	14.3	6.1	97	1495	18.2	6.0	123
WEST CENTRAL	28511	1162	22.7	4.1	133	6247	18.2	21.9	107	1824	17.2	6.4	101	1565	19.1	5.5	112
SOUTH	48953	1782	34.8	3.6	119	9994	29.1	20.4	100	3411	32.1	7.0	110	2446	29.8	5.0	102
PACIFIC	27344	*459	9.0	1.7	55	5152	15.0	18.8	92	1542	14.5	5.6	89	1081	13.2	4.0	81
COUNTY SIZE A	69301	1967	38.4	2.8	93	11893	34.7	17.2	84	3609	34.0	5.2	82	2911	35.5	4.2	86
COUNTY SIZE B	50633	1764	34.4	3.5	114	12152	35.4	24.0	117	3722	35.1	7.4	116	2941	35.9	5.8	119
COUNTY SIZE C	26259	788	15.4	3.0	98	5793	16.9	22.1	108	2070	19.5	7.9	125	1174	14.3	4.5	91
COUNTY SIZE D	21534	606	11.8	2.8	92	4446	13.0	20.6	101	1219	11.5	5.7	89	1175	14.3	5.5	112
METRO CENTRAL CITY	50014	1818	35.5	3.6	119	10064	29.4	20.1	98	3186	30.0	6.4	101	2506	30.6	5.0	102
METRO SUBURBAN	76832	2023	39.5	2.6	86	15495	45.2	20.2	99	4685	44.1	6.1	96	3647	44.5	4.7	97
NON METRO	40881	1284	25.1	3.1	103	8726	25.5	21.3	104	2749	25.9	6.7	106	2047	25.0	5.0	102
TOP 5 ADI'S	39560	1128	22.0	2.9	93	6533	19.1	16.5	81	2152	20.3	5.4	86	1507	18.4	3.8	78
TOP 10 ADI'S	54877	1460	28.5	2.7	87	8721	25.4	15.9	78	2929	27.6	5.3	84	2335	28.5	4.3	87
TOP 20 ADI'S	77516	1959	38.2	2.5	83	13633	39.8	17.6	86	4423	41.7	5.7	90	3369	41.1	4.3	89
HSHLD INC. $50,000 OR MORE	17257	*446	8.7	2.6	85	3371	9.8	19.5	96	1192	11.2	6.9	109	889	10.8	5.2	105
$40,000 OR MORE	33235	920	18.0	2.8	91	6761	19.7	20.3	100	2433	22.9	7.3	116	1932	23.6	5.8	119
$30,000 OR MORE	59693	1682	32.8	2.8	92	12639	36.9	21.2	104	4105	38.7	6.9	109	3380	41.2	5.7	116
$25,000 OR MORE	76275	2098	40.9	2.8	90	16020	46.7	21.0	103	5053	47.6	6.6	105	4113	50.2	5.4	110
$20,000 - $24,999	18607	*793	15.5	4.3	139	4227	12.3	22.7	111	1217	11.5	6.5	103	865	10.5	4.6	95
$15,000 - $19,999	17175	*541	10.6	3.1	103	3985	11.6	23.2	114	1122	10.6	6.5	103	894	10.9	5.2	106
$10,000 - $14,999	24569	884	17.2	3.6	118	4736	13.8	19.3	94	1584	14.9	6.4	102	1195	14.6	4.9	99
UNDER $10,000	31101	809	15.8	2.6	85	5317	15.5	17.1	84	1643	15.5	5.3	83	1133	13.8	3.6	75
HOUSEHOLD OF 1 PERSON	19441	395	7.7	2.0	66	2332	6.8	12.0	59	457	4.3	2.4	37	433	5.3	2.2	46
2 PEOPLE	51803	1087	21.2	2.1	69	8530	24.9	16.5	81	2164	20.4	4.2	66	1615	19.7	3.1	64
3 OR 4 PEOPLE	66933	2375	46.3	3.5	116	16385	47.8	24.5	120	5297	49.9	7.9	125	3755	45.8	5.6	115
5 OR MORE PEOPLE	29550	1267	24.7	4.3	140	7038	20.5	23.8	117	2702	25.4	9.1	144	2397	29.2	8.1	166
NO CHILD IN HSHLD	96587	2051	40.0	2.1	69	15062	43.9	15.6	76	3674	34.6	3.8	60	3216	39.2	3.3	68
CHILD(REN) UNDER 2 YRS	10844	538	10.5	5.0	162	3240	9.5	29.9	146	975	9.2	9.0	142	772	9.4	7.1	146
2 - 5 YEARS	26358	997	19.5	3.8	124	7288	21.3	27.7	135	2444	23.0	9.3	146	1717	20.9	6.5	133
6 - 11 YEARS	30453	1265	24.7	4.2	136	8545	24.9	28.1	137	3234	30.5	10.6	168	2284	27.9	7.5	153
12 - 17 YEARS	36575	1564	30.5	4.3	140	9230	26.9	25.2	123	3794	35.7	10.4	164	2629	32.1	7.2	147
RESIDENCE OWNED	117770	3284	64.1	2.8	91	23804	69.4	20.2	99	7600	71.6	6.5	102	5594	68.2	4.7	97
VALUE: $50,000 OR MORE	70166	1789	34.9	2.5	83	13773	40.2	19.6	96	4426	41.7	6.3	100	3243	39.5	4.6	95
VALUE: UNDER $50,000	47604	1495	29.2	3.1	103	10030	29.3	21.1	103	3173	29.9	6.7	105	2351	28.7	4.9	101

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	REESE'S CRUNCHY A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PEANUT BUTTER CUP A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PIECES A '000	B % DOWN	C % ACROSS	D INDX	ROLO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5125	100.0	3.1	100	34285	100.0	20.4	100	10619	100.0	6.3	100	8200	100.0	4.9	100
MAGAZINES	QUINTILE 1	34022	1222	23.8	3.6	118	8266	24.1	24.3	119	2518	23.7	7.4	117	2180	26.6	6.4	131
	QUINTILE 2	34800	1230	24.0	3.5	116	7631	22.3	21.9	107	2620	24.7	7.5	119	1907	23.3	5.5	112
	QUINTILE 3	30514	847	16.5	2.8	91	6262	18.3	20.5	100	2038	19.2	6.7	105	1436	17.5	4.7	96
	QUINTILE 4	33324	1015	19.8	3.0	100	6843	20.0	20.5	100	2031	19.1	6.1	96	1657	20.2	5.0	102
	QUINTILE 5	35066	811	15.8	2.3	76	5283	15.4	15.1	74	1412	13.3	4.0	64	1020	12.4	2.9	59
NEWSPAPERS	QUINTILE 1	29107	883	17.2	3.0	99	5474	16.0	18.8	92	1856	17.5	6.4	101	1319	16.1	4.5	93
	QUINTILE 2	49095	1457	28.4	3.0	97	10213	29.8	20.8	102	2876	27.1	5.9	93	2483	30.3	5.1	103
	QUINTILE 3	23107	611	11.9	2.6	87	4819	14.1	20.9	102	1505	14.2	6.5	103	1295	15.8	5.6	115
	QUINTILE 4	33556	1094	21.3	3.3	107	7427	21.7	22.1	108	2354	22.2	7.0	111	1499	18.3	4.5	91
	QUINTILE 5	32863	1081	21.1	3.3	108	6353	18.5	19.3	95	2028	19.1	6.2	97	1605	19.6	4.9	100
OUTDOOR	QUINTILE 1	33431	1359	26.5	4.1	133	7808	22.8	23.4	114	2306	21.7	6.9	109	1940	23.7	5.8	119
	QUINTILE 2	33478	1024	20.0	3.1	100	7294	21.3	21.8	107	2056	19.4	6.1	97	1758	21.4	5.3	107
	QUINTILE 3	33574	932	18.2	2.8	91	6834	19.9	20.4	100	2279	21.5	6.8	107	1633	19.9	4.9	99
	QUINTILE 4	33935	923	18.0	2.7	89	6430	18.8	18.9	93	2075	19.5	6.1	97	1390	17.0	4.1	84
	QUINTILE 5	33310	887	17.3	2.7	87	5919	17.3	17.8	87	1903	17.9	5.7	90	1479	18.0	4.4	91
RADIO-DRIVE TIME	QUINTILE 1	33136	996	19.4	3.0	98	7098	20.7	21.4	105	2246	21.2	6.8	107	1673	20.4	5.0	103
	QUINTILE 2	31658	897	17.5	2.8	93	6914	20.2	21.8	107	2070	19.5	6.5	103	1598	19.5	5.0	103
	QUINTILE 3	32541	1120	21.9	3.4	113	6668	19.4	20.5	100	2105	19.8	6.5	102	1830	22.3	5.6	115
	QUINTILE 4	34247	1262	24.6	3.7	121	7280	21.2	21.3	104	2353	22.2	6.9	109	1722	21.0	5.0	103
	QUINTILE 5	36144	850	16.6	2.4	77	6326	18.5	17.5	86	1846	17.4	5.1	81	1377	16.8	3.8	78
RADIO-MID-DAY	TERCILE 1	45037	1551	30.3	3.4	113	9869	28.8	21.9	107	3230	30.4	7.2	113	2211	27.0	4.9	100
	TERCILE 2	44819	1591	31.0	3.5	116	9331	27.2	20.8	102	2928	27.6	6.5	103	2236	27.3	5.0	102
	TERCILE 3	77872	1983	38.7	2.5	83	15085	44.0	19.4	95	4462	42.0	5.7	91	3754	45.8	4.8	99
RADIO-TOTAL	QUINTILE 1	33763	1008	19.7	3.0	98	7401	21.6	21.9	107	2489	23.4	7.4	116	1749	21.3	5.2	106
	QUINTILE 2	33240	1445	28.2	4.3	142	7457	21.8	22.4	110	2158	20.3	6.5	103	1848	22.5	5.6	114
	QUINTILE 3	33408	891	17.4	2.7	87	6885	20.1	20.6	101	2060	19.4	6.2	97	1769	21.6	5.3	108
	QUINTILE 4	34792	1095	21.4	3.1	103	6925	20.2	19.9	97	2267	21.3	6.5	103	1595	19.5	4.6	94
	QUINTILE 5	32524	685	13.4	2.1	69	5618	16.4	17.3	85	1646	15.5	5.1	80	1240	15.1	3.8	78
TV-PRIME TIME	QUINTILE 1	33090	1164	22.7	3.5	115	6452	18.8	19.5	95	1991	18.7	6.0	95	1478	18.0	4.5	91
	QUINTILE 2	33357	899	17.5	2.7	88	7477	21.8	22.4	110	2211	20.8	6.6	105	1632	19.9	4.9	100
	QUINTILE 3	33980	962	18.8	2.8	93	7033	20.5	20.7	101	2454	23.1	7.2	114	1873	22.8	5.5	113
	QUINTILE 4	33854	1079	21.1	3.2	104	6619	19.3	19.6	96	1831	17.2	5.4	85	1778	21.7	5.3	107
	QUINTILE 5	33444	1021	19.9	3.1	100	6704	19.6	20.0	98	2133	20.1	6.4	101	1440	17.6	4.3	88
TV-DAYTIME	TERCILE 1	49121	1583	30.9	3.2	105	10631	31.0	21.6	106	3050	28.7	6.2	98	2321	28.3	4.7	97
	TERCILE 2	48823	1569	30.6	3.2	105	10468	30.5	21.4	105	3034	28.6	6.2	98	2855	34.8	5.8	120
	TERCILE 3	69782	1973	38.5	2.8	93	13186	38.5	18.9	92	4536	42.7	6.5	103	3024	36.9	4.3	89
TV-TOTAL	QUINTILE 1	33584	1079	21.1	3.2	105	6654	19.4	19.8	97	2083	19.6	6.2	98	1496	18.2	4.5	91
	QUINTILE 2	33441	932	18.2	2.8	91	6864	20.0	20.5	100	2086	19.6	6.2	99	1589	19.4	4.8	97
	QUINTILE 3	33505	1039	20.3	3.1	101	6977	20.4	20.8	102	1933	18.2	5.8	91	1828	22.3	5.5	112
	QUINTILE 4	33466	974	19.0	2.9	95	6864	20.0	20.5	100	2302	21.7	6.9	109	1480	18.0	4.4	90
	QUINTILE 5	33731	1102	21.5	3.3	107	6926	20.2	20.5	100	2216	20.9	6.6	104	1807	22.0	5.4	110
MAGAZINES-NEWSPAPERS: DUAL		44503	1396	27.2	3.1	103	9846	28.7	22.1	108	3108	29.3	7.0	110	2695	32.9	6.1	124
MAGAZINE IMPERATIVE		39363	1440	28.1	3.7	120	9498	27.7	24.1	118	3191	30.0	8.1	128	2277	27.8	5.8	118
NEWSPAPER IMPERATIVE		46441	1200	23.4	2.6	85	8317	24.3	17.9	88	2420	22.8	5.2	82	1752	21.4	3.8	77
MAGAZINES-OUTDOOR: DUAL		33726	1308	25.5	3.9	127	8103	23.6	24.0	118	2423	22.8	7.2	113	2083	25.4	6.2	126
MAGAZINE IMPERATIVE		52846	1489	29.1	2.8	92	10884	31.7	20.6	101	3821	36.0	7.2	114	2774	33.8	5.2	107
OUTDOOR IMPERATIVE		52140	1547	30.2	3.0	97	10348	30.2	19.8	97	2910	27.4	5.6	88	2425	29.6	4.7	95
MAGAZINES-RADIO: DUAL		37081	1439	28.1	3.9	127	8756	25.5	23.6	116	2862	27.0	7.7	122	2289	27.9	6.2	126
MAGAZINE IMPERATIVE		49747	1514	29.5	3.0	100	10839	31.6	21.8	107	3489	32.9	7.0	111	2635	32.1	5.3	108
RADIO IMPERATIVE		49208	1505	29.4	3.1	100	9847	28.7	20.0	98	2892	27.2	5.9	93	2249	27.4	4.6	93
MAGAZINES-TELEVISION: DUAL		33103	1030	20.1	3.1	102	7198	21.0	21.7	106	2349	22.1	7.1	112	1765	21.5	5.3	109
MAGAZINE IMPERATIVE		54575	1941	37.9	3.6	116	12635	36.9	23.2	113	4054	38.2	7.4	117	3283	40.0	6.0	123
TELEVISION IMPERATIVE		53249	1480	28.9	2.8	91	9794	28.6	18.4	90	2784	26.2	5.2	83	2168	26.4	4.1	83
NEWSPAPERS-OUTDOOR: DUAL		36255	1314	25.6	3.6	119	7997	23.3	22.1	108	2323	21.9	6.4	101	2185	26.6	6.0	123
NEWSPAPER IMPERATIVE		55591	1389	27.1	2.5	82	10453	30.5	18.8	92	3258	30.7	5.9	93	2446	29.8	4.4	90
OUTDOOR IMPERATIVE		48319	1611	31.4	3.3	109	10668	31.1	22.1	108	3373	31.8	7.0	110	2472	30.1	5.1	105
NEWSPAPERS-RADIO: DUAL		37242	1145	22.3	3.1	101	7861	22.9	21.1	103	2311	21.8	6.2	98	1993	24.3	5.4	109
NEWSPAPER IMPERATIVE		54423	1459	28.5	2.7	88	10504	30.6	19.3	94	3266	30.8	6.0	95	2534	30.9	4.7	95
RADIO IMPERATIVE		46650	1766	34.5	3.8	124	10614	31.0	22.8	111	3417	32.2	7.3	116	2421	29.5	5.2	106
NEWSPAPERS-TELEVISION: DUAL		35974	1089	21.2	3.0	99	6863	20.0	19.1	93	2067	19.5	5.7	91	1776	21.7	4.9	101
NEWSPAPER IMPERATIVE		56095	1638	32.0	2.9	96	11584	33.8	20.7	101	3523	33.2	6.3	99	2754	33.6	4.9	100
TELEVISION IMPERATIVE		47170	1387	27.1	2.9	96	10084	29.4	21.4	105	3133	29.5	6.6	105	2277	27.8	4.8	99
OUTDOOR-RADIO: DUAL		33748	1198	23.4	3.5	116	8146	23.8	24.1	118	2358	22.2	7.0	110	1923	23.5	5.7	117
OUTDOOR IMPERATIVE		52785	1575	30.7	3.0	98	10742	31.3	20.4	100	3289	31.0	6.2	98	2600	31.7	4.9	101
RADIO IMPERATIVE		52882	1654	32.3	3.1	102	10304	30.1	19.5	95	3466	32.6	6.6	104	2485	30.3	4.7	96
OUTDOOR-TELEVISION: DUAL		32030	1330	26.0	4.2	136	7171	20.9	22.4	110	2123	20.0	6.6	105	1681	20.5	5.2	107
OUTDOOR IMPERATIVE		54626	1678	32.7	3.1	101	12243	35.7	22.4	110	3629	34.2	6.6	105	2926	35.7	5.4	110
TELEVISION IMPERATIVE		54874	1272	24.8	2.3	76	10318	30.1	18.8	92	3274	30.8	6.0	94	2343	28.6	4.3	87
RADIO-TELEVISION: DUAL		33386	1208	23.6	3.6	118	7572	22.1	22.7	111	2158	20.3	6.5	102	1873	22.8	5.6	115
RADIO IMPERATIVE		53810	1740	34.0	3.2	106	11481	33.5	21.3	104	3605	33.9	6.7	106	2798	34.1	5.2	106
TELEVISION IMPERATIVE		54023	1460	28.5	2.7	88	10142	29.6	18.8	92	3228	30.4	6.0	94	2344	28.6	4.3	89

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0120
P-22

	TOTAL U.S. '000	REESE'S CRUNCHY A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PEANUT BUTTER CUP A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PIECES A '000	B % DOWN	C % ACROSS	D INDX	ROLO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5125	100.0	3.1	100	34285	100.0	20.4	100	10619	100.0	6.3	100	8200	100.0	4.9	100
ATLANTIC MONTHLY	867	**27	0.5	3.1	102	*113	0.3	13.0	64	**55	0.5	6.3	100	**21	0.3	2.4	50
BARRON'S	1580	**29	0.6	1.8	60	*266	0.8	16.8	82	**98	0.9	6.2	98	**67	0.8	4.2	87
BETTER HOMES & GARDENS	22203	811	15.8	3.7	120	5603	16.3	25.2	123	1688	15.9	7.6	120	1339	16.3	6.0	123
BON APPETIT	3810	**97	1.9	2.5	83	786	2.3	20.6	101	274	2.6	7.2	114	*217	2.6	5.7	116
BUSINESS WEEK	4663	**111	2.2	2.4	78	804	2.3	17.2	84	*255	2.4	5.5	86	*211	2.6	4.5	93
CAR AND DRIVER	5102	**141	2.8	4.5	149	699	2.0	22.5	110	*229	2.2	7.4	117	*164	2.0	5.3	108
CBS MAGAZINE NETWORK (GROSS)	7311	294	5.7	4.0	132	1736	5.1	23.7	116	624	5.9	8.5	135	478	5.8	6.5	134
CHANGING TIMES	3400	**145	2.8	4.3	140	687	2.0	20.2	99	*223	2.1	6.6	104	*258	3.1	7.6	155
COLONIAL HOMES	1796	**135	2.6	7.5	246	381	1.1	21.2	104	**114	1.1	6.3	100	**125	1.5	7.0	142
CONDE NAST MAG. PKG. (GROSS)	19924	857	16.7	4.3	141	5077	14.8	25.5	125	1739	16.4	8.7	138	1585	19.3	8.0	163
CONSUMERS DIGEST	3125	**96	1.9	3.1	101	689	2.0	22.0	108	*300	2.8	9.6	152	**123	1.5	3.9	81
COSMOPOLITAN	10577	350	6.8	3.3	108	2648	7.7	25.0	122	792	7.5	7.5	118	853	10.4	8.1	165
COUNTRY LIVING	3748	**138	2.7	3.7	121	1042	3.0	27.8	136	327	3.1	8.7	138	*200	2.4	5.3	109
CUISINE	2214	**59	1.2	2.7	87	491	1.4	22.2	108	*194	1.8	8.8	138	**126	1.5	5.7	116
CYCLE WORLD	2394	**77	1.5	3.2	105	577	1.7	24.1	118	*226	2.1	9.4	149	**145	1.8	6.1	124
DCI:CREATIVE IDEAS FOR LIV	3068	**123	2.4	4.0	131	843	2.5	27.5	134	383	3.6	12.5	197	*202	2.5	6.6	135
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	240	4.7	2.5	82	2191	6.4	22.9	112	715	6.7	7.5	118	563	6.9	5.9	121
DISCOVER	2277	**108	2.1	4.7	155	473	1.4	20.8	102	*326	3.1	14.3	226	**179	2.2	7.9	161
EBONY	7187	302	5.9	4.2	138	1298	3.8	18.1	88	460	4.3	6.4	101	473	5.8	6.6	135
ESQUIRE	2560	**78	1.5	3.0	100	592	1.7	23.1	113	*204	1.9	8.0	126	*160	2.0	6.3	128
ESSENCE	3242	*113	2.2	3.5	114	661	1.9	20.4	100	*297	2.8	9.2	145	*268	3.3	8.3	169
FAMILY CIRCLE	19639	548	10.7	2.8	91	5091	14.8	25.9	127	1581	14.9	8.1	127	1352	16.5	6.9	141
THE FAMILY HANDYMAN	3540	*152	3.0	4.3	141	995	2.9	28.1	138	344	3.2	9.7	153	*223	2.7	6.3	129
FAMILY WEEKLY	23924	837	16.3	3.5	114	5432	15.8	22.7	111	1656	15.6	6.9	109	1261	15.4	5.3	108
FIELD & STREAM	9883	*308	6.0	3.1	102	2142	6.2	21.7	106	790	7.4	8.0	126	611	7.5	6.2	126
FOOD & WINE	1030	**36	0.7	3.5	114	*184	0.5	17.9	87	**73	0.7	7.1	112	**47	0.6	4.6	93
FORBES	2679	**89	1.7	3.3	109	421	1.2	15.7	77	*177	1.7	6.6	104	*149	1.8	5.6	114
FORTUNE	2931	**80	1.6	2.7	89	518	1.5	17.7	86	*203	1.9	6.9	109	*184	2.2	6.3	128
GENTLEMEN'S QUARTERLY	3481	*155	3.0	4.5	146	779	2.3	22.4	109	*277	2.6	8.0	126	*302	3.7	8.7	177
GLAMOUR	7163	*335	6.5	4.7	153	1938	5.7	27.1	132	647	6.1	9.0	143	500	6.1	7.0	143
GOLF DIGEST	2355	**46	0.9	2.0	64	479	1.4	20.3	100	**132	1.2	5.6	89	**119	1.5	5.1	103
GOLF DIGEST/TENNIS (GROSS)	3610	**75	1.5	2.1	68	677	2.0	18.8	92	*204	1.9	5.7	89	*172	2.1	4.8	97
GOLF MAGAZINE	2046	**24	0.5	1.2	38	405	1.2	19.8	97	**146	1.4	7.1	113	**86	1.0	4.2	86
GOLF MAGAZINE/SKI (GROSS)	3547	**54	1.1	1.5	50	752	2.2	21.2	104	*204	1.9	5.8	91	*189	2.3	5.3	109
GOOD HOUSEKEEPING	20353	732	14.3	3.6	118	5428	15.8	26.7	130	1551	14.6	7.6	120	1489	18.2	7.3	150
HARPER'S BAZAAR	3362	*165	3.2	4.9	161	1061	3.1	31.6	154	*282	2.7	8.4	132	*265	3.2	7.9	161
HEALTH	2987	**113	2.2	3.8	124	810	2.4	27.1	133	*200	1.9	6.7	106	**143	1.7	4.8	98
HEARST MAG CORP. BUY (GROSS)	67928	2627	51.3	3.9	127	17221	50.2	25.4	124	5788	54.5	8.5	135	4867	59.4	7.2	147
HEARST MAN POWER (GROSS)	11282	357	7.0	3.2	104	2359	6.9	20.9	102	1099	10.3	9.7	154	764	9.3	6.8	139
HEARST WOMAN POWER (GROSS)	40514	1569	30.6	3.9	127	10830	31.6	26.7	131	3345	31.5	8.3	130	3033	37.0	7.5	153
HOUSE BEAUTIFUL	4885	*196	3.8	4.0	131	1078	3.1	22.1	108	433	4.1	8.9	140	356	4.3	7.3	149
INC.	1308	**55	1.1	4.2	138	304	0.9	23.2	114	**114	1.1	8.7	138	**100	1.2	7.6	156
JET	6498	*276	5.4	4.2	139	1159	3.4	17.8	87	473	4.5	7.3	115	392	4.8	6.0	123
LADIES' HOME JOURNAL	14797	634	12.4	4.3	140	3853	11.2	26.0	127	1327	12.5	9.0	142	914	11.1	6.2	126
LHJ FAMILY GRP COMBO(GROSS)	21743	913	17.8	4.2	137	5969	17.4	27.5	134	1997	18.8	9.2	145	1399	17.1	6.4	132
LIFE	9851	288	5.6	2.9	95	2220	6.5	22.5	110	776	7.3	7.9	124	665	8.1	6.7	138
L.A. TIMES HOME MAGAZINE	2775	**32	0.6	1.2	38	483	1.4	17.4	85	**139	1.3	5.0	79	**102	1.2	3.7	75
MADEMOISELLE	4219	*175	3.4	4.1	136	1145	3.3	27.1	133	375	3.5	8.9	140	*331	4.0	7.8	160
MC CALL'S	16422	633	12.4	3.9	126	4254	12.4	25.9	127	1159	10.9	7.1	111	1080	13.2	6.6	135
MC CALL'S/WRK MOTHER (GROSS)	17919	697	13.6	3.9	127	4695	13.7	26.2	128	1327	12.5	7.4	117	1177	14.4	6.6	134
MECHANIX ILLUSTRATED	4413	**165	3.2	3.7	122	982	2.9	22.2	108	396	3.7	8.9	141	*238	2.9	5.4	110
METROPOLITAN HOME	1504	**52	1.0	3.5	113	280	0.8	18.6	91	**80	0.8	5.3	84	**25	0.3	1.7	34
MONEY	4723	**128	2.5	2.7	89	896	2.6	19.0	93	418	3.9	8.9	140	*235	2.9	5.0	102
MOTHER EARTH NEWS	2325	**67	1.3	2.9	94	571	1.7	24.6	120	*203	1.9	8.7	138	*162	2.0	7.0	143
MS.	1189	**80	1.6	6.7	220	273	0.8	23.0	112	*134	1.3	11.3	178	**98	1.2	8.2	169
NATIONAL ENQUIRER	18892	816	15.9	4.3	141	4350	12.7	23.0	113	1607	15.1	8.5	134	1290	15.7	6.8	140
NATIONAL GEOGRAPHIC	22129	612	11.9	2.8	91	4566	13.3	20.6	101	1488	14.0	6.7	106	1167	14.2	5.3	108
NATIONAL SUNDAY MAGAZINE PKG	103750	3187	62.2	3.1	101	21398	62.4	20.6	101	6635	62.5	6.4	101	5294	64.6	5.1	104
NATURAL HISTORY	1379	**48	0.9	3.5	114	241	0.7	17.5	85	**83	0.8	6.0	95	**96	1.2	7.0	142
NEW WOMAN	2289	**106	2.1	4.6	152	639	1.9	27.9	137	*111	1.0	4.8	77	*197	2.4	8.6	176
NEW YORK INCLUDING CUE	1068	**12	0.2	1.1	36	*163	0.5	15.0	73	**85	0.8	7.8	123	**65	0.8	6.0	122
THE NEW YORKER	2459	**63	1.2	2.6	84	503	1.5	20.5	100	*187	1.8	7.6	120	*144	1.8	5.9	120
NEWSWEEK	16527	593	11.6	3.6	117	3395	9.9	20.5	100	1307	12.3	7.9	125	955	11.6	5.8	118
THE N.Y. TIMES DAILY EDITION	2739	**49	1.0	1.8	59	361	1.1	13.2	64	*102	1.0	3.7	59	**71	0.9	2.6	53
THE N.Y. TIMES MAGAZINE	4443	**82	1.6	1.8	60	543	1.6	12.2	60	*200	1.9	4.5	71	**85	1.0	1.9	39
OMNI	2799	**83	1.6	3.0	97	566	1.7	20.2	99	*295	2.8	10.5	166	*213	2.6	7.6	156
ON CABLE	2209	**137	2.7	6.2	203	566	1.7	25.6	125	*262	2.5	11.9	187	*267	3.3	12.1	247
1001 HOME IDEAS	3959	*166	3.2	4.2	137	1306	3.8	33.0	161	470	4.4	11.9	188	343	4.2	8.7	177
ORGANIC GARDENING	3111	**90	1.8	2.9	95	708	2.1	22.8	111	*332	3.1	10.7	169	**135	1.6	4.3	89
OUTDOOR LIFE	5024	*202	3.9	4.0	132	1169	3.4	23.3	114	493	4.6	9.8	155	324	4.0	6.4	132
PARADE MAGAZINE	51392	1524	29.7	3.0	97	10611	30.9	20.7	101	3491	32.9	6.8	108	2745	33.5	5.4	109

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
x=NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	REESE'S CRUNCHY A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PEANUT BUTTER CUP A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PIECES A '000	B % DOWN	C % ACROSS	D INDX	ROLO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5125	100.0	3.1	100	34285	100.0	20.4	100	10619	100.0	6.3	100	8200	100.0	4.9	100
PARENTS	5298	299	5.8	5.6	185	1727	5.0	32.6	159	658	6.2	12.4	196	496	6.0	9.4	191
PENTHOUSE	5129	*242	4.7	4.7	154	1007	2.9	19.6	96	524	4.9	10.2	161	*317	3.9	6.2	126
PEOPLE	21070	674	13.2	3.2	105	5087	14.8	24.1	118	1497	14.1	7.1	112	1477	18.0	7.0	143
PLAYBOY	10562	484	9.4	4.6	150	2322	6.8	22.0	108	765	7.2	7.2	114	609	7.4	5.8	118
POPULAR HOT RODDING	2498	**108	2.1	4.3	141	600	1.8	24.0	118	*234	2.2	9.4	148	*253	3.1	10.1	207
POPULAR MECHANICS	5887	*199	3.9	3.4	111	1247	3.6	21.2	104	628	5.9	10.7	168	*419	5.1	7.1	146
POPULAR SCIENCE	4317	*157	3.1	3.6	119	902	2.6	20.9	102	330	3.1	7.6	121	*279	3.4	6.5	132
PREVENTION	5792	*150	2.9	2.6	85	1060	3.1	18.3	90	336	3.2	5.8	92	*227	2.8	3.9	80
PSYCHOLOGY TODAY	3284	**147	2.9	4.5	146	848	2.5	25.8	126	*304	2.9	9.3	146	*190	2.3	5.8	118
READER'S DIGEST	40046	1136	22.2	2.8	93	9085	26.5	22.7	111	2750	25.9	6.9	108	2141	26.1	5.3	109
REDBOOK	9584	487	9.5	5.1	166	2754	8.0	28.7	141	1002	9.4	10.5	165	691	8.4	7.2	147
ROAD & TRACK	2590	**121	2.4	4.7	153	537	1.6	20.7	101	*239	2.3	9.2	146	**211	2.6	8.1	167
ROLLING STONE	3302	*216	4.2	6.5	214	1033	3.0	31.3	153	340	3.2	10.3	163	*290	3.5	8.8	180
RUNNER'S WORLD	1229	**44	0.9	3.6	117	397	1.2	32.3	158	**84	0.8	6.8	108	**97	1.2	7.9	161
SATURDAY EVENING POST	2110	**83	1.6	3.9	129	444	1.3	21.0	103	*198	1.9	9.4	148	**144	1.8	6.8	140
SCIENCE 84	1543	**32	0.6	2.1	68	240	0.7	15.6	76	**123	1.2	8.0	126	**67	0.8	4.3	89
SCIENCE DIGEST	1747	**45	0.9	2.6	84	276	0.8	15.8	77	*169	1.6	9.7	153	**80	1.0	4.6	94
SCIENTIFIC AMERICAN	1994	**73	1.4	3.7	120	373	1.1	18.7	92	**140	1.3	7.0	111	**95	1.2	4.8	97
SELF	3119	*208	4.1	6.7	218	844	2.5	27.1	132	352	3.3	11.3	178	*329	4.0	10.5	216
SEVENTEEN	3923	*155	3.0	4.0	129	970	2.8	24.7	121	*279	2.6	7.1	112	*463	5.6	11.8	241
SKI	1501	**29	0.6	1.9	63	346	1.0	23.1	113	**58	0.5	3.9	61	**103	1.3	6.9	140
SMITHSONIAN	5976	*199	3.9	3.3	109	1157	3.4	19.4	95	529	5.0	8.9	140	349	4.3	5.8	119
SOAP OPERA DIGEST	4228	*162	3.2	3.8	125	1273	3.7	30.1	147	476	4.5	11.3	178	414	5.0	9.8	200
SOUTHERN LIVING	6488	*117	2.3	1.8	59	1348	3.9	20.8	102	332	3.1	5.1	81	*362	4.4	5.6	114
SPORT	3500	*151	2.9	4.3	141	793	2.3	22.7	111	352	3.3	10.1	159	*305	3.7	8.7	178
THE SPORTING NEWS	2456	**76	1.5	3.1	101	602	1.8	24.5	120	*243	2.3	9.9	156	*287	3.5	11.7	239
SPORTS AFIELD	3648	**113	2.2	3.1	101	836	2.4	22.9	112	*302	2.8	8.3	131	*265	3.2	7.3	149
SPORTS ILLUSTRATED	14484	676	13.2	4.7	153	3036	8.9	21.0	103	1109	10.4	7.7	121	962	11.7	6.6	136
STAR	12661	451	8.8	3.6	117	2988	8.7	23.6	115	1001	9.4	7.9	125	903	11.0	7.1	146
SUNDAY	52799	1459	28.5	2.8	90	10074	29.4	19.1	93	3167	29.8	6.0	95	2798	34.1	5.3	108
SUNSET	3513	**137	2.7	3.9	128	837	2.4	23.8	117	*380	3.6	10.8	171	**179	2.2	5.1	104
TV GUIDE	42766	1539	30.0	3.6	118	10219	29.8	23.9	117	3130	29.5	7.3	116	2569	31.3	6.0	123
TENNIS	1254	**29	0.6	2.3	76	*198	0.6	15.8	77	**72	0.7	5.7	91	**53	0.6	4.2	86
TIME	22054	554	10.8	2.5	82	4473	13.0	20.3	99	1458	13.7	6.6	104	1212	14.8	5.5	112
TOWN & COUNTRY	1555	**39	0.8	2.5	82	294	0.9	18.9	92	**123	1.2	7.9	125	**91	1.1	5.9	120
TRAVEL & LEISURE	2173	**50	1.0	2.3	75	421	1.2	19.4	95	*192	1.8	8.8	140	**152	1.9	7.0	143
TRUE STORY	4636	*278	5.4	6.0	196	1418	4.1	30.6	150	551	5.2	11.9	188	*337	4.1	7.3	149
U.S.NEWS & WORLD REPORT	10353	*322	6.3	3.1	102	1916	5.6	18.5	91	669	6.3	6.5	102	550	6.7	5.3	109
USA TODAY	4994	**88	1.7	1.8	58	1001	2.9	20.0	98	277	2.6	5.5	88	*217	2.6	4.3	89
US	3528	*215	4.2	6.1	199	1082	3.2	30.7	150	331	3.1	9.4	148	413	5.0	11.7	239
VOGUE	5424	*140	2.7	2.6	84	1150	3.4	21.2	104	365	3.4	6.7	106	426	5.2	7.9	161
WALL STREET JOURNAL	6292	**71	1.4	1.1	37	1100	3.2	17.5	86	302	2.8	4.8	76	*281	3.4	4.5	91
WEIGHT WATCHERS	2762	*202	3.9	7.3	239	748	2.2	27.1	132	*219	2.1	7.9	125	*227	2.8	8.2	168
WOMAN'S DAY	16320	600	11.7	3.7	120	4165	12.1	25.5	125	1303	12.3	8.0	126	990	12.1	6.1	124
WORKING MOTHER	1496	**64	1.2	4.3	140	440	1.3	29.4	144	*169	1.6	11.3	178	**98	1.2	6.6	134
WORKING WOMAN	1851	**50	1.0	2.7	88	478	1.4	25.8	126	*198	1.9	10.7	169	**95	1.2	5.1	105
WORLD TENNIS	580	**27	0.5	4.7	152	**106	0.3	18.3	89	**45	0.4	7.8	123	**22	0.3	3.8	78
ZIFF-DAVIS MAG NETWK (GROSS)	12412	546	10.7	4.4	144	2701	7.9	21.8	106	965	9.1	7.8	123	599	7.3	4.8	99
BLAIR INSERTS	91671	2836	55.3	3.1	101	18341	53.5	20.0	98	5711	53.8	6.2	98	4595	56.0	5.0	103
DAILY NEWSPAPERS																	
READ ANY	109190	3202	62.5	2.9	96	22039	64.3	20.2	99	6762	63.7	6.2	98	5223	63.7	4.8	98
READ ONE	89587	2696	52.6	3.0	98	18371	53.6	20.5	100	5597	52.7	6.2	99	4328	52.8	4.8	99
READ TWO OR MORE	19602	506	9.9	2.6	84	3668	10.7	18.7	92	1165	11.0	5.9	94	896	10.9	4.6	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3381	66.0	3.1	101	22652	66.1	20.7	101	6945	65.4	6.3	100	5523	67.4	5.0	103
READ ONE	95074	2987	58.3	3.1	103	19909	58.1	20.9	102	5896	55.5	6.2	98	4754	58.0	5.0	102
READ TWO OR MORE	14588	395	7.7	2.7	89	2743	8.0	18.8	92	1049	9.9	7.2	114	770	9.4	5.3	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	34.66				31.58				29.20				33.28			
30 DAY REACH	149706	4617	90.1	3.1	101	31058	90.6	20.7	101	9569	90.1	6.4	101	7238	88.3	4.8	99
50 SHWG - 30 DAY AV FREQ	15.16	18.21				16.49				15.35				17.30			
30 DAY REACH	142406	4403	85.9	3.1	101	29807	86.9	20.9	102	9118	85.9	6.4	101	6983	85.2	4.9	100
25 SHWG - 30 DAY AV FREQ	8.23	9.88				8.92				8.21				9.26			
30 DAY REACH	131152	4074	79.5	3.1	102	27573	80.4	21.0	103	8479	79.8	6.5	102	6550	79.9	5.0	102
CABLE TV: HOME WIRED	66875	2064	40.3	3.1	101	15188	44.3	22.7	111	4764	44.9	7.1	113	4080	49.8	6.1	125
HOME NOT WIRED	100845	3061	59.7	3.0	99	19098	55.7	18.9	93	5856	55.1	5.8	92	4120	50.2	4.1	84
HAVE PAY CABLE	35025	1216	23.7	3.5	114	8978	26.2	25.6	125	2874	27.1	8.2	130	2432	29.7	6.9	142

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0122
P-22

		TOTAL U.S. '000	REESE'S CRUNCHY A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PEANUT BUTTER CUP A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PIECES A '000	B % DOWN	C % ACROSS	D INDX	ROLO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5125	100.0	3.1	100	34285	100.0	20.4	100	10619	100.0	6.3	100	8200	100.0	4.9	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95630	2894	56.5	3.0	99	20055	58.5	21.0	103	6422	60.5	6.7	106	4889	59.6	5.1	105
10:00 AM - 3:00 PM		63599	2271	44.3	3.6	117	13730	40.0	21.6	106	4390	41.3	6.9	109	3203	39.1	5.0	103
3:00 PM - 7:00 PM		72097	2245	43.8	3.1	102	16003	46.7	22.2	109	5082	47.9	7.0	111	3931	47.9	5.5	112
7:00 PM - MIDNIGHT		36670	1332	26.0	3.6	119	8191	23.9	22.3	109	2530	23.8	6.9	109	2158	26.3	5.9	120
MIDNIGHT - 6:00 AM		21904	697	13.6	3.2	104	4713	13.7	21.5	105	1482	14.0	6.8	107	1016	12.4	4.6	95
6:00 AM - MIDNIGHT		127571	4213	82.2	3.3	108	27241	79.5	21.4	104	8578	80.8	6.7	106	6596	80.4	5.2	106
ENTIRE DAY		129299	4257	83.1	3.3	108	27524	80.3	21.3	104	8681	81.7	6.7	106	6614	80.7	5.1	105
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34001	1214	23.7	3.6	117	7661	22.3	22.5	110	2592	24.4	7.6	120	1898	23.1	5.6	114
ALL NEWS		6062	**72	1.4	1.2	39	889	2.6	14.7	72	*208	2.0	3.4	54	*175	2.1	2.9	59
AOR/PROGRESSIVE		11884	492	9.6	4.1	135	2797	8.2	23.5	115	840	7.9	7.1	112	711	8.7	6.0	122
BEAUTIFUL MUSIC		11180	309	6.0	2.8	90	2128	6.2	19.0	93	742	7.0	6.6	105	533	6.5	4.8	98
BLACK		4538	*274	5.3	6.0	198	1046	3.1	23.1	113	469	4.4	10.3	163	360	4.4	7.9	162
CLASSICAL		3857	**64	1.2	1.7	54	590	1.7	15.3	75	*171	1.6	4.4	70	*120	1.5	3.1	64
CHR/ROCK		21946	866	16.9	3.9	129	5404	15.8	24.6	120	1752	16.5	8.0	126	1469	17.9	6.7	137
COUNTRY		27262	1151	22.5	4.2	138	6127	17.9	22.5	110	1984	18.7	7.3	115	1384	16.9	5.1	104
GOLDEN OLDIES		3339	**119	2.3	3.6	117	694	2.0	20.8	102	*312	2.9	9.3	148	**153	1.9	4.6	94
MOR/NOSTALGIA		10346	*288	5.6	2.8	91	2037	5.9	19.7	96	603	5.7	5.8	92	422	5.1	4.1	83
NEWS/TALK		8929	*169	3.3	1.9	62	1446	4.2	16.2	79	457	4.3	5.1	81	*242	3.0	2.7	55
RELIGIOUS		5488	*167	3.3	3.0	100	1195	3.5	21.8	107	415	3.9	7.6	119	*235	2.9	4.3	88
SOFT ROCK		1232	**51	1.0	4.1	135	*325	0.9	26.4	129	**119	1.1	9.7	153	**72	0.9	5.8	120
URBAN CONTEMPORARY		3184	**136	2.7	4.3	140	585	1.7	18.4	90	*242	2.3	7.6	120	*213	2.6	6.7	137
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	*314	6.1	4.5	149	1736	5.1	25.1	123	636	6.0	9.2	145	505	6.2	7.3	149
ABC DIRECTION		5212	*216	4.2	4.1	136	1153	3.4	22.1	108	348	3.3	6.7	105	*283	3.5	5.4	111
ABC ENTERTAINMENT		10385	*343	6.7	3.3	108	2262	6.6	21.8	107	675	6.4	6.5	103	602	7.3	5.8	119
ABC FM		4762	*275	5.4	5.8	189	1113	3.2	23.4	114	402	3.8	8.4	133	358	4.4	7.5	154
ABC INFORMATION		11339	*348	6.8	3.1	100	2285	6.7	20.2	99	695	6.5	6.1	97	525	6.4	4.6	95
ABC ROCK		4878	*141	2.8	2.9	95	1155	3.4	23.7	116	375	3.5	7.7	121	384	4.7	7.9	161
CBS		10709	*228	4.4	2.1	70	1785	5.2	16.7	82	545	5.1	5.1	80	409	5.0	3.8	78
MUTUAL		10251	449	8.8	4.4	143	2317	6.8	22.6	111	713	6.7	7.0	110	477	5.8	4.7	95
NBC		12243	*281	5.5	2.3	75	2508	7.3	20.5	100	764	7.2	6.2	99	421	5.1	3.4	70
RADIORADIO		4606	*223	4.4	4.8	158	1114	3.2	24.2	118	292	2.7	6.3	100	298	3.6	6.5	132
RKO ONE		5148	*229	4.5	4.4	146	1270	3.7	24.7	121	501	4.7	9.7	154	452	5.5	8.8	180
RKO TWO		7313	*231	4.5	3.2	103	1313	3.8	18.0	88	426	4.0	5.8	92	*281	3.4	3.8	79
THE SOURCE		5981	*174	3.4	2.9	95	1275	3.7	21.3	104	386	3.6	6.5	102	*339	4.1	5.7	116
NON-WIRED : BLAIR		19329	655	12.8	3.4	111	4130	12.0	21.4	105	1483	14.0	7.7	121	1073	13.1	5.6	114
INTERNET		27139	1104	21.5	4.1	133	6023	17.6	22.2	109	1946	18.3	7.2	113	1445	17.6	5.3	109
KATZ RADIO GROUP		36319	1115	21.8	3.1	100	7463	21.8	20.5	101	2366	22.3	6.5	103	1679	20.5	4.6	95
SUPERNET		22361	804	15.7	3.6	118	4702	13.7	21.0	103	1560	14.7	7.0	110	1203	14.7	5.4	110
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM		14532	456	8.9	3.1	103	3014	8.8	20.7	101	867	8.2	6.0	94	731	8.9	5.0	103
MKDAY 9:00 AM - 1:00 PM		18688	596	11.6	3.2	104	4000	11.7	21.4	105	1082	10.2	5.8	91	909	11.1	4.9	99
MKDAY 1:00 PM - 4:30 PM		24061	757	14.8	3.1	103	5467	15.9	22.7	111	1621	15.3	6.7	106	1268	15.5	5.3	108
MKDAY 4:30 PM - 7:30 PM		44079	1229	24.0	2.8	91	8441	24.6	19.1	94	2728	25.7	6.2	98	1968	24.0	4.5	91
MKDAY 7:30 PM - 8:00 PM		61979	1801	35.1	2.9	95	12003	35.0	19.4	95	3825	36.0	6.2	97	2770	33.8	4.5	91
MKDAY 11:00 PM - 11:30 PM		49084	1715	33.5	3.5	114	10169	29.7	20.7	101	3031	28.5	6.2	98	2429	29.6	4.9	101
MKDAY 11:30 PM - 1:00 AM		16560	594	11.6	3.6	117	3621	10.6	21.9	107	1073	10.1	6.5	102	845	10.3	5.1	104
M-SAT 8-11 PM+SUN 7-11 PM		66967	2044	39.9	3.1	100	13889	40.5	20.7	101	4279	40.3	6.4	101	3276	40.0	4.9	100
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	234	4.6	2.5	83	2095	6.1	22.6	111	581	5.5	6.3	99	492	6.0	5.3	109
ANOTHER WORLD	N	6138	166	3.2	2.7	89	1628	4.7	26.5	130	550	5.2	9.0	142	308	3.8	5.0	103
AS THE WORLD TURNS	C	7707	256	5.0	3.3	109	1832	5.3	23.8	116	401	3.8	5.2	82	415	5.1	5.4	110
CAPITOL	C	4688	196	3.8	4.2	137	1156	3.4	24.7	121	253	2.4	5.4	85	319	3.9	6.8	139
CBS MORN. NEWS 1	C	2792	*73	1.4	2.6	86	435	1.3	15.6	76	93	0.9	3.3	53	*131	1.6	4.7	96
CBS MORN. NEWS 2	C	2071	**43	0.8	2.1	68	327	1.0	15.8	77	*73	0.7	3.5	56	*91	1.1	4.4	90
DAYS OF OUR LIVES	N	8018	241	4.7	3.0	98	2064	6.0	25.7	126	596	5.6	7.4	117	439	5.4	5.5	112
FACTS OF LIFE - DAYTIME	N	3487	*100	2.0	2.9	94	858	2.5	24.6	120	192	1.8	5.5	87	136	1.7	3.9	80
FAMILY FEUD	A	4817	139	2.7	2.9	94	947	2.8	19.7	96	226	2.1	4.7	74	227	2.8	4.7	96
GENERAL HOSPITAL	A	8333	253	4.9	3.0	99	1805	5.3	21.7	106	611	5.8	7.3	116	484	5.9	5.8	119
GOOD MORNING, AMERICA-730	A	5472	185	3.6	3.4	111	1033	3.0	18.9	92	285	2.7	5.2	82	247	3.0	4.5	92
GOOD MORNING, AMERICA-830	A	3965	153	3.0	3.9	126	694	2.0	17.5	86	204	1.9	5.1	81	143	1.7	3.6	74
GUIDING LIGHT	C	7542	282	5.5	3.7	122	1868	5.4	24.8	121	524	4.9	6.9	110	416	5.1	5.5	113
ONE LIFE TO LIVE	A	6018	176	3.4	2.9	96	1334	3.9	22.2	108	442	4.2	7.3	116	340	4.1	5.6	116
PRESS YOUR LUCK	C	3589	*118	2.3	3.3	108	799	2.3	22.3	109	273	2.6	7.6	120	178	2.2	5.0	101
PRICE IS RIGHT 1	C	7418	175	3.4	2.4	77	1326	3.9	17.9	87	396	3.7	5.3	84	276	3.4	3.7	76
PRICE IS RIGHT 2	C	8276	234	4.6	2.8	93	1612	4.7	19.5	95	509	4.8	6.2	97	370	4.5	4.5	91
RYAN'S HOPE	A	4358	*115	2.2	2.6	86	1026	3.0	23.5	115	309	2.9	7.1	112	249	3.0	5.7	117
SALE OF THE CENTURY	N	3749	*115	2.2	3.1	100	864	2.5	23.0	113	295	2.8	7.9	124	162	2.0	4.3	88
SEARCH FOR TOMORROW	N	2884	*170	3.3	5.9	193	778	2.3	27.0	132	276	2.6	9.6	151	*164	2.0	5.7	116
TODAY SHOW 1	N	4869	*129	2.5	2.6	87	1061	3.1	21.8	107	299	2.8	6.1	97	164	2.0	3.4	69
TODAY SHOW 2	N	4135	*88	1.7	2.1	70	883	2.6	21.4	104	246	2.3	5.9	94	130	1.6	3.1	64
$25,000 PYRAMID	C	4361	*114	2.2	2.6	86	857	2.5	19.7	96	292	2.7	6.7	106	175	2.1	4.0	82
WHEEL OF FORTUNE	N	6187	154	3.0	2.5	81	1445	4.2	23.4	114	293	2.8	4.7	75	269	3.3	4.3	89
YOUNG AND THE RESTLESS	C	8186	268	5.2	3.3	107	1760	5.1	21.5	105	465	4.4	5.7	90	392	4.8	4.8	98
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	*109	2.1	2.3	75	972	2.8	20.6	101	230	2.2	4.9	77	249	3.0	5.3	108
NBA PLAYOFF GAME -1	C	5127	*145	2.8	2.8	93	885	2.6	17.3	84	205	1.9	4.0	63	182	2.2	3.5	73
NBC MAJOR LEAGUE PRE-GAME	N	3945	**90	1.8	2.3	75	798	2.3	20.2	99	*226	2.1	5.7	90	*184	2.2	4.7	95
SPORTSWORLD - SUN	N	3370	**92	1.8	2.7	89	622	1.8	18.5	90	189	1.8	5.6	89	*161	2.0	4.8	98
SUNDAY MORNING	C	4200	*145	2.8	3.5	113	819	2.4	19.5	95	268	2.5	6.4	101	*166	2.0	4.0	81

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0123
P-22

		TOTAL U.S.	REESE'S CRUNCHY				REESE'S PEANUT BUTTER CUP				REESE'S PIECES				ROLO			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	5125	100.0	3.1	100	34285	100.0	20.4	100	10619	100.0	6.3	100	8200	100.0	4.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1362	26.6	2.6	85	9626	28.1	18.4	90	3040	28.6	5.8	92	2143	26.1	4.1	84
NETWORK AFFILIATES - LATE		39164	1346	26.3	3.4	112	8177	23.9	20.9	102	2378	22.4	6.1	96	1924	23.5	4.9	100
INDEPENDENTS - LATE		5133	145	2.8	2.8	92	863	2.5	16.8	82	292	2.7	5.7	90	219	2.7	4.3	87
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	920	18.0	4.0	132	5051	14.7	22.1	108	1536	14.5	6.7	106	1013	12.4	4.4	91
ABC MONDAY NIGHT MOVIE	A	11258	289	5.6	2.6	84	2337	6.8	20.8	102	775	7.3	6.9	109	534	6.5	4.7	97
ABC SUNDAY NIGHT MOVIE	A	23600	765	14.9	3.2	106	5015	14.6	21.3	104	1591	15.0	6.7	106	1182	14.4	5.0	102
ABC WORLD NEWS TONIGHT	A	12801	353	6.9	2.8	90	2330	6.8	18.2	89	743	7.0	5.8	92	612	7.5	4.8	98
AFTERMASH	C	10966	*271	5.3	2.5	81	2318	6.8	21.1	103	666	6.3	6.1	96	474	5.8	4.3	88
ALICE	C	17050	423	8.3	2.5	81	3759	11.0	22.0	108	1046	9.9	6.1	97	750	9.1	4.4	90
AMERICAN PARADE	C	11998	367	7.2	3.1	100	2195	6.4	18.3	90	695	6.5	5.8	91	548	6.7	4.6	93
BENSON	A	19258	477	9.3	2.5	81	3762	11.0	19.5	96	1281	12.1	6.7	105	866	10.6	4.5	92
BLUE THUNDER	A	11478	306	6.0	2.7	87	2423	7.1	21.1	103	654	6.2	5.7	90	555	6.8	4.8	99
CAGNEY & LACEY	C	18263	613	12.0	3.4	110	3940	11.5	21.6	106	1149	10.8	6.3	99	857	10.5	4.7	96
CBS EVENING NEWS-DEAN	C	7733	*169	3.3	2.2	72	1239	3.6	16.0	78	366	3.4	4.7	75	*173	2.1	2.2	46
CBS EVENING NEWS-RATHER	C	15653	377	7.4	2.4	79	2542	7.4	16.2	79	958	9.0	6.1	97	582	7.1	3.7	76
CBS SAT. NEWS-SCHIEFFER	C	8744	251	4.9	2.9	94	1407	4.1	16.1	79	447	4.2	5.1	81	231	2.8	2.6	54
CBS SATURDAY NIGHT MOVIE	C	12000	330	6.4	2.8	90	2564	7.5	21.4	105	806	7.6	6.7	106	551	6.7	4.6	94
CBS WEDNESDAY NIGHT MOVIE	C	11522	356	6.9	3.1	101	2097	6.1	18.2	89	872	8.2	7.6	120	506	6.2	4.4	90
CHEERS	N	16818	395	7.7	2.3	77	3696	10.8	22.0	108	1180	11.1	7.0	111	903	11.0	5.4	110
DALLAS	C	37510	1090	21.3	2.9	95	7478	21.8	19.9	98	2440	23.0	6.5	103	1986	24.2	5.3	108
DIFF'RENT STROKES	N	11258	351	6.8	3.1	102	2396	7.0	21.3	104	672	6.3	6.0	94	557	6.8	4.9	101
DOUBLE TROUBLE	N	12248	538	10.5	4.4	144	2718	7.9	22.2	109	841	7.9	6.9	108	723	8.8	5.9	121
DUCK FACTORY	N	11100	306	6.0	2.8	90	2437	7.1	22.0	107	796	7.5	7.2	113	595	7.3	5.4	110
DUKES OF HAZZARD	C	12353	340	6.6	2.8	90	2619	7.6	21.2	104	784	7.4	6.3	100	643	7.8	5.2	106
DYNASTY	A	33279	1047	20.4	3.1	103	7209	21.0	21.7	106	2236	21.1	6.7	106	1668	20.3	5.0	103
FACTS OF LIFE	N	13410	409	8.0	3.0	100	2993	8.7	22.3	109	786	7.4	5.9	93	760	9.3	5.7	116
FALCON CREST	C	31093	998	19.5	3.2	105	6679	19.5	21.5	105	2061	19.4	6.6	105	1812	22.1	5.8	119
FALL GUY	A	18649	735	14.3	3.9	129	4097	11.9	22.0	107	1480	13.9	7.9	125	941	11.5	5.0	103
FAMILY TIES	N	13101	478	9.3	3.6	119	2860	8.3	21.8	107	945	8.9	7.2	114	684	8.3	5.2	107
FANTASY ISLAND	A	13069	337	6.6	2.6	84	2661	7.8	20.4	100	824	7.8	6.3	100	696	8.5	5.3	109
FOULUPS,BLEEPS & BLUNDERS	A	16588	431	8.4	2.6	85	3391	9.9	20.4	100	1056	9.9	6.4	101	918	11.2	5.5	113
FOUR SEASONS	C	9302	*227	4.4	2.4	80	2047	6.0	22.0	108	624	5.9	6.7	106	*375	4.6	4.0	82
GIMME A BREAK	N	13955	485	9.5	3.5	114	2866	8.4	20.5	100	1018	9.6	7.3	115	696	8.5	5.0	102
HART TO HART	A	15735	414	8.1	2.6	86	3333	9.7	21.2	104	973	9.2	6.2	98	721	8.8	4.6	94
HILL STREET BLUES	N	18257	588	11.5	3.2	105	3960	11.6	21.7	106	1220	11.5	6.7	106	982	12.0	5.4	110
HOTEL	A	24236	716	14.0	3.0	97	4944	14.4	20.4	100	1628	15.3	6.7	106	1224	14.9	5.1	103
JEFFERSONS	C	17010	379	7.4	2.2	73	3604	10.5	21.2	104	1000	9.4	5.9	93	787	9.6	4.6	95
JENNIFER SLEPT HERE	N	9397	*254	5.0	2.7	88	2016	5.9	21.5	105	521	4.9	5.5	88	518	6.3	5.5	113
KATE & ALLIE	C	16762	475	9.3	2.8	93	3553	10.4	21.2	104	1000	9.4	6.0	94	758	9.2	4.5	92
KNIGHT RIDER	N	13164	527	10.3	4.0	131	3083	9.0	23.4	115	953	9.0	7.2	114	654	8.0	5.0	102
LOVE BOAT	A	20400	461	9.0	2.3	74	3957	11.5	19.4	95	1188	11.2	5.8	92	957	11.7	4.7	96
MAGNUM PI	C	22543	606	11.8	2.7	88	4597	13.4	20.4	100	1451	13.7	6.4	102	910	11.1	4.0	83
MAMA'S FAMILY	N	9852	229	4.5	2.3	76	2023	5.9	20.5	100	593	5.6	6.0	95	447	5.5	4.5	93
MASTER, THE	N	8082	*191	3.7	2.4	77	1895	5.5	23.4	115	515	4.8	6.4	101	488	6.0	6.0	124
MATT HOUSTON	A	12881	367	7.2	2.8	93	2693	7.9	20.9	102	897	8.4	7.0	110	582	7.1	4.5	92
NBC MONDAY NIGHT MOVIE	N	23889	950	18.5	4.0	130	5578	16.3	23.3	114	1720	16.2	7.2	114	1268	15.5	5.3	109
NBC NIGHTLY NEWS	N	11156	224	4.4	2.0	66	2236	6.5	20.0	98	580	5.5	5.2	82	384	4.7	3.4	70
NBC NIGHTLY NEWS-SAT	N	7363	*113	2.2	1.5	50	1231	3.6	16.7	82	314	3.0	4.3	67	*207	2.5	2.8	58
NBC NIGHTLY NEWS-SUN	N	6214	**104	2.0	1.7	55	973	2.8	15.7	77	295	2.8	4.7	75	*242	3.0	3.9	80
NBC SUNDAY NIGHT MOVIE	N	17590	607	11.8	3.5	113	3789	11.1	21.5	105	1378	13.0	7.8	124	1024	12.5	5.8	119
NEWHART	C	16740	572	11.2	3.4	112	3663	10.7	21.9	107	869	8.2	5.2	82	834	10.2	5.0	102
ONE DAY AT A TIME	C	11820	367	7.2	3.1	102	2738	8.0	23.2	113	775	7.3	6.6	104	642	7.8	5.4	111
PEOPLE ARE FUNNY	N	9138	*201	3.9	2.2	72	1930	5.6	21.1	103	540	5.1	5.9	93	418	5.1	4.6	94
REAL PEOPLE	N	15979	376	7.3	2.4	77	3242	9.5	20.3	99	983	9.3	6.2	97	718	8.8	4.5	92
REMINGTON STEELE	N	14395	490	9.6	3.4	111	3260	9.5	22.6	111	857	8.1	6.0	94	788	9.6	5.5	112
RIPLEY'S BELIEVE IT - NOT	A	11362	*213	4.2	1.9	61	2412	7.0	21.2	104	641	6.0	5.6	89	573	7.0	5.0	103
RIPTIDE	N	13920	457	8.9	3.3	107	3118	9.1	22.4	110	884	8.3	6.4	100	616	7.5	4.4	91
SCARECROW & MRS. KING	C	17571	503	9.8	2.9	94	3767	11.0	21.4	105	1140	10.7	6.5	102	852	10.4	4.8	99
SIMON & SIMON	C	20208	597	11.6	3.0	97	4263	12.4	21.1	103	1150	10.8	5.7	90	933	11.4	4.6	94
60 MINUTES	C	27668	542	10.6	2.0	64	4743	13.8	17.1	84	1317	12.4	4.8	75	943	11.5	3.4	70
ST. ELSEWHERE	N	13699	479	9.3	3.5	114	3237	9.4	23.6	116	932	8.8	6.8	107	805	9.8	5.9	120
THREE'S COMPANY	A	20632	666	13.0	3.2	106	4440	13.0	21.5	105	1432	13.5	6.9	110	1110	13.5	5.4	110
T.J. HOOKER	A	17136	381	7.4	2.2	73	3494	10.2	20.4	100	1046	9.9	6.1	96	677	8.3	4.0	81
TONIGHT SHOW	N	4963	161	3.1	3.2	106	1125	3.3	22.7	111	324	3.1	6.5	103	300	3.7	6.0	124
TRAPPER JOHN, M.D.	C	16332	452	8.8	2.8	91	3431	10.0	21.0	103	881	8.3	5.4	85	808	9.9	4.9	101
TV BLOOPERS & PRAC. JOKES	N	18881	463	9.0	2.5	80	3836	11.2	20.3	99	1153	10.9	6.1	96	670	8.2	3.5	73
20/20	A	18315	565	11.0	3.1	101	3664	10.7	20.0	98	1061	10.0	5.8	92	805	9.8	4.4	90
WEBSTER	A	18722	503	9.8	2.7	88	3793	11.1	20.3	99	1334	12.6	7.1	113	922	11.2	4.9	101
WORLD NEWS - SUN	A	5327	**134	2.6	2.5	82	995	2.9	18.7	91	290	2.7	5.4	86	*201	2.5	3.8	77
YELLOW ROSE	N	8370	268	5.2	3.2	105	1607	4.7	19.2	94	499	4.7	6.0	94	462	5.6	5.5	113
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	900	17.6	3.5	114	5614	16.4	21.7	106	1746	16.4	6.8	107	1411	17.2	5.5	112
BASKETBALL - COLLEGE GAMES		14468	*544	10.6	3.8	123	3370	9.8	23.3	114	952	9.0	6.6	104	903	11.0	6.2	128
BASKETBALL - PRO GAMES		12124	*551	10.8	4.5	149	2606	7.6	21.5	105	736	6.9	6.1	96	746	9.1	6.2	126
BOWLING		9412	*392	7.6	4.2	136	2010	5.9	21.4	104	666	6.3	7.1	112	*603	7.4	6.4	131
BOXING		15409	742	14.5	4.8	158	3313	9.7	21.5	105	1195	11.3	7.8	122	875	10.7	5.7	116
FOOTBALL - COLLEGE GAMES		21400	684	13.3	3.2	105	4905	14.3	22.9	112	1291	12.2	6.0	95	1231	15.0	5.8	118
FOOTBALL - PRO GAMES		35944	1238	24.2	3.4	113	8768	25.6	24.4	119	2706	25.5	7.5	119	2282	27.8	6.3	130
GOLF		9759	**151	2.9	1.5	51	1778	5.2	18.2	89	*428	4.0	4.4	69	*403	4.9	4.1	84
POST-SEASON COLL. FOOTBALL		18123	585	11.4	3.2	106	4346	12.7	24.0	117	1128	10.6	6.2	98	1005	12.3	5.5	113
POST-SEASON PRO FOOTBALL		22091	758	14.8	3.4	112	5594	16.3	25.3	124	1901	17.9	8.6	136	1490	18.2	6.7	138
TENNIS		6764	**279	5.4	4.1	135	1487	4.3	22.0	108	*563	5.3	8.3	131	*424	5.2	6.3	128
WRESTLING - PROFESSIONAL		9695	*481	9.4	5.0	162	2587	7.5	26.7	131	901	8.5	9.3	147	*491	6.0	5.1	104

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	3 MUSKETEERS A '000	3 MUSKETEERS B % DOWN	3 MUSKETEERS C % ACROSS	3 MUSKETEERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % DOWN	TOOTSIE ROLLS C % ACROSS	TOOTSIE ROLLS D INDX
TOTAL ADULTS	167727	44526	100.0	26.5	100	9620	100.0	5.7	100	23741	100.0	14.2	100	13811	100.0	8.2	100
MALES	79263	20317	45.6	25.6	97	3564	37.0	4.5	78	10914	46.0	13.8	97	5512	39.9	7.0	84
FEMALES	88464	24210	54.4	27.4	103	6056	63.0	6.8	119	12827	54.0	14.5	102	8299	60.1	9.4	114
18 - 24	28671	9674	21.7	33.7	127	2712	28.2	9.5	165	4050	17.1	14.1	100	3356	24.3	11.7	142
25 - 34	39536	12351	27.7	31.2	118	3186	33.1	8.1	141	6462	27.2	16.3	115	4471	32.4	11.3	137
35 - 44	28978	8943	20.1	30.9	116	1914	19.9	6.6	115	4815	20.3	16.6	117	2705	19.6	9.3	113
45 - 54	22345	5731	12.9	25.6	97	868	8.8	3.8	66	3064	12.9	13.7	97	1440	10.4	6.4	78
55 - 64	22224	4657	10.5	21.0	79	*654	6.8	2.9	51	2644	11.1	11.9	84	987	7.1	4.4	54
65 OR OLDER	25973	3171	7.1	12.2	46	*307	3.2	1.2	21	2707	11.4	10.4	74	852	6.2	3.3	40
18 - 34	68207	22025	49.5	32.3	122	5898	61.3	8.6	151	10512	44.3	15.4	109	7827	56.7	11.5	139
18 - 49	108058	33972	76.3	31.4	118	8312	86.4	7.7	134	17001	71.6	15.7	111	11384	82.4	10.5	128
25 - 54	90859	27024	60.7	29.7	112	5947	61.8	6.5	114	14341	60.4	15.8	112	8616	62.4	9.5	115
35 - 49	39851	11947	26.8	30.0	113	2415	25.1	6.1	106	6489	27.3	16.3	115	3557	25.8	8.9	108
50 OR OLDER	59669	10554	23.7	17.7	67	1308	13.6	2.2	38	6741	28.4	11.3	80	2428	17.6	4.1	49
GRADUATED COLLEGE	28091	6708	15.1	23.9	90	1136	11.8	4.0	71	3160	13.3	11.2	79	1726	12.5	6.1	75
ATTENDED COLLEGE	28938	8944	20.1	30.9	116	1945	20.2	6.7	117	4253	17.9	14.7	104	2404	17.4	8.3	101
GRADUATED HIGH SCHOOL	65503	19194	43.1	29.3	110	4418	45.9	6.7	118	9680	40.8	14.8	104	6176	44.7	9.4	115
DID NOT GRADUATE HIGH SCHOOL	45195	9681	21.7	21.4	81	2121	22.0	4.7	82	6649	28.0	14.7	104	3506	25.4	7.8	94
EMPLOYED MALES	56429	15568	35.0	27.6	104	2486	25.8	4.4	77	7837	33.0	13.9	98	4048	29.3	7.2	87
EMPLOYED FEMALES	43971	13328	29.9	30.3	114	3596	37.4	8.2	143	6377	26.9	14.5	102	4605	33.3	10.5	127
EMPLOYED FULL-TIME	87773	24723	55.5	28.2	106	4928	51.2	5.6	98	12268	51.7	14.0	99	7447	53.9	8.5	103
EMPLOYED PART-TIME	12627	4173	9.4	33.0	124	1155	12.0	9.1	159	1946	8.2	15.4	109	1206	8.7	9.6	116
NOT EMPLOYED	67327	15631	35.1	23.2	87	3537	36.8	5.3	92	9528	40.1	14.2	100	5159	37.4	7.7	93
PROFESSIONAL/MANAGER	25845	7022	15.8	27.2	102	1236	12.8	4.8	83	3501	14.7	13.5	96	1602	11.6	6.2	75
TECH/CLERICAL/SALES	30895	9539	21.4	30.9	116	2193	22.8	7.1	124	4528	19.1	14.7	104	2913	21.1	9.4	115
PRECISION/CRAFT	12629	3319	7.5	26.3	99	642	6.7	5.1	89	1756	7.4	13.9	98	982	7.1	7.8	94
OTHER EMPLOYED	31031	9016	20.2	29.1	109	2011	20.9	6.5	113	4429	18.7	14.3	101	3156	22.9	10.2	124
SINGLE	35557	10109	22.7	28.4	107	2590	26.9	7.3	127	4812	20.3	13.5	96	3768	27.3	10.6	129
MARRIED	103585	28860	64.8	27.9	105	5766	59.9	5.6	97	15661	66.0	15.1	107	8057	58.3	7.8	94
DIVORCED/SEPARATED/WIDOWED	28585	5557	12.5	19.4	73	1264	13.1	4.4	77	3269	13.8	11.4	81	1986	14.4	6.9	84
PARENTS	59295	19642	44.1	33.1	125	5454	56.7	9.2	160	10301	43.4	17.4	123	6828	49.4	11.5	140
WHITE	144081	39270	88.2	26.9	101	7883	81.9	5.4	94	21317	89.8	14.6	103	11274	81.6	7.7	94
BLACK	17974	4285	9.6	23.8	90	1564	16.3	8.7	152	1977	8.3	11.0	78	2045	14.8	11.4	138
OTHER	3672	*971	2.2	26.4	100	**173	1.8	4.7	82	**448	1.9	12.2	86	**493	3.6	13.4	163
NORTHEAST-CENSUS	37005	7192	16.2	19.4	73	1511	15.7	4.1	71	4942	20.8	13.4	94	2931	21.2	7.9	96
NORTH CENTRAL	42642	14210	31.9	33.3	126	2851	29.6	6.7	117	6601	27.8	15.5	109	3513	25.4	8.2	100
SOUTH	56777	14099	31.7	24.8	94	3364	35.0	5.9	103	7975	33.6	14.0	99	5006	36.2	8.8	107
WEST	31303	9025	20.3	28.8	109	1894	19.7	6.1	105	4224	17.8	13.5	95	2361	17.1	7.5	92
NORTHEAST-MKTG.	38125	6755	15.2	17.7	67	1589	16.5	4.2	73	4379	18.4	11.5	81	2792	20.2	7.3	89
EAST CENTRAL	24794	7567	17.0	30.5	115	1352	14.1	5.5	95	4460	18.8	18.0	127	2181	15.8	8.8	107
WEST CENTRAL	28511	9874	22.2	34.6	130	2056	21.4	7.2	126	4267	18.0	15.0	106	2277	16.5	8.0	97
SOUTH	48953	12689	28.5	25.9	98	2948	30.6	6.0	105	7116	30.0	14.5	103	4503	32.6	9.2	112
PACIFIC	27344	7643	17.2	28.0	105	1674	17.4	6.1	107	3519	14.8	12.9	91	2059	14.9	7.5	91
COUNTY SIZE A	69301	15695	35.2	22.6	85	3632	37.8	5.2	91	8342	35.1	12.0	85	5476	39.6	7.9	96
COUNTY SIZE B	50633	14872	33.4	29.4	111	3316	34.5	6.5	114	7996	33.7	15.8	112	4498	32.6	8.9	108
COUNTY SIZE C	26259	7381	16.6	28.1	106	1327	13.8	5.1	88	4559	19.2	17.4	123	2172	15.7	8.3	100
COUNTY SIZE D	21534	6578	14.8	30.5	115	1346	14.0	6.3	109	2844	12.0	13.2	93	1666	12.1	7.7	94
METRO CENTRAL CITY	50014	12698	28.5	25.4	96	3278	34.1	6.6	114	6400	27.0	12.8	90	4640	33.6	9.3	113
METRO SUBURBAN	76032	19889	44.7	25.9	98	3941	41.0	5.1	89	11257	47.4	14.7	104	5911	42.8	7.7	93
NON METRO	40681	11940	26.8	29.2	110	2401	25.0	5.9	102	6085	25.6	14.9	105	3261	23.6	8.0	97
TOP 5 ADI'S	39550	8437	18.9	21.3	80	1893	19.7	4.8	83	4562	19.2	11.5	81	3180	23.0	8.0	98
TOP 10 ADI'S	54877	11404	25.6	20.8	78	2749	28.6	5.0	87	6198	26.1	11.3	80	4395	31.8	8.0	97
TOP 20 ADI'S	77516	17686	39.7	22.8	86	4301	44.7	5.5	97	9549	40.2	12.3	87	6461	46.8	8.3	101
HSHLD INC. $50,000 OR MORE	17257	4442	10.0	25.7	97	721	7.5	4.2	73	1979	8.3	11.5	81	1288	9.3	7.5	91
$40,000 OR MORE	33225	9677	21.7	29.1	110	1870	19.4	5.6	98	4378	18.4	13.2	93	2333	16.9	7.0	85
$30,000 OR MORE	59693	17512	39.3	29.3	111	3484	36.2	5.8	102	8301	35.0	13.9	98	4787	34.7	8.0	97
$25,000 OR MORE	76275	22064	49.6	28.9	109	4505	46.8	5.9	103	10621	44.7	13.9	98	5931	42.9	7.8	94
$20,000 - $24,999	18807	5147	11.6	27.7	104	1019	10.6	5.5	95	2603	11.0	14.0	99	1397	10.1	7.5	91
$15,000 - $19,999	17175	4960	11.1	28.9	109	1204	12.5	7.0	122	2563	10.8	14.9	105	1773	12.8	10.3	125
$10,000 - $14,999	24569	6134	13.8	25.0	94	1306	13.6	5.3	93	3600	15.2	14.7	104	2106	15.2	8.6	104
UNDER $10,000	31101	6221	14.0	20.0	75	1587	16.5	5.1	89	4356	18.3	14.0	99	2605	18.9	8.4	102
HOUSEHOLD OF 1 PERSON	19441	3107	7.0	16.0	60	478	5.0	2.5	43	1883	7.9	9.7	68	911	6.6	4.7	57
2 PEOPLE	51803	11727	26.3	22.6	85	1836	19.1	3.5	62	6279	26.4	12.1	86	3070	22.2	5.9	72
3 OR 4 PEOPLE	66933	19484	43.8	29.1	110	4390	45.6	6.6	114	10613	44.7	15.9	112	6368	46.1	9.5	116
5 OR MORE PEOPLE	29550	10209	22.9	34.5	130	2918	30.3	9.9	172	4967	20.9	16.8	119	3463	25.1	11.7	142
NO CHILD IN HSHLD	96587	20447	45.9	21.2	80	3019	31.4	3.1	54	11572	48.7	12.0	85	5728	41.5	5.9	72
CHILD(REN) UNDER 2 YRS	10844	3818	8.6	35.2	133	901	9.4	8.3	145	1899	8.0	17.5	124	1502	10.9	13.9	168
2 - 5 YEARS	26258	8363	18.8	31.7	120	2296	23.9	8.7	152	4220	17.8	16.0	113	3237	23.4	12.3	149
6 - 11 YEARS	30453	10454	23.5	34.3	129	3294	34.2	10.8	189	5424	22.8	17.8	126	3721	26.9	12.2	148
12 - 17 YEARS	36575	12671	28.5	34.6	131	3248	33.8	8.9	155	6532	27.5	17.9	126	3865	28.0	10.6	128
RESIDENCE OWNED	117770	31813	71.4	27.0	102	6326	65.8	5.4	94	17049	71.8	14.5	102	8715	63.1	7.4	90
VALUE: $50,000 OR MORE	70166	19150	43.0	27.3	103	3701	38.5	5.3	92	9670	40.7	13.8	97	4733	34.3	6.7	82
VALUE: UNDER $50,000	47604	12663	28.4	26.6	100	2625	27.3	5.5	96	7378	31.1	15.5	109	3983	28.8	8.4	102

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0125
P-22

		TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	STARBURST A '000	STARBURST B % DOWN	STARBURST C % ACROSS	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % DOWN	TOOTSIE ROLLS C % ACROSS	TOOTSIE ROLLS D INDX
TOTAL ADULTS		167727	44526	100.0	26.5	100	9620	100.0	5.7	100	23741	100.0	14.2	100	13811	100.0	8.2	100
MAGAZINES	QUINTILE 1	34022	10717	24.1	31.5	119	2805	29.2	8.2	144	5400	22.7	15.9	112	3471	25.1	10.2	124
	QUINTILE 2	34800	9935	22.3	28.5	108	2207	22.9	6.3	111	5258	22.1	15.1	107	2844	20.6	8.2	99
	QUINTILE 3	30514	7934	17.8	26.0	98	1596	16.6	5.2	91	4256	17.9	13.9	99	2563	18.6	8.4	102
	QUINTILE 4	33324	8686	19.5	26.1	98	1615	16.8	4.8	84	4398	18.5	13.2	93	2670	19.3	8.0	97
	QUINTILE 5	35066	7255	16.3	20.7	78	1397	14.5	4.0	69	4431	18.7	12.6	89	2263	16.4	6.5	78
NEWSPAPERS	QUINTILE 1	29107	7338	16.5	25.2	95	1369	14.2	4.7	82	4058	17.1	13.9	98	2142	15.5	7.4	89
	QUINTILE 2	49095	13143	29.5	26.8	101	2941	30.6	6.0	104	6800	28.6	13.9	98	3723	27.0	7.6	92
	QUINTILE 3	23107	6409	14.4	27.7	104	1545	16.1	6.7	117	3162	13.3	13.7	97	2121	15.4	9.2	111
	QUINTILE 4	33956	9055	20.3	27.0	102	1916	19.9	5.7	100	4635	19.5	13.8	98	2737	19.8	8.2	99
	QUINTILE 5	32863	8581	19.3	26.1	98	1850	19.2	5.6	98	5086	21.4	15.5	109	3088	22.4	9.4	114
OUTDOOR	QUINTILE 1	33431	9501	21.3	28.4	107	2315	24.1	6.9	121	5081	21.4	15.2	107	3320	24.0	9.9	121
	QUINTILE 2	33478	9229	20.7	27.6	104	1967	20.4	5.9	102	4901	20.6	14.6	103	3313	24.0	9.9	120
	QUINTILE 3	33574	8956	20.1	26.7	100	1951	20.3	5.8	101	5367	22.6	16.0	113	2253	16.3	6.7	81
	QUINTILE 4	33935	8647	19.4	25.5	96	1944	20.2	5.7	100	4477	18.9	13.2	93	2531	18.3	7.5	91
	QUINTILE 5	33310	8193	18.4	24.6	93	1443	15.0	4.3	76	3916	16.5	11.8	83	2395	17.3	7.2	87
RADIO-DRIVE TIME	QUINTILE 1	33136	9316	20.9	28.1	106	2226	23.1	6.7	117	5150	21.7	15.5	110	3213	23.3	9.7	118
	QUINTILE 2	31698	8814	19.8	27.8	105	1612	16.8	5.1	89	4168	17.6	13.2	93	2487	18.0	7.9	95
	QUINTILE 3	32541	8577	19.3	26.4	99	2373	24.7	7.3	127	4760	20.0	14.6	103	2765	20.0	8.5	103
	QUINTILE 4	34247	9257	20.8	27.0	102	1807	18.8	5.3	92	4760	20.0	13.9	98	2859	20.7	8.3	101
	QUINTILE 5	36144	8562	19.2	23.7	89	1603	16.7	4.4	77	4905	20.7	13.6	96	2488	18.0	6.9	84
RADIO-MID-DAY	TERCILE 1	45037	12518	28.1	27.8	105	2819	29.3	6.3	109	6749	28.4	15.0	106	4168	30.2	9.3	112
	TERCILE 2	44819	11925	26.8	26.6	100	2781	28.9	6.2	108	6226	26.2	13.9	98	3906	28.3	8.7	106
	TERCILE 3	77872	20084	45.1	25.8	97	4020	41.8	5.2	90	10766	45.3	13.8	98	5738	41.5	7.4	89
RADIO-TOTAL	QUINTILE 1	33763	9681	21.7	28.7	108	2214	23.0	6.6	114	5045	21.3	14.9	106	3301	23.9	9.8	119
	QUINTILE 2	33240	9195	20.7	27.7	104	2376	24.7	7.1	125	4804	20.2	14.5	102	3063	22.2	9.2	112
	QUINTILE 3	33408	9245	20.8	27.7	104	1779	18.5	5.3	93	4280	18.0	12.8	91	2610	18.9	7.8	95
	QUINTILE 4	34792	9160	20.6	26.3	99	1985	20.6	5.7	99	5194	21.9	14.9	105	2556	18.5	7.3	89
	QUINTILE 5	32524	7246	16.3	22.3	84	1267	13.2	3.9	68	4418	18.6	13.6	96	2282	16.5	7.0	85
TV-PRIME TIME	QUINTILE 1	33090	8259	18.5	25.0	94	1544	16.0	4.7	81	4666	19.7	14.1	100	2517	18.2	7.6	92
	QUINTILE 2	33357	9541	21.4	28.6	108	1965	20.4	5.9	103	4929	20.8	14.8	104	2766	20.0	8.3	101
	QUINTILE 3	33980	9147	20.5	26.9	101	2188	22.7	6.4	112	5083	21.4	15.0	106	3064	22.2	9.0	110
	QUINTILE 4	33854	8627	19.4	25.5	96	1939	20.2	5.7	100	4606	19.4	13.6	96	2635	19.1	7.8	95
	QUINTILE 5	33444	8953	20.1	26.8	101	1984	20.6	5.9	103	4457	18.8	13.3	94	2829	20.5	8.5	103
TV-DAYTIME	TERCILE 1	49121	12753	28.6	26.0	98	2795	29.1	5.7	99	6892	29.0	14.0	99	4175	30.2	8.5	103
	TERCILE 2	48823	13314	29.9	27.3	103	3094	32.2	6.3	110	7155	30.1	14.7	104	4396	31.8	9.0	109
	TERCILE 3	69782	18459	41.5	26.5	100	3730	38.8	5.3	93	9695	40.8	13.9	98	5240	37.9	7.5	91
TV-TOTAL	QUINTILE 1	33584	8344	18.7	24.8	94	1589	16.5	4.7	82	5056	21.3	15.1	106	2675	19.4	8.0	97
	QUINTILE 2	33441	8810	19.8	26.3	99	1977	20.6	5.9	103	4647	19.6	13.9	98	2692	19.5	8.0	98
	QUINTILE 3	33505	9219	20.7	27.5	104	2078	21.6	6.2	108	4445	18.7	13.3	94	2889	20.9	8.6	105
	QUINTILE 4	33466	8818	19.8	26.3	99	1782	18.5	5.3	93	4835	20.4	14.4	102	2605	18.9	7.8	95
	QUINTILE 5	33731	9335	21.0	27.7	104	2195	22.8	6.5	113	4759	20.0	14.1	100	2950	21.4	8.7	106
MAGAZINES-NEWSPAPERS: DUAL		44503	13020	29.2	29.3	110	2870	29.8	6.4	112	6386	26.9	14.3	101	3864	28.0	8.7	105
MAGAZINE IMPERATIVE		39363	11860	26.6	30.1	113	3051	31.7	7.8	135	6332	26.7	16.1	114	3822	27.7	9.7	118
NEWSPAPER IMPERATIVE		46441	10703	24.0	23.0	87	2027	21.1	4.4	76	6131	25.8	13.2	93	3064	22.2	6.6	80
MAGAZINES-OUTDOOR: DUAL		33726	10189	22.9	30.2	114	2328	24.2	6.9	120	5331	22.5	15.8	112	3623	26.2	10.7	130
MAGAZINE IMPERATIVE		52866	14872	33.4	28.1	106	3451	35.9	6.5	114	7579	31.9	14.3	101	4043	29.3	7.7	93
OUTDOOR IMPERATIVE		52140	12865	28.9	24.7	93	2707	28.1	5.2	91	7371	31.0	14.1	100	4206	30.5	8.1	98
MAGAZINES-RADIO: DUAL		37081	11197	25.1	30.2	114	3048	31.7	8.2	143	5576	23.5	15.0	106	3702	26.8	10.0	121
MAGAZINE IMPERATIVE		49747	14197	31.9	28.5	108	2930	30.5	5.9	103	7699	32.4	15.5	109	4080	29.5	8.2	100
RADIO IMPERATIVE		49208	12700	28.5	25.8	97	2457	25.5	5.0	87	6502	27.4	13.2	93	4196	30.4	8.5	104
MAGAZINES-TELEVISION: DUAL		33103	9694	21.8	29.3	110	2195	22.8	6.6	116	5248	22.1	15.9	112	2956	21.4	8.9	108
MAGAZINE IMPERATIVE		54575	16003	35.9	29.3	110	3875	40.3	7.1	124	8000	33.7	14.7	104	4886	35.4	9.0	109
TELEVISION IMPERATIVE		53249	12286	27.6	23.1	87	2206	22.9	4.1	72	6810	28.7	12.8	90	3767	27.3	7.1	86
NEWSPAPERS-OUTDOOR: DUAL		36255	10171	22.8	28.1	106	2302	23.9	6.3	111	5417	22.8	14.9	106	3260	23.6	9.0	109
NEWSPAPER IMPERATIVE		55591	14160	31.8	25.5	96	2853	29.7	5.1	89	7315	30.8	13.2	93	3718	26.9	6.7	81
OUTDOOR IMPERATIVE		48319	13356	30.0	27.6	104	3132	32.6	6.5	113	7527	31.7	15.6	110	4680	33.9	9.7	118
NEWSPAPERS-RADIO: DUAL		37242	10144	22.8	27.2	103	2344	24.4	6.3	110	5024	21.2	13.5	95	3263	23.6	8.8	106
NEWSPAPER IMPERATIVE		54423	13939	31.3	25.6	96	2805	29.2	5.2	90	7560	31.8	13.9	98	3783	27.4	7.0	84
RADIO IMPERATIVE		46650	13632	30.6	29.2	110	3177	33.0	6.8	119	7170	30.2	15.4	109	4612	33.4	9.9	120
NEWSPAPERS-TELEVISION: DUAL		35974	9331	21.0	25.9	98	2004	20.8	5.6	97	5250	22.1	14.6	103	2814	20.4	7.8	95
NEWSPAPER IMPERATIVE		56095	15151	34.0	27.0	102	3230	33.6	5.8	100	7536	31.7	13.4	95	4344	31.5	7.7	94
TELEVISION IMPERATIVE		47170	12470	28.0	26.4	100	2662	27.7	5.6	98	6681	28.1	14.2	100	4154	30.1	8.8	107
OUTDOOR-RADIO: DUAL		33748	9836	22.1	29.1	110	2492	25.9	7.4	129	4942	20.8	14.6	103	3577	25.9	10.6	129
OUTDOOR IMPERATIVE		52785	13693	30.8	25.9	98	2769	28.8	5.2	91	7981	33.6	15.1	107	4328	31.3	8.2	100
RADIO IMPERATIVE		52882	14142	31.8	26.7	101	3054	31.7	5.8	101	7208	30.4	13.6	96	4125	29.9	7.8	95
OUTDOOR-TELEVISION: DUAL		32030	8872	19.9	27.7	104	2137	22.2	6.7	116	4788	20.2	14.9	106	2971	21.5	9.3	113
OUTDOOR IMPERATIVE		54626	15238	34.2	27.9	105	3448	35.8	6.3	110	8252	34.8	15.1	107	5050	36.6	9.2	112
TELEVISION IMPERATIVE		54874	13676	30.7	24.9	94	2625	27.3	4.8	83	7374	31.1	13.4	95	3837	27.8	7.0	85
RADIO-TELEVISION: DUAL		33386	9549	21.4	28.6	108	2234	23.2	6.7	117	4885	20.6	14.6	103	3158	22.9	9.5	115
RADIO IMPERATIVE		53810	14941	33.6	27.8	105	3454	35.9	6.4	112	7336	30.9	13.6	96	4911	35.6	9.1	111
TELEVISION IMPERATIVE		54023	13096	29.4	24.2	91	2629	27.3	4.9	85	7699	32.4	14.3	101	3937	28.5	7.3	89

*PROJECTION-RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	STARBURST A '000	STARBURST B % DOWN	STARBURST C % ACROSS	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % DOWN	TOOTSIE ROLLS C % ACROSS	TOOTSIE ROLLS D INDX
TOTAL ADULTS	167727	44526	100.0	26.5	100	9620	100.0	5.7	100	23741	100.0	14.2	100	13811	100.0	8.2	100
ATLANTIC MONTHLY	867	**123	0.3	14.2	53	**24	0.2	2.8	48	**70	0.3	8.1	57	**29	0.2	3.3	41
BARRON'S	1580	*381	0.9	24.1	91	**65	0.7	4.1	72	*207	0.9	13.1	93	**121	0.9	7.7	93
BETTER HOMES & GARDENS	22203	6879	15.4	31.0	117	1695	17.6	7.6	133	3468	14.6	15.6	110	2070	15.0	9.3	113
BON APPETIT	3810	925	2.1	24.3	91	*320	3.3	8.4	146	553	2.3	14.5	103	292	2.1	7.7	93
BUSINESS WEEK	4663	1037	2.3	22.2	84	*250	2.6	5.4	93	530	2.2	11.4	80	380	2.8	8.1	99
CAR AND DRIVER	3102	876	2.0	28.2	106	*228	2.4	7.4	128	471	2.0	15.2	107	*223	1.6	7.2	87
CBS MAGAZINE NETWORK (GROSS)	7311	2448	5.5	33.5	126	682	7.1	9.3	163	1270	5.3	17.4	123	763	5.5	10.4	127
CHANGING TIMES	3400	789	1.8	23.2	87	*270	2.8	7.9	138	528	2.2	15.5	110	*317	2.3	9.3	113
COLONIAL HOMES	1796	521	1.2	29.0	109	*185	1.9	10.3	180	283	1.2	15.8	111	*223	1.6	12.4	151
CONDE NAST MAG. PKG. (GROSS)	19924	6288	14.1	31.6	119	2090	21.7	10.5	183	2764	11.6	13.9	98	2381	17.2	12.0	145
CONSUMERS DIGEST	3125	818	1.8	26.2	99	*192	2.0	6.1	107	457	1.9	14.6	103	*270	2.0	8.6	105
COSMOPOLITAN	10577	3360	7.5	31.8	120	1013	10.5	9.6	167	1499	6.3	14.2	100	1303	9.4	12.3	150
COUNTRY LIVING	3746	1187	2.7	31.7	119	447	4.6	11.9	208	613	2.6	16.4	116	270	2.0	7.2	88
CUISINE	2214	551	1.2	24.9	94	*198	2.1	8.9	156	345	1.5	15.6	110	*181	1.3	8.2	99
CYCLE WORLD	2394	779	1.7	32.5	123	**150	1.6	6.3	109	414	1.7	17.3	122	*288	2.1	12.0	146
DCI:CREATIVE IDEAS FOR LIV	3068	1107	2.5	36.1	136	*245	2.5	8.0	139	460	1.9	15.0	106	355	2.6	11.6	141
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3049	6.8	31.9	120	628	6.5	6.6	115	1225	5.2	12.8	91	766	5.5	8.0	97
DISCOVER	2277	779	1.7	34.2	129	*229	2.4	10.1	175	397	1.7	17.4	123	*236	1.7	10.4	126
EBONY	7187	1938	4.4	27.0	102	797	8.3	11.1	193	822	3.5	11.4	81	774	5.6	10.8	131
ESQUIRE	2560	703	1.6	27.5	103	*218	2.3	8.5	148	398	1.7	15.5	110	*270	2.0	10.5	128
ESSENCE	3242	1058	2.4	32.6	123	357	3.7	11.0	192	486	2.0	15.0	106	428	3.1	13.2	160
FAMILY CIRCLE	19639	5982	13.4	30.5	115	1642	17.1	8.4	146	3312	14.0	16.9	119	1928	14.0	9.8	119
THE FAMILY HANDYMAN	3540	1186	2.7	33.5	126	*328	3.4	9.3	162	738	3.1	20.8	147	394	2.9	11.1	135
FAMILY WEEKLY	23924	6961	15.6	29.1	110	1264	13.1	5.3	92	3399	14.3	14.2	100	2015	14.6	8.4	102
FIELD & STREAM	9883	3166	7.1	32.0	121	689	7.2	7.0	122	1745	7.4	17.7	125	926	6.7	9.4	114
FOOD & WINE	1030	*186	0.4	18.1	68	**62	0.6	6.0	105	*134	0.6	13.0	92	*107	0.8	10.4	126
FORBES	2679	567	1.3	21.2	80	*145	1.5	5.4	94	301	1.3	11.2	79	*162	1.2	6.0	73
FORTUNE	2931	717	1.6	24.5	92	*230	2.4	7.8	137	316	1.3	10.8	76	*294	2.1	10.0	122
GENTLEMEN'S QUARTERLY	3481	1028	2.3	29.5	111	407	4.2	11.7	204	537	2.3	15.4	109	461	3.3	13.2	161
GLAMOUR	7163	2392	5.4	33.4	126	674	7.0	9.4	164	1064	4.5	14.9	105	933	6.8	13.0	158
GOLF DIGEST	2355	757	1.7	32.1	121	*133	1.4	5.6	98	347	1.5	14.7	104	*189	1.4	8.0	97
GOLF DIGEST/TENNIS (GROSS)	3610	1047	2.4	29.0	109	*215	2.2	6.0	104	456	1.9	12.6	89	274	2.0	7.6	92
GOLF MAGAZINE	2046	617	1.4	30.2	114	**130	1.4	6.4	111	395	1.7	19.3	136	*144	1.0	7.0	85
GOLF MAGAZINE/SKI (GROSS)	3547	1103	2.5	31.1	117	*293	3.0	8.3	144	561	2.4	15.8	112	254	1.8	7.2	87
GOOD HOUSEKEEPING	20353	6499	14.6	31.9	120	1678	17.4	8.2	144	3335	14.0	16.4	116	1918	13.9	9.4	114
HARPER'S BAZAAR	3362	1056	2.4	31.4	118	*368	3.8	10.9	191	462	1.9	13.7	97	365	2.6	10.9	132
HEALTH	2987	819	1.8	27.4	103	*216	2.2	7.2	126	534	2.2	17.9	126	*284	2.1	9.5	115
HEARST MAG CORP. BUY (GROSS)	67928	21359	48.0	31.4	118	6103	63.4	9.0	157	10424	43.9	15.3	108	6766	49.0	10.0	121
HEARST MAN POWER (GROSS)	11282	3469	7.8	30.7	116	909	9.4	8.1	140	1966	8.3	17.4	123	1148	8.3	10.2	124
HEARST WOMAN POWER (GROSS)	40514	13042	29.3	32.2	121	3684	38.3	9.1	159	6259	26.4	15.4	109	4124	29.9	10.2	124
HOUSE BEAUTIFUL	4885	1484	3.3	30.4	114	324	3.4	6.6	116	582	2.5	11.9	84	489	3.5	10.0	122
INC.	1308	338	0.8	25.8	97	**136	1.4	10.4	181	*185	0.8	14.1	100	**150	1.1	11.5	139
JET	6498	1799	4.0	27.7	104	623	6.5	9.6	167	808	3.4	12.4	88	818	5.9	12.6	153
LADIES' HOME JOURNAL	14797	5017	11.3	33.9	128	1190	12.4	8.0	140	2368	10.0	16.0	113	1613	11.7	10.9	132
LHJ FAMILY GRP COMBO(GROSS)	21743	7194	16.2	33.1	125	1728	18.0	7.9	139	3501	14.7	16.1	114	2363	17.1	10.9	132
LIFE	9881	2798	6.3	28.3	107	758	7.9	7.7	134	1399	5.9	14.2	100	915	6.6	9.3	112
L.A. TIMES HOME MAGAZINE	2775	688	1.5	24.8	93	*135	1.4	4.9	85	278	1.2	10.0	71	*177	1.3	6.4	77
MADEMOISELLE	4219	1261	2.8	29.9	113	471	4.9	11.2	195	521	2.2	12.3	87	451	3.3	10.7	130
MC CALL'S	16422	5587	12.5	34.0	128	1472	15.3	9.0	156	2576	10.9	15.7	111	1809	13.1	11.0	134
MC CALL'S/MRK MOTHER (GROSS)	17919	6112	13.7	34.1	128	1614	16.8	9.0	157	2851	12.0	15.9	112	1989	14.4	11.1	135
MECHANIX ILLUSTRATED	4433	1350	3.0	30.5	115	*344	3.6	7.8	135	660	2.8	14.9	105	474	3.4	10.7	130
METROPOLITAN HOME	1504	261	0.6	17.4	65	**95	1.0	6.3	110	*118	0.5	7.8	55	**77	0.6	5.1	62
MONEY	4723	1272	2.9	26.9	101	332	3.5	7.0	123	612	2.6	13.0	92	445	3.2	9.4	114
MOTHER EARTH NEWS	2325	678	1.5	29.2	110	*198	2.1	8.5	148	356	1.5	15.3	108	*250	1.8	10.8	131
MS.	1189	399	0.9	33.6	126	**123	1.3	10.3	180	*192	0.8	16.1	114	**152	1.1	12.8	155
NATIONAL ENQUIRER	18892	5563	12.5	29.4	111	1614	16.8	8.5	149	3490	14.7	18.5	131	1991	14.4	10.5	128
NATIONAL GEOGRAPHIC	22129	5778	13.0	26.1	98	1524	15.8	6.9	120	3186	13.4	14.4	102	1855	13.4	8.4	102
NATIONAL SUNDAY MAGAZINE PKG	103750	27914	62.7	26.9	101	6095	63.4	5.9	102	14430	60.8	13.9	98	8499	61.5	8.2	99
NATURAL HISTORY	1379	353	0.8	25.6	96	**134	1.4	9.7	169	*236	1.0	17.1	121	**163	1.2	11.8	144
NEW WOMAN	2289	602	1.4	26.3	99	*184	1.9	8.0	140	348	1.5	15.2	107	*207	1.5	9.0	110
NEW YORK INCLUDING CUE	1088	*182	0.4	16.7	63	**28	0.3	2.6	45	*124	0.5	11.4	81	**90	0.7	8.3	100
THE NEW YORKER	2459	490	1.1	19.9	75	**105	1.1	4.3	74	393	1.7	16.0	113	*215	1.6	8.7	106
NEWSWEEK	16527	4620	10.4	28.0	105	1244	12.9	7.5	131	2188	9.2	13.2	94	1426	10.3	8.6	105
THE N.Y. TIMES DAILY EDITION	2739	388	0.9	14.2	53	**31	0.3	1.1	20	232	1.0	8.5	60	*162	1.2	5.9	72
THE N.Y. TIMES MAGAZINE	4443	647	1.5	14.6	55	**85	0.9	1.9	33	426	1.8	9.6	68	230	1.7	5.2	63
OMNI	2799	898	2.0	32.1	121	*219	2.3	7.8	136	488	2.1	17.4	123	*270	2.0	9.6	117
ON CABLE	2209	867	1.9	39.2	148	*220	2.3	10.0	174	450	1.9	20.4	144	*274	2.0	12.4	151
1001 HOME IDEAS	3959	1358	3.0	34.3	129	*321	3.3	8.1	141	599	2.5	15.1	107	466	3.4	11.8	143
ORGANIC GARDENING	3111	946	2.1	30.4	115	*152	1.6	4.9	85	561	2.4	18.0	127	*301	2.2	9.7	118
OUTDOOR LIFE	5024	1803	4.0	35.9	135	402	4.2	8.0	140	918	3.9	18.3	129	521	3.8	10.4	126
PARADE MAGAZINE	51292	13661	30.7	26.6	100	3105	32.3	6.1	106	7235	30.5	14.1	100	4247	30.8	8.3	101

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	STARBURST A '000	STARBURST B % DOWN	STARBURST C % ACROSS	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % DOWN	TOOTSIE ROLLS C % ACROSS	TOOTSIE ROLLS D INDX
TOTAL ADULTS	167727	44526	100.0	26.5	100	9620	100.0	5.7	100	23741	100.0	14.2	100	13811	100.0	8.2	100
PARENTS	5298	1917	4.3	36.2	136	710	7.4	13.4	234	943	4.0	17.8	126	820	5.9	15.5	188
PENTHOUSE	5129	1668	3.7	32.5	123	403	4.2	7.9	137	950	4.0	18.5	131	638	4.6	12.4	151
PEOPLE	21070	6657	15.0	31.6	119	1649	17.1	7.8	136	3170	13.4	15.0	106	1977	14.3	9.4	114
PLAYBOY	10562	3217	7.2	30.5	115	695	7.2	6.6	115	1535	6.5	14.5	103	1084	7.8	10.3	125
POPULAR HOT RODDING	2498	797	1.8	31.9	120	*185	1.9	7.4	129	400	1.7	16.0	113	*353	2.6	14.1	172
POPULAR MECHANICS	5887	1865	4.2	31.7	119	498	5.2	8.5	147	1059	4.5	18.0	127	667	4.8	11.3	138
POPULAR SCIENCE	4317	1318	3.0	30.5	115	*330	3.4	7.6	133	774	3.3	17.9	127	397	2.9	9.2	112
PREVENTION	5792	1258	2.8	21.7	82	*231	2.4	4.0	70	756	3.2	13.1	92	345	2.5	6.0	72
PSYCHOLOGY TODAY	3284	970	2.2	29.5	111	*263	2.7	8.0	140	587	2.5	17.9	126	337	2.4	10.3	125
READER'S DIGEST	40046	11305	25.4	28.2	106	2435	25.3	6.1	106	6086	25.6	15.2	107	3272	23.7	8.2	99
REDBOOK	9584	3182	7.1	33.2	125	993	10.3	10.4	181	1425	6.0	14.9	105	902	6.5	9.4	114
ROAD & TRACK	2590	973	2.2	37.6	142	*325	3.4	12.5	219	489	2.1	18.9	133	*241	1.7	9.3	113
ROLLING STONE	3302	1090	2.4	33.0	124	*288	3.0	8.7	152	605	2.5	18.3	129	423	3.1	12.8	156
RUNNER'S WORLD	1229	491	1.1	40.0	150	**75	0.8	6.1	106	*176	0.7	14.3	101	**111	0.8	9.0	110
SATURDAY EVENING POST	2110	572	1.3	27.1	102	*201	2.1	9.5	166	315	1.3	14.9	105	*149	1.1	7.1	86
SCIENCE 84	1543	413	0.9	26.8	101	**104	1.1	6.7	118	*220	0.9	14.3	101	**102	0.7	6.6	80
SCIENCE DIGEST	1747	480	1.1	27.5	103	**120	1.2	6.9	120	*243	1.0	13.9	98	**137	1.0	7.8	95
SCIENTIFIC AMERICAN	1994	377	0.8	18.9	71	**134	1.4	6.7	117	251	1.1	12.6	89	**80	0.6	4.0	49
SELF	3119	1035	2.3	33.2	125	404	4.2	13.0	226	591	2.5	18.9	134	465	3.4	14.9	181
SEVENTEEN	3923	1367	3.1	34.8	131	531	5.5	13.5	236	573	2.4	14.6	103	440	3.2	11.2	136
SKI	1501	486	1.1	32.4	122	*163	1.7	10.9	189	*166	0.7	11.1	78	**110	0.8	7.3	89
SMITHSONIAN	5976	1518	3.4	25.4	96	349	3.6	5.8	102	884	3.7	14.8	105	458	3.3	7.7	93
SOAP OPERA DIGEST	4228	1466	3.3	34.7	131	491	5.1	11.6	202	738	3.1	17.5	123	578	4.2	13.7	166
SOUTHERN LIVING	6488	1942	4.4	29.9	113	383	4.0	5.9	103	765	3.2	11.8	83	411	3.0	6.3	77
SPORT	3500	1110	2.5	31.7	119	*283	2.9	8.1	141	649	2.7	18.5	131	449	3.3	12.8	156
THE SPORTING NEWS	2456	860	1.9	35.0	132	*276	2.9	11.2	196	463	2.0	18.9	133	*288	2.1	11.7	142
SPORTS AFIELD	3648	1124	2.5	30.8	116	*291	3.0	8.0	139	664	2.8	18.2	129	344	2.5	9.4	115
SPORTS ILLUSTRATED	14484	4144	9.3	28.6	108	964	10.0	6.7	116	2365	10.0	16.3	115	1303	9.4	9.0	109
STAR	12661	3691	8.3	29.2	110	1006	10.5	7.9	139	2077	8.7	16.4	116	1358	9.8	10.7	130
SUNDAY	52799	13761	30.9	26.1	98	3180	33.1	6.0	105	7499	31.6	14.2	100	4439	32.1	8.4	102
SUNSET	3513	1087	2.4	30.9	117	*279	2.9	7.9	138	548	2.3	15.6	110	*343	2.5	9.8	119
TV GUIDE	42766	12666	28.4	29.6	112	3064	31.9	7.2	125	6764	28.5	15.8	112	4108	29.7	9.6	117
TENNIS	1254	290	0.7	23.1	87	**82	0.9	6.5	114	**109	0.5	8.7	61	**86	0.6	6.9	83
TIME	22054	5990	13.5	27.2	102	1404	14.6	6.4	111	2974	12.5	13.5	95	1761	12.8	8.0	97
TOWN & COUNTRY	1555	387	0.9	24.9	94	**91	0.9	5.9	102	*183	0.8	11.8	83	**105	0.8	6.8	82
TRAVEL & LEISURE	2173	553	1.2	25.4	96	**131	1.4	6.0	105	366	1.5	16.8	119	*204	1.5	9.4	114
TRUE STORY	4636	1477	3.3	31.9	120	587	6.1	12.7	221	964	4.1	20.8	147	676	4.9	14.6	177
U.S.NEWS & WORLD REPORT	10353	2562	5.8	24.7	93	618	6.4	6.0	104	1549	6.5	15.0	106	658	4.8	6.4	77
USA TODAY	4994	1372	3.1	27.5	103	*285	3.0	5.7	100	636	2.7	12.7	90	349	2.5	7.0	85
US	3528	1300	2.9	36.8	139	481	5.0	13.6	238	713	3.0	20.2	143	332	2.4	9.4	114
VOGUE	5424	1600	3.6	29.5	111	541	5.6	10.0	174	589	2.5	10.9	77	533	3.9	9.8	119
WALL STREET JOURNAL	6292	1594	3.6	25.3	95	*222	2.3	3.5	62	600	2.5	9.5	67	389	2.8	6.2	75
WEIGHT WATCHERS	2762	1021	2.3	37.0	139	*253	2.6	9.2	160	563	2.4	20.4	144	330	2.4	11.9	145
WOMAN'S DAY	16320	5354	12.0	32.8	124	1398	14.5	8.6	149	2898	12.2	17.8	125	1717	12.4	10.5	128
WORKING MOTHER	1496	526	1.2	35.2	132	**141	1.5	9.4	164	*274	1.2	18.3	129	*180	1.3	12.0	146
WORKING WOMAN	1851	638	1.4	34.5	130	*207	2.2	11.2	195	301	1.3	16.3	115	*246	1.8	13.3	161
WORLD TENNIS	580	*146	0.3	25.2	95	**58	0.6	10.0	174	**121	0.5	20.9	147	**62	0.4	10.7	130
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3569	8.0	28.8	108	929	9.7	7.5	130	2039	8.6	16.4	116	1044	7.6	8.4	102
BLAIR INSERTS	91671	24083	54.1	26.3	99	5278	54.9	5.8	100	12600	53.1	13.7	97	7459	54.0	8.1	99
DAILY NEWSPAPERS																	
READ ANY	109190	28804	64.7	26.4	99	6037	62.8	5.5	96	15103	63.6	13.8	98	8383	60.7	7.7	93
READ ONE	89587	23826	53.5	26.6	100	5204	54.1	5.8	101	12511	52.7	14.0	99	7041	51.0	7.9	95
READ TWO OR MORE	19602	4978	11.2	25.4	96	833	8.7	4.2	74	2593	10.9	13.2	93	1342	9.7	6.8	83
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	29289	65.8	26.7	101	6329	65.8	5.8	101	15274	64.3	13.9	98	8853	64.1	8.1	98
READ ONE	95074	25636	57.6	27.0	102	5632	58.5	5.9	103	13055	55.0	13.7	97	7808	56.5	8.2	100
READ TWO OR MORE	14588	3653	8.2	25.0	94	697	7.2	4.8	83	2219	9.3	15.2	107	1044	7.6	7.2	87
OUTDOOR																	
100 SHNG - 30 DAY AV FREQ	28.80	29.29				32.16				29.55				32.67			
30 DAY REACH	149706	40269	90.4	26.9	101	8925	92.8	6.0	104	21716	91.5	14.5	102	12407	89.8	8.3	101
50 SHNG - 30 DAY AV FREQ	15.16	15.42				16.75				15.51				17.02			
30 DAY REACH	142406	38315	86.1	26.9	101	8588	89.3	6.0	105	20766	87.5	14.6	103	11983	86.8	8.4	102
25 SHNG - 30 DAY AV FREQ	8.23	8.31				9.06				8.33				9.11			
30 DAY REACH	131152	35519	79.8	27.1	102	7940	82.5	6.1	106	19281	81.2	14.7	104	11164	80.8	8.5	103
CABLE TV: HOME WIRED	66879	19716	44.3	29.5	111	4223	43.9	6.3	110	10682	45.0	16.0	113	5971	43.2	8.9	108
HOME NOT WIRED	100848	24810	55.7	24.6	93	5397	56.1	5.4	93	13060	55.0	13.0	91	7841	56.8	7.8	94
HAVE PAY CABLE	35024	11024	24.8	31.5	119	2506	26.0	7.2	125	6183	26.0	17.7	125	3399	24.6	9.7	118

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

D12B
P-22

	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B DOWN %	SNICKERS C ACROSS %	SNICKERS D INDX	STARBURST A '000	STARBURST B DOWN %	STARBURST C ACROSS %	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B DOWN %	THREE MUSKETEERS C ACROSS %	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B DOWN %	TOOTSIE ROLLS C ACROSS %	TOOTSIE ROLLS D INDX
TOTAL ADULTS	167727	44526	100.0	26.5	100	9620	100.0	5.7	100	23741	100.0	14.2	100	13811	100.0	8.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	26501	59.5	27.7	104	5858	60.9	6.1	107	13769	58.0	14.4	102	8178	59.2	8.6	104
10:00 AM - 3:00 PM	63599	17671	39.7	27.8	105	3996	41.5	6.3	110	9360	39.4	14.7	104	5649	40.9	8.9	108
3:00 PM - 7:00 PM	72097	20291	45.6	28.1	106	4732	49.2	6.6	114	10839	45.7	15.0	106	6443	46.7	8.9	109
7:00 PM - MIDNIGHT	36670	10612	23.8	28.9	109	2646	27.5	7.2	126	5623	23.7	15.3	108	3658	26.5	10.0	121
MIDNIGHT - 6:00 AM	21908	6433	14.4	29.4	111	1303	13.5	5.9	104	3380	14.2	15.4	109	1899	13.7	8.7	105
6:00 AM - MIDNIGHT	127571	35233	79.1	27.6	104	7883	81.9	6.2	108	18480	77.8	14.5	102	10991	79.6	8.6	105
ENTIRE DAY	129239	35806	80.4	27.7	104	7928	82.4	6.1	107	18762	79.0	14.5	103	11114	80.5	8.6	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	10335	23.2	30.4	114	2244	23.3	6.6	115	5083	21.4	14.9	106	2976	21.5	8.8	106
ALL NEWS	6062	1082	2.4	17.8	67	*173	1.8	2.9	50	657	2.8	10.8	77	294	2.1	4.8	59
AOR/PROGRESSIVE	11884	3651	8.2	30.7	116	919	9.6	7.7	135	1823	7.7	15.3	108	1236	8.9	10.4	126
BEAUTIFUL MUSIC	11180	3061	6.9	27.4	103	650	6.8	5.8	101	1650	7.0	14.8	104	871	6.3	7.8	95
BLACK	4538	1363	3.1	30.0	113	474	4.9	10.4	182	701	3.0	15.4	109	598	4.3	13.2	160
CLASSICAL	3857	876	2.0	22.7	86	**120	1.2	3.1	54	417	1.8	10.8	76	*242	1.8	6.3	76
CHR/ROCK	21946	6625	14.9	30.2	114	1677	17.4	7.6	133	3295	13.9	15.0	106	2408	17.4	11.0	133
COUNTRY	27262	7710	17.3	28.3	107	1685	17.5	6.2	108	4313	18.2	15.8	112	2118	15.3	7.8	94
GOLDEN OLDIES	3339	788	1.8	23.6	89	**160	1.7	4.8	84	543	2.3	16.3	115	*227	1.6	6.8	83
MOR/NOSTALGIA	10348	2824	6.3	27.3	103	414	4.3	4.0	70	1300	5.5	12.6	89	745	5.4	7.2	87
NEWS/TALK	8929	1841	4.1	20.6	78	300	3.1	3.4	59	1137	4.8	12.7	90	678	4.9	7.6	92
RELIGIOUS	5488	1374	3.1	25.0	94	327	3.4	6.0	104	861	3.6	15.7	111	427	3.1	7.8	94
SOFT ROCK	1232	368	0.8	29.9	113	**165	1.7	13.4	234	*229	1.0	18.6	131	**141	1.0	11.4	139
URBAN CONTEMPORARY	3184	774	1.7	24.3	92	304	3.2	9.5	166	389	1.6	12.2	86	*265	1.9	8.3	101
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2232	5.0	32.3	122	573	6.0	8.3	145	1074	4.5	15.5	110	797	5.8	11.5	140
ABC DIRECTION	5212	1348	3.0	25.9	97	406	4.2	7.8	136	760	3.2	14.6	103	563	4.1	10.8	131
ABC ENTERTAINMENT	10385	2782	6.2	26.8	101	531	5.5	5.1	89	1621	6.8	15.6	110	809	5.9	7.8	95
ABC FM	4762	1534	3.4	32.2	121	505	5.2	10.6	185	826	3.5	17.3	123	464	3.4	9.7	118
ABC INFORMATION	11339	2999	6.7	26.4	100	578	6.0	5.1	89	1665	7.0	14.7	104	1023	7.4	9.0	110
ABC ROCK	4878	1561	3.5	32.0	121	416	4.3	8.5	149	837	3.5	17.2	121	612	4.4	12.5	152
CBS	10709	2875	6.5	26.8	101	357	3.7	3.3	58	1359	5.7	12.7	90	567	4.1	5.3	64
MUTUAL	10251	2764	6.2	27.0	102	533	5.5	5.2	91	1663	7.0	16.2	115	875	6.3	8.5	104
NBC	12243	3018	6.8	24.7	93	468	4.9	3.8	67	1749	7.4	14.3	101	868	6.3	7.1	86
RADIORADIO	4606	1250	2.8	27.1	102	331	3.4	7.2	125	622	2.6	13.5	95	443	3.2	9.6	117
RKO ONE	5148	1560	3.5	30.3	114	475	4.9	9.2	161	866	3.6	16.8	119	700	5.1	13.6	165
RKO TWO	7313	1846	4.1	25.2	95	406	4.2	5.6	97	989	4.2	13.5	96	572	4.1	7.8	95
THE SOURCE	5981	1646	3.7	27.5	104	406	4.2	6.8	118	812	3.4	13.6	96	660	4.8	11.0	134
NON-WIRED : BLAIR	19329	5958	13.4	30.8	116	1259	13.1	6.5	114	2844	12.0	14.7	104	1698	12.3	8.8	107
INTERNET	27139	7626	17.1	28.1	106	2025	21.0	7.5	130	3744	15.8	13.8	97	2729	19.8	10.1	122
KATZ RADIO GROUP	36319	9504	21.3	26.2	99	2049	21.3	5.6	98	5484	23.1	15.1	107	2847	20.6	7.8	95
SUPERNET	22361	6291	14.1	28.1	106	1422	14.8	6.4	111	3278	13.8	14.7	104	1921	13.9	8.6	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	3720	8.4	25.6	96	939	9.8	6.5	113	2072	8.7	14.3	101	1175	8.5	8.1	98
MKDAY 9:00 AM - 1:00 PM	18688	4850	10.9	26.0	98	1201	12.5	6.4	112	2658	11.2	14.2	100	1587	11.5	8.5	103
MKDAY 1:00 PM - 4:30 PM	24061	6400	14.4	26.6	100	1419	14.8	5.9	103	3486	14.7	14.5	102	2201	15.9	9.1	111
MKDAY 4:30 PM - 7:30 PM	44079	10902	24.5	24.7	93	2242	23.3	5.1	89	6003	25.3	13.6	96	3411	24.7	7.7	94
MKDAY 7:30 PM - 8:00 PM	61979	15582	35.0	25.1	95	3158	32.8	5.1	89	8585	36.2	13.9	98	4904	35.5	7.9	96
MKDAY 11:00 PM - 11:30 PM	49084	12960	29.1	26.4	99	2741	28.5	5.6	97	7076	29.8	14.4	102	4070	29.5	8.3	101
MKDAY 11:30 PM - 1:00 AM	16560	4625	10.4	27.9	105	958	10.0	5.8	101	2562	10.8	15.5	109	1550	11.2	9.4	114
M-SAT 8-11 PM+SUN 7-11 PM	66967	17679	39.7	26.4	99	3719	38.7	5.6	97	9623	40.5	14.4	102	5481	39.7	8.2	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2570	5.8	27.7	104	783	8.1	8.4	147	1408	5.9	15.2	107	953	6.9	10.3	125
ANOTHER WORLD N	6138	1664	3.7	27.1	102	279	2.9	4.5	79	925	3.9	15.1	106	501	3.6	8.2	99
AS THE WORLD TURNS C	7707	1922	4.3	24.9	94	402	4.2	5.2	91	1207	5.1	15.7	111	662	4.8	8.6	104
CAPITOL C	4688	1195	2.7	25.5	96	279	2.9	6.0	104	730	3.1	15.6	110	486	3.5	10.4	126
CBS MORN. NEWS 1 C	2792	668	1.5	23.9	90	*131	1.4	4.7	82	294	1.2	10.5	74	196	1.4	7.0	85
CBS MORN. NEWS 2 C	2071	475	1.1	22.9	86	*87	0.9	4.2	73	243	1.0	11.7	83	134	1.0	6.5	79
DAYS OF OUR LIVES N	8018	2292	5.1	28.6	108	489	5.1	6.1	106	1125	4.7	14.0	99	700	5.1	8.7	106
FACTS OF LIFE - DAYTIME N	3487	855	1.9	24.5	92	198	2.1	5.7	99	484	2.0	13.9	98	290	2.1	8.3	101
FAMILY FEUD A	4817	1259	2.8	26.1	98	369	3.8	7.7	134	712	3.0	14.8	104	458	3.3	9.5	115
GENERAL HOSPITAL A	8333	2228	5.0	26.7	101	573	6.0	6.9	120	1235	5.2	14.8	105	880	6.4	10.6	128
GOOD MORNING, AMERICA-730 A	5472	1523	3.4	27.8	105	374	3.9	6.8	119	824	3.5	15.1	106	450	3.3	8.2	100
GOOD MORNING, AMERICA-830 A	3965	1038	2.3	26.2	99	208	2.2	5.2	91	453	1.9	11.4	81	271	2.0	6.8	83
GUIDING LIGHT C	7542	1893	4.3	25.1	95	382	4.0	5.1	88	1143	4.8	15.2	107	677	4.9	9.0	109
ONE LIFE TO LIVE A	6018	1756	3.9	29.2	110	459	4.8	7.6	133	881	3.7	14.6	103	621	4.5	10.3	125
PRESS YOUR LUCK C	3589	945	2.1	26.3	99	162	1.7	4.5	79	516	2.2	14.4	102	264	1.9	7.4	89
PRICE IS RIGHT 1 C	7418	1662	3.7	22.4	84	414	4.3	5.6	97	954	4.0	12.9	91	578	4.2	7.8	95
PRICE IS RIGHT 2 C	8276	1994	4.5	24.1	91	518	5.4	6.3	109	1143	4.8	13.8	98	726	5.3	8.8	107
RYAN'S HOPE A	4358	1207	2.7	27.7	104	328	3.4	7.5	131	616	2.6	14.1	100	538	3.9	12.3	150
SALE OF THE CENTURY N	3749	899	2.0	24.0	90	277	2.9	7.4	129	492	2.1	13.1	93	355	2.6	9.5	115
SEARCH FOR TOMORROW N	2884	779	1.7	27.0	102	212	2.2	7.4	128	443	1.9	15.4	109	307	2.2	10.6	129
TODAY SHOW 1 N	4869	1210	2.7	24.9	94	253	2.6	5.2	91	632	2.7	13.0	92	297	2.2	6.1	74
TODAY SHOW 2 N	4135	935	2.1	22.6	85	225	2.3	5.4	95	565	2.4	13.7	97	262	1.9	6.3	77
$25,000 PYRAMID C	4361	995	2.2	22.8	86	214	2.2	4.9	86	628	2.6	14.4	102	389	2.8	8.9	108
WHEEL OF FORTUNE N	6187	1562	3.5	25.2	95	303	3.1	4.9	85	862	3.6	13.9	98	559	4.0	9.0	110
YOUNG AND THE RESTLESS C	8186	1989	4.5	24.3	92	461	4.8	5.6	98	1184	5.0	14.5	102	615	4.5	7.5	91
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1123	2.5	23.8	89	187	1.9	4.0	69	556	2.3	11.8	83	320	2.3	6.8	82
NBA PLAYOFF GAME -1 C	5127	1266	2.8	24.7	93	181	1.9	3.5	62	700	2.9	13.7	96	400	2.9	7.8	95
NBC MAJOR LEAGUE PRE-GAME N	3945	1037	2.3	26.3	99	*142	1.5	3.6	63	557	2.3	14.1	100	*239	1.7	6.1	74
SPORTSWORLD - SUN N	3370	841	1.9	25.0	94	*162	1.7	4.8	84	507	2.1	15.0	106	259	1.9	7.7	93
SUNDAY MORNING C	4200	1113	2.5	26.5	100	*123	1.3	2.9	51	534	2.2	12.7	90	252	1.8	6.0	73

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	STARBURST A '000	STARBURST B % DOWN	STARBURST C % ACROSS	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % DOWN	TOOTSIE ROLLS C % ACROSS	TOOTSIE ROLLS D INDX
TOTAL ADULTS		167727	44526	100.0	26.5	100	9620	100.0	5.7	100	23741	100.0	14.2	100	13811	100.0	8.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	12608	28.3	24.1	91	2487	25.9	4.8	83	7096	29.9	13.6	96	3650	26.4	7.0	85
NETWORK AFFILIATES - LATE		39164	10433	23.4	26.6	100	2130	22.1	5.4	95	5657	23.8	14.4	102	3208	23.2	8.2	99
INDEPENDENTS - LATE		5133	1080	2.4	21.0	79	258	2.7	5.0	88	646	2.7	12.6	89	377	2.7	7.3	89
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	6342	14.2	27.8	105	1229	12.8	5.4	94	3532	14.9	15.5	109	2138	15.5	9.4	114
ABC MONDAY NIGHT MOVIE	A	11258	3086	6.9	27.4	103	750	7.8	6.7	116	1723	7.3	15.3	108	1022	7.4	9.1	110
ABC SUNDAY NIGHT MOVIE	A	23600	6379	14.3	27.0	102	1420	14.8	6.0	105	3422	14.4	14.5	102	1831	13.3	7.8	94
ABC WORLD NEWS TONIGHT	A	12801	3173	7.1	24.8	93	651	6.8	5.1	89	1692	7.1	13.2	93	890	6.4	7.0	84
AFTERMASH	C	10966	2722	6.1	24.8	94	523	5.4	4.8	83	1520	6.4	13.9	98	743	5.4	6.8	82
ALICE	C	17050	4359	9.8	25.6	96	909	9.4	5.3	93	2365	10.0	13.9	98	1329	9.6	7.8	95
AMERICAN PARADE	C	11998	2792	6.3	23.3	88	513	5.3	4.3	75	1551	6.5	12.9	91	869	6.3	7.2	88
BENSON	A	19258	4800	10.8	24.9	94	953	9.9	4.9	86	2519	10.6	13.1	92	1569	11.4	8.1	99
BLUE THUNDER	A	11478	3002	6.7	26.2	99	715	7.4	6.2	109	1722	7.3	15.0	106	972	7.0	8.5	103
CAGNEY & LACEY	C	18263	5126	11.5	28.1	106	1151	12.0	6.3	110	2541	10.7	13.9	98	1606	11.6	8.8	107
CBS EVENING NEWS-DEAN	C	7733	1654	3.7	21.4	81	*217	2.3	2.8	49	1039	4.4	13.4	95	430	3.1	5.6	68
CBS EVENING NEWS-RATHER	C	15653	3743	8.4	23.9	90	622	6.5	4.0	69	2036	8.6	13.0	92	955	6.9	6.1	74
CBS SAT. NEWS-SCHIEFFER	C	8744	1909	4.3	21.8	82	374	3.9	4.3	75	1120	4.7	12.8	90	467	3.4	5.3	65
CBS SATURDAY NIGHT MOVIE	C	12000	3359	7.5	28.0	105	690	7.2	5.8	100	1724	7.3	14.4	101	931	6.7	7.8	94
CBS WEDNESDAY NIGHT MOVIE	C	11522	2919	6.6	25.3	95	761	7.9	6.6	115	1679	7.1	14.6	103	957	6.9	8.3	101
CHEERS	N	16818	4506	10.1	26.8	101	946	9.8	5.6	98	2385	10.0	14.2	100	1337	9.7	7.9	97
DALLAS	C	37510	9773	21.9	26.1	98	1981	20.6	5.3	92	5631	23.7	15.0	106	3145	22.8	8.4	102
DIFF'RENT STROKES	N	11258	2958	6.6	26.3	99	604	6.3	5.4	94	1695	7.1	15.1	106	1012	7.3	9.0	109
DOUBLE TROUBLE	N	12248	3304	7.4	27.0	102	867	9.0	7.1	123	1962	8.3	16.0	113	1112	8.1	9.1	110
DUCK FACTORY	N	11100	2861	6.4	25.8	97	555	5.8	5.0	87	1630	6.9	14.7	104	893	6.5	8.0	98
DUKES OF HAZZARD	C	12353	3296	7.4	26.7	101	651	6.8	5.3	92	1873	7.9	15.2	107	1142	8.3	9.2	112
DYNASTY	A	33279	8951	20.1	26.9	101	2119	22.0	6.4	111	4716	19.9	14.2	100	2768	20.0	8.3	101
FACTS OF LIFE	N	13410	3548	8.0	26.5	100	772	8.0	5.8	100	2143	9.0	16.0	113	1154	8.4	8.6	105
FALCON CREST	C	31093	8142	18.3	26.2	99	1761	18.3	5.7	99	4572	19.3	14.7	104	2703	19.6	8.7	106
FALL GUY	A	18649	5000	11.2	26.8	101	1090	11.3	5.8	102	2705	11.4	14.5	102	1614	11.7	8.7	105
FAMILY TIES	N	13101	3524	7.9	26.9	101	776	8.1	5.9	103	1763	7.4	13.5	95	1145	8.3	8.7	106
FANTASY ISLAND	A	13069	3405	7.6	26.1	98	804	8.4	6.2	107	1903	8.0	14.6	103	1046	7.6	8.0	97
FOULUPS,BLEEPS & BLUNDERS	A	16588	4584	10.3	27.6	104	877	9.1	5.3	92	2510	10.6	15.1	107	1364	9.9	8.2	100
FOUR SEASONS	C	9302	2387	5.4	25.7	97	521	5.4	5.6	98	1276	5.4	13.7	97	650	4.7	7.0	85
GIMME A BREAK	N	13955	3477	7.8	24.9	94	838	8.7	6.0	105	1951	8.2	14.0	99	1249	9.0	9.0	109
HART TO HART	A	15735	4324	9.7	27.5	104	858	8.9	5.5	95	2226	9.4	14.1	100	1223	8.9	7.8	94
HILL STREET BLUES	N	18257	4825	10.8	26.4	100	953	9.9	5.2	91	2517	10.6	13.8	97	1547	11.2	8.5	103
HOTEL	A	24236	6344	14.2	26.2	99	1487	15.5	6.1	107	3345	14.1	13.8	98	1914	13.9	7.9	96
JEFFERSONS	C	17010	4301	9.7	25.3	95	881	9.2	5.2	90	2362	9.9	13.9	98	1339	9.7	7.9	96
JENNIFER SLEPT HERE	N	9397	2427	5.5	25.8	97	595	6.2	6.3	110	1404	5.9	14.9	106	816	5.9	8.7	105
KATE & ALLIE	C	16762	4595	10.3	27.4	103	932	9.7	5.6	97	2305	9.7	13.8	97	1392	10.1	8.3	101
KNIGHT RIDER	N	13164	3722	8.4	28.3	107	752	7.8	5.7	100	2022	8.5	15.4	109	1397	10.1	10.6	129
LOVE BOAT	A	20400	5166	11.6	25.3	95	1047	10.9	5.1	89	2675	11.3	13.1	93	1425	10.3	7.0	85
MAGNUM PI	C	22543	5701	12.8	25.3	95	1312	13.6	5.8	101	2977	12.5	13.2	93	1854	13.4	8.2	100
MAMA'S FAMILY	N	9852	2603	5.8	26.4	100	498	5.2	5.1	88	1581	6.7	16.0	113	865	6.3	8.8	107
MASTER, THE	N	8082	2122	4.8	26.3	99	435	4.5	5.4	94	1067	4.5	13.2	93	628	4.5	7.8	94
MATT HOUSTON	A	12881	3418	7.7	26.5	100	837	8.7	6.5	113	1859	7.8	14.4	102	1017	7.4	7.9	96
NBC MONDAY NIGHT MOVIE	N	23889	7087	15.9	29.7	112	1359	14.1	5.7	99	3644	15.3	15.3	108	2077	15.0	8.7	106
NBC NIGHTLY NEWS	N	11156	2772	6.2	24.8	94	459	4.8	4.1	72	1548	6.5	13.9	98	764	5.5	6.8	83
NBC NIGHTLY NEWS-SAT	N	7363	1715	3.9	23.3	88	*241	2.5	3.3	57	968	4.1	13.1	93	467	3.4	6.3	77
NBC NIGHTLY NEWS-SUN	N	6214	1395	3.1	22.4	85	*322	3.3	5.2	90	840	3.5	13.5	96	415	3.0	6.7	81
NBC SUNDAY NIGHT MOVIE	N	17590	5396	12.1	30.7	116	1043	10.8	5.9	103	2873	12.1	16.3	115	1741	12.6	9.9	120
NEWHART	C	16740	4910	11.0	29.3	110	980	10.2	5.9	102	2380	10.0	14.2	100	1295	9.4	7.7	94
ONE DAY AT A TIME	C	11820	3089	6.9	26.1	98	647	6.7	5.5	95	1832	7.7	15.5	109	1103	8.0	9.3	113
PEOPLE ARE FUNNY	N	9138	2399	5.4	26.3	99	468	4.9	5.1	89	1497	6.3	16.4	116	777	5.6	8.5	103
REAL PEOPLE	N	15979	4066	9.1	25.4	96	804	8.4	5.0	88	2455	10.3	15.4	109	1162	8.4	7.3	88
REMINGTON STEELE	N	14395	3723	8.4	25.9	97	918	9.5	6.4	111	2316	9.8	16.1	114	1463	10.6	10.2	123
RIPLEY'S BELIEVE IT - NOT	A	11362	3048	6.8	26.8	101	689	7.2	6.1	106	1644	6.9	14.5	102	852	6.2	7.5	91
RIPTIDE	N	13920	3789	8.5	27.2	103	753	7.8	5.4	94	2243	9.4	16.1	114	1184	8.6	8.5	103
SCARECROW & MRS. KING	C	17571	4509	10.1	25.7	97	935	9.7	5.3	93	2408	10.1	13.7	97	1465	10.6	8.3	101
SIMON & SIMON	C	20208	5180	11.6	25.6	97	1025	10.7	5.1	88	2943	12.4	14.6	103	1667	12.1	8.2	100
60 MINUTES	C	27668	6553	14.7	23.7	89	1053	10.9	3.8	66	3523	14.8	12.7	90	1652	12.0	6.0	73
ST. ELSEWHERE	N	13699	3788	8.5	27.7	104	820	8.5	6.0	104	2103	8.9	15.4	108	1223	8.9	8.9	108
THREE'S COMPANY	A	20632	5593	12.6	27.1	102	1309	13.6	6.3	111	2952	12.4	14.3	101	1781	12.9	8.6	105
T.J. HOOKER	A	17136	4135	9.3	24.1	91	955	9.9	5.6	97	2273	9.6	13.3	94	1295	9.4	7.6	92
TONIGHT SHOW	N	4963	1416	3.2	28.5	107	239	2.5	4.8	84	813	3.4	16.4	116	393	2.8	7.9	96
TRAPPER JOHN, M.D.	C	16332	4416	9.9	27.0	102	899	9.3	5.5	96	2353	9.9	14.4	102	1266	9.2	7.8	94
TV BLOOPERS & PRAC. JOKES	N	18881	5297	11.9	28.1	106	1008	10.5	5.3	93	2811	11.8	14.9	105	1431	10.4	7.6	92
20/20	A	18315	5053	11.3	27.6	104	962	10.0	5.3	92	2791	11.8	15.2	108	1399	10.1	7.6	93
WEBSTER	A	18722	4813	10.8	25.7	97	1024	10.6	5.5	95	2536	10.7	13.5	96	1654	12.0	8.8	107
WORLD NEWS - SUN	A	5327	1302	2.9	24.4	92	*161	1.7	3.0	53	763	3.2	14.3	101	370	2.7	6.9	84
YELLOW ROSE	N	8370	2325	5.2	27.8	105	488	5.1	5.8	102	1259	5.3	15.0	106	762	5.5	9.1	111
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	7882	17.7	30.5	115	1479	15.4	5.7	100	4158	17.5	16.1	114	2078	15.0	8.0	98
BASKETBALL - COLLEGE GAMES		14468	4900	11.0	33.9	128	1044	10.9	7.2	126	2264	9.5	15.6	111	1198	8.7	8.3	101
BASKETBALL - PRO GAMES		12124	3735	8.4	30.8	116	817	8.5	6.7	117	1996	8.4	16.5	116	1115	8.1	9.2	112
BOWLING		9412	2980	6.7	31.7	119	*612	6.4	6.5	113	1466	6.2	15.6	110	783	5.7	8.3	101
BOXING		15409	4701	10.6	30.5	115	948	9.9	6.2	107	2724	11.5	17.7	125	1405	10.2	9.1	111
FOOTBALL - COLLEGE GAMES		21400	6849	15.4	32.0	121	1335	13.9	6.2	109	3352	14.1	15.7	111	1856	13.4	8.7	105
FOOTBALL - PRO GAMES		35944	12195	27.4	33.9	128	2327	24.2	6.5	113	5805	24.5	16.2	114	3333	24.1	9.3	113
GOLF		9759	2644	5.9	27.1	102	*325	3.4	3.3	58	1091	4.6	11.2	79	665	4.8	6.8	83
POST-SEASON COLL. FOOTBALL		18123	6021	13.5	33.2	125	1146	11.9	6.3	110	2925	12.3	16.1	114	1672	12.1	9.2	112
POST-SEASON PRO FOOTBALL		22091	7334	16.5	33.2	125	1606	16.7	7.3	127	3763	15.9	17.0	120	2009	14.5	9.1	110
TENNIS		6764	2032	4.6	30.0	113	*353	3.7	5.2	91	1129	4.8	16.7	118	610	4.4	9.0	110
WRESTLING - PROFESSIONAL		9695	3228	7.2	33.3	125	869	9.0	9.0	156	1716	7.2	17.7	125	1158	8.4	11.9	145

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	TWIX A '000	TWIX B % DOWN	TWIX C % ACROSS	TWIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	13472	100.0	8.0	100	7408	100.0	4.5	100	9477	100.0	5.7	100	9325	100.0	5.6	100
MALES	79263	5066	37.6	6.4	80	2912	38.9	3.7	82	3849	40.6	4.9	86	3383	36.3	4.3	77
FEMALES	88464	8406	62.4	9.5	118	4570	61.1	5.2	116	5628	59.4	6.4	113	5942	63.7	6.7	121
18 - 24	28671	3758	27.9	13.1	163	1752	23.4	6.1	137	2413	25.5	8.4	149	1800	19.3	6.3	113
25 - 34	39536	4165	30.9	10.5	131	2471	33.0	6.3	140	3036	32.0	7.7	136	2356	25.3	6.0	107
35 - 44	28978	2428	18.0	8.4	104	1525	20.4	5.3	118	1794	18.9	6.2	110	1833	19.7	6.3	114
45 - 54	22345	1520	11.3	6.8	85	801	10.7	3.6	80	1064	11.2	4.8	84	1291	13.8	5.8	104
55 - 64	22234	825	6.1	3.7	46	*455	6.1	2.0	46	*549	5.8	2.5	44	1156	12.4	5.2	94
65 OR OLDER	25973	776	5.8	3.0	37	478	6.4	1.8	41	621	6.6	2.4	42	889	9.5	3.4	62
18 - 34	68207	7923	58.8	11.6	145	4224	56.4	6.2	139	5449	57.5	8.0	141	4156	44.6	6.1	110
18 - 49	108058	11048	82.0	10.2	127	6112	81.7	5.7	127	7781	82.1	7.2	127	6612	70.9	6.1	110
25 - 54	90859	8114	60.2	8.9	111	4797	64.1	5.3	118	5894	62.2	6.5	115	5481	58.8	6.0	109
35 - 49	39851	3125	23.2	7.8	98	1889	25.2	4.7	106	2332	24.6	5.9	104	2456	26.3	6.2	111
50 OR OLDER	59669	2425	18.0	4.1	51	1370	18.3	2.3	51	1696	17.9	2.8	50	2713	29.1	4.5	82
GRADUATED COLLEGE	38091	1844	13.7	6.6	82	786	10.5	2.8	63	1174	12.4	4.2	74	1250	13.4	4.4	80
ATTENDED COLLEGE	28938	2920	21.7	10.1	126	1336	17.9	4.6	103	1682	17.7	5.8	103	1689	18.1	5.8	105
GRADUATED HIGH SCHOOL	65503	5887	43.7	9.0	112	3467	46.3	5.3	119	4563	48.1	7.0	123	4103	44.0	6.3	113
DID NOT GRADUATE HIGH SCHOOL	45195	2821	20.9	6.2	78	1893	25.3	4.2	94	2058	21.7	4.6	81	2283	24.5	5.1	91
EMPLOYED MALES	56429	4008	29.8	7.1	88	2135	28.5	3.8	85	3057	32.3	5.4	96	2405	25.8	4.3	77
EMPLOYED FEMALES	43971	4808	35.7	10.9	136	2567	34.3	5.8	131	2730	28.8	6.2	110	3125	33.5	7.1	128
EMPLOYED FULL-TIME	87773	7360	54.6	8.4	104	3843	51.4	4.4	98	4973	52.5	5.7	100	4646	49.8	5.3	95
EMPLOYED PART-TIME	12627	1456	10.8	11.5	144	860	11.5	6.8	153	814	8.6	6.4	114	884	9.5	7.0	126
NOT EMPLOYED	67327	4656	34.6	6.9	86	2780	37.2	4.1	93	3690	38.9	5.5	97	3795	40.7	5.6	101
PROFESSIONAL/MANAGER	25845	1682	12.5	6.5	81	889	11.9	3.4	77	1115	11.8	4.3	76	1262	13.5	4.9	88
TECH/CLERICAL/SALES	30895	3216	23.9	10.4	130	1683	22.5	5.4	122	1768	18.7	5.7	101	1891	20.3	6.1	110
PRECISION/CRAFT	12629	847	6.3	6.7	83	656	8.8	5.2	116	800	8.4	6.3	112	703	7.5	5.6	100
OTHER EMPLOYED	31031	3071	22.8	9.9	123	1475	19.7	4.8	107	2104	22.2	6.8	120	1675	18.0	5.4	97
SINGLE	35557	4038	30.0	11.4	141	1946	26.0	5.5	123	2318	24.5	6.5	115	2001	21.5	5.6	101
MARRIED	103585	7887	58.5	7.6	95	4632	61.9	4.5	100	5960	62.9	5.8	102	5959	63.9	5.8	103
DIVORCED/SEPARATED/WIDOWED	28585	1547	11.5	5.4	67	904	12.1	3.2	71	1199	12.7	4.2	74	1365	14.6	4.8	86
PARENTS	59295	6347	47.1	10.7	133	3819	51.0	6.4	144	4870	51.4	8.2	145	4031	43.2	6.8	122
WHITE	146041	11805	87.6	8.1	101	6708	89.6	4.6	103	8377	88.4	5.7	101	8295	89.0	5.7	102
BLACK	17974	1447	10.7	8.1	100	635	8.5	3.5	79	897	9.5	5.0	88	930	10.0	5.2	93
OTHER	3672	**221	1.6	6.0	75	**141	1.9	3.8	86	**202	2.1	5.5	97	**100	1.1	2.7	49
NORTHEAST-CENSUS	37005	2977	22.1	8.0	100	1304	17.5	3.5	79	1518	16.0	4.1	73	3356	36.0	9.1	163
NORTH CENTRAL	42642	3810	28.3	8.9	111	2259	30.2	5.3	119	2917	30.8	6.8	121	2083	22.3	4.9	88
SOUTH	56777	4107	30.5	7.2	90	2462	32.9	4.3	97	3169	33.4	5.6	99	2612	28.0	4.6	83
WEST	31303	2579	19.1	8.2	103	1456	19.5	4.7	104	1874	19.8	6.0	106	1274	13.7	4.1	73
NORTHEAST-MKTG.	38125	2845	21.1	7.5	93	1315	17.6	3.4	77	1507	15.9	4.0	70	3042	32.6	8.0	144
EAST CENTRAL	24794	1981	14.7	8.0	99	1260	16.8	5.1	114	1745	18.4	7.0	125	1895	20.3	7.6	137
WEST CENTRAL	28511	2745	20.4	9.6	120	1549	20.7	5.4	122	1858	19.6	6.5	115	1138	12.2	4.0	72
SOUTH	48953	3669	27.2	7.5	93	2207	29.5	4.5	101	2807	29.6	5.7	101	2223	23.8	4.5	82
PACIFIC	27344	2233	16.6	8.2	102	1152	15.4	4.2	94	1561	16.5	5.7	101	1027	11.0	3.8	68
COUNTY SIZE A	69301	5028	37.3	7.3	90	2680	35.8	3.9	87	3517	37.1	5.1	90	3852	41.3	5.6	100
COUNTY SIZE B	50633	4953	36.8	9.8	122	2321	31.0	4.6	103	3308	34.9	6.5	116	3122	33.5	6.2	111
COUNTY SIZE C	26259	2016	15.0	7.7	96	1349	18.0	5.1	115	1407	14.8	5.4	95	1637	17.6	6.2	112
COUNTY SIZE D	21534	1474	10.9	6.8	85	1132	15.1	5.3	118	1245	13.1	5.8	102	715	7.7	3.3	60
METRO CENTRAL CITY	50014	3942	29.3	7.9	98	2153	28.8	4.3	96	2773	29.3	5.5	98	2780	29.8	5.6	100
METRO SUBURBAN	76832	6348	47.1	8.3	103	3100	41.4	4.0	90	4381	46.2	5.7	101	4370	46.9	5.7	102
NON METRO	40881	3183	23.6	7.8	97	2230	29.8	5.5	122	2324	24.5	5.7	101	2175	23.3	5.3	96
TOP 5 ADI'S	39550	2976	22.1	7.5	94	1549	20.7	3.9	88	2027	21.4	5.1	91	2384	25.6	6.0	108
TOP 10 ADI'S	54877	4141	30.7	7.5	94	2158	28.8	3.9	88	2803	29.6	5.1	90	2973	31.9	5.4	97
TOP 20 ADI'S	77516	6070	45.1	7.8	97	2949	39.4	3.8	85	4058	42.8	5.2	93	4309	46.2	5.6	100
HSHLD INC. $50,000 OR MORE	17257	1265	9.4	7.3	91	*626	8.4	3.6	81	730	7.7	4.2	75	912	9.8	5.3	95
$40,000 OR MORE	33235	3396	25.2	10.2	127	1316	17.6	4.0	89	1710	18.0	5.1	91	1840	19.7	5.5	100
$30,000 OR MORE	59693	5425	40.3	9.1	113	2492	33.3	4.2	94	3373	35.6	5.7	100	3488	37.4	5.8	105
$25,000 OR MORE	76275	6791	50.4	8.9	111	3121	41.7	4.1	92	4220	44.5	5.5	98	4426	47.5	5.8	104
$20,000 - $24,999	18607	1323	9.8	7.1	89	783	10.5	4.2	94	947	10.0	5.1	90	859	9.2	4.6	83
$15,000 - $19,999	17175	1577	11.7	9.2	114	816	10.9	4.8	107	1240	13.1	7.2	128	1039	11.1	6.0	109
$10,000 - $14,999	24569	1701	12.6	6.9	86	1383	18.5	5.6	126	1716	18.1	7.0	124	1361	14.6	5.5	100
UNDER $10,000	31101	2081	15.4	6.7	83	1378	18.4	4.4	99	1353	14.3	4.4	77	1641	17.6	5.3	95
HOUSEHOLD OF 1 PERSON	19441	656	4.9	3.4	42	492	6.6	2.5	57	535	5.6	2.8	49	891	9.6	4.6	82
2 PEOPLE	51803	2740	20.3	5.3	66	1555	20.8	3.0	67	1993	21.0	3.8	68	2383	25.6	4.6	83
3 OR 4 PEOPLE	66933	6098	45.3	9.1	113	3359	44.9	5.0	112	4535	47.9	6.8	120	4052	43.5	6.1	109
5 OR MORE PEOPLE	29550	3979	29.5	13.5	168	2076	27.7	7.0	157	2414	25.5	8.2	145	1999	21.4	6.8	122
NO CHILD IN HSHLD	96587	5435	40.3	5.6	70	2741	36.6	2.8	64	3664	38.7	3.8	67	4328	46.4	4.5	81
CHILD(REN) UNDER 2 YRS	10844	1055	7.8	9.7	121	689	9.2	6.4	142	998	10.5	9.2	163	673	7.2	6.2	112
2 - 5 YEARS	26358	2552	18.9	9.7	121	1618	21.6	6.1	138	2127	22.4	8.1	143	1549	16.6	5.9	106
6 - 11 YEARS	30453	3820	28.4	12.5	156	2300	30.7	7.6	169	2478	26.1	8.1	144	2238	24.0	7.3	132
12 - 17 YEARS	36575	4388	32.6	12.0	149	2467	33.0	6.7	151	2961	31.2	8.1	143	2705	29.0	7.4	133
RESIDENCE OWNED	117770	9272	68.8	7.9	98	5198	69.5	4.4	99	6055	63.9	5.1	91	6595	70.7	5.6	101
VALUE: $50,000 OR MORE	70166	5897	43.8	8.4	105	2708	36.2	3.9	87	3305	34.9	4.7	83	3987	42.8	5.7	102
VALUE: UNDER $50,000	47604	3375	25.1	7.1	88	2490	33.3	5.2	117	2750	29.0	5.8	102	2607	28.0	5.5	99

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0131
P-22

		TOTAL U.S. '000	TWIX A '000	TWIX B % DOWN	TWIX C % ACROSS	TWIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS		167727	13472	100.0	8.0	100	7483	100.0	4.5	100	9477	100.0	5.7	100	9325	100.0	5.6	100
MAGAZINES	QUINTILE 1	34022	3444	25.6	10.1	126	1558	20.8	4.6	103	2092	22.1	6.1	109	2393	25.7	7.0	127
	QUINTILE 2	34800	3042	22.6	8.7	109	1670	22.3	4.8	108	2360	24.9	6.8	120	2290	24.6	6.6	118
	QUINTILE 3	30514	2247	16.7	7.4	92	1424	19.0	4.7	105	1708	18.0	5.6	99	1606	17.2	5.3	95
	QUINTILE 4	33324	2678	19.9	8.0	100	1406	18.8	4.2	95	1622	17.1	4.9	86	1619	17.4	4.9	87
	QUINTILE 5	35066	2061	15.3	5.9	73	1426	19.1	4.1	91	1695	17.9	4.8	86	1418	15.2	4.0	73
NEWSPAPERS	QUINTILE 1	29107	2396	17.8	8.2	102	1191	15.9	4.1	92	1225	12.9	4.2	74	1787	19.2	6.1	110
	QUINTILE 2	49095	3747	27.8	7.6	95	2147	28.7	4.4	98	2636	27.8	5.4	95	2767	29.7	5.6	101
	QUINTILE 3	23107	1887	14.0	8.2	102	1039	13.9	4.5	101	1432	15.1	6.2	110	1572	16.9	6.8	122
	QUINTILE 4	33556	2641	19.6	7.9	98	1464	19.6	4.4	98	2070	21.8	6.2	109	1660	17.8	4.9	89
	QUINTILE 5	32863	2802	20.8	8.5	106	1642	21.9	5.0	112	2114	22.3	6.4	114	1539	16.5	4.7	84
OUTDOOR	QUINTILE 1	33431	3007	22.3	9.0	112	1688	22.6	5.0	113	2087	22.0	6.2	110	2107	22.6	6.3	113
	QUINTILE 2	33478	2760	20.5	8.2	103	1720	23.0	5.1	115	1994	21.0	6.0	105	1873	20.1	5.6	101
	QUINTILE 3	33574	2686	19.9	8.0	100	1570	21.0	4.7	105	1899	20.0	5.7	100	2028	21.7	6.0	109
	QUINTILE 4	33935	2888	21.4	8.5	106	1268	16.9	3.7	84	1877	19.8	5.5	98	1685	18.1	5.0	89
	QUINTILE 5	33310	2131	15.8	6.4	80	1238	16.5	3.7	83	1619	17.1	4.9	86	1633	17.5	4.9	88
RADIO-DRIVE TIME	QUINTILE 1	33136	2577	19.1	7.8	97	1530	20.4	4.6	103	2081	22.0	6.3	111	2101	22.5	6.3	114
	QUINTILE 2	31658	2611	19.4	8.2	103	1428	19.1	4.5	101	1632	17.2	5.2	91	1427	15.3	4.5	81
	QUINTILE 3	32541	3069	22.8	9.4	117	1595	21.3	4.9	110	1749	18.5	5.4	95	1892	20.3	5.8	105
	QUINTILE 4	34247	2602	19.3	7.6	95	1689	22.6	4.9	111	2235	23.6	6.5	116	1944	20.8	5.7	102
	QUINTILE 5	36144	2613	19.4	7.2	90	1241	16.6	3.4	77	1780	18.8	4.9	87	1962	21.0	5.4	98
RADIO-MID-DAY	TERCILE 1	45037	3421	25.4	7.6	95	2014	26.9	4.5	100	2832	29.9	6.3	111	2623	28.1	5.8	105
	TERCILE 2	44819	4085	30.3	9.1	113	2190	29.3	4.9	110	2630	27.8	5.9	104	2573	27.6	5.7	103
	TERCILE 3	77872	5966	44.3	7.7	95	3279	43.8	4.2	94	4015	42.4	5.2	91	4129	44.3	5.3	95
RADIO-TOTAL	QUINTILE 1	33763	2771	20.6	8.2	102	1537	20.5	4.6	102	2013	21.2	6.0	106	1965	21.1	5.8	105
	QUINTILE 2	33240	3015	22.4	9.1	113	1624	21.7	4.9	110	2169	22.9	6.5	115	2006	21.5	6.0	109
	QUINTILE 3	33408	2918	21.7	8.7	109	1466	19.6	4.4	98	1792	18.9	5.4	95	1564	16.8	4.7	84
	QUINTILE 4	34792	2727	20.2	7.8	98	1695	22.7	4.9	109	1847	19.5	5.3	94	1950	20.9	5.6	101
	QUINTILE 5	32524	2041	15.1	6.3	78	1162	15.5	3.6	80	1656	17.5	5.1	90	1840	19.7	5.7	102
TV-PRIME TIME	QUINTILE 1	33090	2559	19.0	7.7	96	1667	22.3	5.0	113	1742	18.4	5.3	93	2226	23.9	6.7	121
	QUINTILE 2	33357	2581	19.2	7.7	96	1376	18.4	4.1	92	1952	20.6	5.9	104	2140	22.9	6.4	115
	QUINTILE 3	33980	2728	20.2	8.0	100	1642	21.9	4.8	108	2037	21.5	6.0	106	1973	21.2	5.8	104
	QUINTILE 4	33854	2999	22.3	8.9	110	1567	20.9	4.6	104	1709	18.0	5.0	89	1618	17.4	4.8	86
	QUINTILE 5	33444	2606	19.3	7.8	97	1231	16.5	3.7	83	2038	21.5	6.1	108	1369	14.7	4.1	74
TV-DAYTIME	TERCILE 1	49121	3931	29.2	8.0	100	2532	33.8	5.2	116	2909	30.7	5.9	105	2930	31.4	6.0	107
	TERCILE 2	48823	4234	31.4	8.7	108	2314	30.9	4.7	106	3031	32.0	6.2	110	2962	31.8	6.1	109
	TERCILE 3	69782	5308	39.4	7.6	95	2637	35.2	3.8	85	3536	37.3	5.1	90	3433	36.8	4.9	88
TV-TOTAL	QUINTILE 1	33584	2734	20.3	8.1	101	1797	24.0	5.4	120	1738	18.3	5.2	92	2157	23.1	6.4	116
	QUINTILE 2	33441	2645	19.6	7.9	98	1182	15.8	3.5	79	2045	21.6	6.1	108	2183	23.4	6.5	117
	QUINTILE 3	33505	2445	18.1	7.3	91	1370	18.3	4.1	92	1823	19.2	5.4	96	1881	20.2	5.6	101
	QUINTILE 4	33466	2958	22.0	8.8	110	1600	21.4	4.8	107	1826	19.3	5.5	97	1763	18.9	5.3	95
	QUINTILE 5	33731	2691	20.0	8.0	99	1534	20.5	4.5	102	2045	21.6	6.1	107	1342	14.4	4.0	72
MAGAZINES-NEWSPAPERS: DUAL		44503	3887	28.9	8.7	109	1863	24.9	4.2	94	2542	26.8	5.7	101	3001	32.2	6.7	121
MAGAZINE IMPERATIVE		39363	3848	28.6	9.8	122	2139	28.6	5.4	122	2855	30.1	7.3	128	2561	27.5	6.5	117
NEWSPAPER IMPERATIVE		46441	3139	23.3	6.8	84	1971	26.3	4.2	95	2080	21.9	4.5	79	2320	24.9	5.0	90
MAGAZINES-OUTDOOR: DUAL		33726	3157	23.4	9.4	117	1825	24.4	5.4	121	2242	23.7	6.6	118	2306	24.7	6.8	123
MAGAZINE IMPERATIVE		52846	4444	33.0	8.4	105	2111	28.2	4.0	90	3142	33.2	5.9	105	3215	34.5	6.1	109
OUTDOOR IMPERATIVE		52140	3954	29.3	7.6	94	2469	33.0	4.7	106	2857	30.1	5.5	97	2570	27.6	4.9	89
MAGAZINES-RADIO: DUAL		37081	3722	27.6	10.0	125	1708	22.8	4.6	103	2353	24.8	6.3	112	2317	24.8	6.2	112
MAGAZINE IMPERATIVE		49747	4197	31.2	8.4	105	2241	29.9	4.5	101	3047	32.2	6.1	108	3237	34.7	6.5	117
RADIO IMPERATIVE		49208	3627	26.9	7.4	92	2185	29.2	4.4	100	2706	28.6	5.5	97	2368	25.4	4.8	87
MAGAZINES-TELEVISION: DUAL		33103	3064	22.7	9.3	115	1351	18.1	4.1	91	1969	20.8	5.9	105	2397	25.7	7.2	130
MAGAZINE IMPERATIVE		54575	4900	36.4	9.0	112	2634	35.2	4.8	108	3486	36.8	6.4	113	3148	33.8	5.8	104
TELEVISION IMPERATIVE		53249	3484	25.9	6.5	81	2259	30.2	4.2	95	2635	27.8	4.9	88	2791	29.9	5.2	94
NEWSPAPERS-OUTDOOR: DUAL		36255	3139	23.3	8.7	108	1938	25.9	5.3	120	2053	21.7	5.7	100	2479	26.6	6.8	123
NEWSPAPER IMPERATIVE		55591	4113	30.5	7.4	92	1984	26.5	3.6	80	2727	28.8	4.9	87	3012	32.3	5.4	97
OUTDOOR IMPERATIVE		48319	4240	31.5	8.8	109	2378	31.8	4.9	110	3108	32.8	6.4	114	2606	27.9	5.4	97
NEWSPAPERS-RADIO: DUAL		37242	3052	22.7	8.2	102	1738	23.2	4.7	105	1978	20.9	5.3	94	2148	23.0	5.8	104
NEWSPAPER IMPERATIVE		54423	4171	31.0	7.7	95	2217	29.6	4.1	91	2643	27.9	4.9	86	3210	34.4	5.9	106
RADIO IMPERATIVE		46650	4199	31.2	9.0	112	2144	28.7	4.6	103	3261	34.4	7.0	124	2528	27.1	5.4	97
NEWSPAPERS-TELEVISION: DUAL		35974	2837	21.1	7.9	98	1555	20.8	4.3	97	1745	18.4	4.9	86	2477	26.6	6.9	124
NEWSPAPER IMPERATIVE		56095	4326	32.1	7.7	96	2407	32.2	4.3	96	2884	30.4	5.1	91	2950	31.6	5.3	95
TELEVISION IMPERATIVE		47170	3735	27.7	7.9	99	2069	27.6	4.4	98	3042	32.1	6.4	114	2813	30.2	6.0	107
OUTDOOR-RADIO: DUAL		33748	3034	22.5	9.0	112	1832	24.5	5.4	122	2155	22.7	6.4	113	2011	21.6	6.0	107
OUTDOOR IMPERATIVE		52785	4164	30.9	7.9	98	2444	32.7	4.6	104	2944	31.1	5.6	99	3090	33.1	5.9	105
RADIO IMPERATIVE		52882	4354	32.3	8.2	103	2089	27.9	4.0	89	3028	32.0	5.7	101	2822	30.3	5.3	96
OUTDOOR-TELEVISION: DUAL		32030	2647	19.6	8.3	103	1601	21.4	5.0	112	2101	22.2	6.6	116	2348	25.2	7.3	132
OUTDOOR IMPERATIVE		54626	4720	35.0	8.6	108	2760	36.9	5.1	113	3210	33.9	5.9	104	2593	27.8	4.7	85
TELEVISION IMPERATIVE		54874	4080	30.3	7.4	93	2091	27.9	3.8	85	2794	29.5	5.1	90	3186	34.2	5.8	104
RADIO-TELEVISION: DUAL		33386	2880	21.4	8.6	107	1549	20.7	4.6	104	2082	22.0	6.2	110	2072	22.2	6.2	112
RADIO IMPERATIVE		53810	4635	34.4	8.6	107	2450	32.7	4.6	102	3196	33.7	5.9	105	2711	29.1	5.0	91
TELEVISION IMPERATIVE		54023	3925	29.1	7.3	90	2325	31.1	4.3	96	2908	30.7	5.4	95	3349	35.9	6.2	112

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	TWIX A '000	TWIX B % DOWN	TWIX C % ACROSS	TWIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	13472	100.0	8.0	100	7483	100.0	4.5	100	9477	100.0	5.7	100	9325	100.0	5.6	100
ATLANTIC MONTHLY	867	**22	0.2	2.5	32	**21	0.3	2.4	54	**9	0.1	1.0	18	**49	0.5	5.7	102
BARRON'S	1580	**111	0.8	7.0	87	**33	0.4	2.1	47	**101	1.1	6.4	113	**86	0.9	5.4	98
BETTER HOMES & GARDENS	22203	2243	16.6	10.1	126	1191	15.9	5.4	120	1405	14.8	6.3	112	1655	17.7	7.5	134
BON APPETIT	3810	*297	2.2	7.8	97	*149	2.0	3.9	88	*229	2.4	6.0	106	237	2.5	6.2	112
BUSINESS WEEK	4463	261	1.9	5.6	70	*86	1.1	1.8	41	*254	2.7	5.4	96	*307	3.3	6.6	118
CAR AND DRIVER	3102	*235	1.7	7.6	94	**104	1.4	3.4	75	*209	2.2	6.7	119	*261	2.8	8.4	151
CBS MAGAZINE NETWORK (GROSS)	7311	826	6.1	11.3	141	419	5.6	5.7	128	401	4.2	5.5	97	520	5.6	7.1	128
CHANGING TIMES	3400	*261	1.9	7.7	96	**112	1.5	3.3	74	*195	2.1	5.7	102	*239	2.6	7.0	126
COLONIAL HOMES	1796	*200	1.5	11.1	139	**110	1.5	6.1	137	*169	1.8	9.4	167	*215	2.3	12.0	215
CONDE NAST MAG. PKG. (GROSS)	19924	2346	17.4	11.8	147	891	11.9	4.5	100	1147	12.1	5.8	102	1779	19.1	8.9	161
CONSUMERS DIGEST	3125	*233	1.7	7.5	93	*186	2.5	6.0	133	*176	1.9	5.6	100	*141	1.5	4.5	81
COSMOPOLITAN	10577	1269	9.4	12.0	149	570	7.6	5.4	121	616	6.5	5.8	103	783	8.4	7.4	133
COUNTRY LIVING	3746	489	3.6	13.1	163	*184	2.5	4.9	110	*314	3.3	8.4	148	305	3.3	8.1	146
CUISINE	2214	*239	1.8	10.8	134	**93	1.2	4.2	94	**133	1.4	6.0	106	**114	1.2	5.1	93
CYCLE WORLD	2394	*203	1.5	8.5	106	**138	1.8	5.8	129	**142	1.5	5.9	105	**134	1.4	5.6	101
DCI:CREATIVE IDEAS FOR LIV	3068	*288	2.1	9.4	117	*121	1.6	3.9	88	*324	3.4	10.6	187	*176	1.9	5.7	103
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	947	7.0	9.9	123	318	4.2	3.3	75	654	6.9	6.8	121	544	5.8	5.7	102
DISCOVER	2277	*234	1.7	10.3	128	**161	2.2	7.1	158	*208	2.2	9.1	162	**113	1.2	5.0	89
EBONY	7187	732	5.4	10.2	127	268	3.6	3.7	84	427	4.5	5.9	105	420	4.5	5.8	105
ESQUIRE	2560	256	1.9	10.0	125	**81	1.1	3.2	71	*190	2.0	7.4	131	**121	1.3	4.7	85
ESSENCE	3242	348	2.6	10.7	134	*136	1.8	4.2	94	263	2.8	8.1	144	204	2.2	6.3	113
FAMILY CIRCLE	19639	2269	16.8	11.6	144	1162	15.5	5.9	133	1319	13.9	6.7	119	1647	17.7	8.4	151
THE FAMILY HANDYMAN	3540	348	2.6	9.8	122	*142	1.9	4.0	90	*256	2.7	7.2	128	*232	2.5	6.6	118
FAMILY WEEKLY	23924	2074	15.4	8.7	108	1316	17.6	5.5	123	1297	13.7	5.4	96	1441	15.5	6.0	108
FIELD & STREAM	9883	714	5.3	7.2	90	425	5.7	4.3	96	702	7.4	7.1	126	532	5.7	5.4	97
FOOD & WINE	1030	**54	0.4	5.2	65	**23	0.3	2.2	50	**47	0.5	4.6	81	**57	0.6	5.5	100
FORBES	2679	**151	1.1	5.6	70	**38	0.5	1.4	32	*155	1.6	5.8	102	*229	2.5	8.5	154
FORTUNE	2931	*186	1.4	6.3	79	**47	0.6	1.6	36	**112	1.2	3.8	68	*210	2.3	7.2	129
GENTLEMEN'S QUARTERLY	3481	663	4.9	19.0	237	**122	1.6	3.5	79	*244	2.6	7.0	124	*201	2.2	5.8	104
GLAMOUR	7163	752	5.6	10.5	131	*302	4.0	4.2	95	375	4.0	5.2	93	684	7.3	9.5	172
GOLF DIGEST	2355	*175	1.3	7.4	93	**96	1.3	4.1	91	**97	1.0	4.1	73	**151	1.6	6.4	115
GOLF DIGEST/TENNIS (GROSS)	3610	*270	2.0	7.5	93	**114	1.5	3.2	71	*135	1.4	3.7	66	*236	2.5	6.5	118
GOLF MAGAZINE	2046	**164	1.2	8.0	100	**64	0.9	3.1	70	**91	1.0	4.4	79	*190	2.0	9.3	167
GOLF MAGAZINE/SKI (GROSS)	3547	296	2.2	8.3	104	*96	1.3	2.7	61	*188	2.0	5.3	94	*285	3.1	8.0	145
GOOD HOUSEKEEPING	20353	2015	15.0	9.9	123	1126	15.0	5.5	124	1318	13.9	6.5	115	1585	17.0	7.8	140
HARPER'S BAZAAR	3362	437	3.2	13.0	162	*162	2.2	4.8	108	*206	2.2	6.1	108	*297	3.2	8.8	159
HEALTH	2987	*270	2.0	9.0	113	**114	1.5	3.8	86	*170	1.8	5.7	101	322	3.5	10.8	194
HEARST MAG CORP. BUY (GROSS)	57928	7257	53.9	10.7	133	3410	45.6	5.0	113	4495	47.4	6.6	117	5150	55.2	7.6	136
HEARST MAN POWER (GROSS)	11282	1099	8.2	9.7	121	452	6.0	4.0	90	787	8.3	7.0	123	806	8.6	7.1	128
HEARST WOMAN POWER (GROSS)	40514	4402	32.7	10.9	135	2256	30.1	5.6	125	2565	27.1	6.3	112	3113	33.4	7.7	138
HOUSE BEAUTIFUL	4885	449	3.3	9.2	114	*203	2.7	4.2	93	332	3.5	6.8	120	285	3.1	5.8	105
INC.	1308	**128	1.0	9.8	122	**48	0.6	3.7	82	**82	0.9	6.3	111	**73	0.8	5.6	100
JET	6498	536	4.0	8.2	103	297	4.0	4.6	102	411	4.3	6.3	112	277	3.0	4.3	77
LADIES' HOME JOURNAL	14797	1593	11.8	10.8	134	936	12.5	6.3	142	1034	10.9	7.0	124	1252	13.4	8.5	152
LHJ FAMILY GRP COMBO(GROSS)	21743	2202	16.3	10.1	126	1274	17.0	5.9	131	1552	16.4	7.1	126	1898	20.4	8.7	157
LIFE	9881	1117	8.3	11.3	141	392	5.2	4.0	89	709	7.5	7.2	127	595	6.4	6.0	108
L.A. TIMES HOME MAGAZINE	2775	*213	1.6	7.7	96	**89	1.2	3.2	72	**86	0.9	3.1	55	**128	1.4	4.6	83
MADEMOISELLE	4219	536	4.0	12.7	158	*219	2.9	5.2	116	*248	2.6	5.9	104	455	4.9	10.8	194
MC CALL'S	16422	1793	13.3	10.9	136	922	12.3	5.6	126	1002	10.6	6.1	108	1207	12.9	7.3	132
MC CALL'S/WRK MOTHER (GROSS)	17919	1970	14.6	11.0	137	1026	13.7	5.7	128	1157	12.2	6.5	114	1316	14.1	7.3	132
MECHANIX ILLUSTRATED	4433	378	2.8	8.5	106	*264	3.5	6.0	133	*279	2.9	6.3	111	338	3.6	7.6	137
METROPOLITAN HOME	1504	*154	1.1	10.2	127	**55	0.7	3.7	82	**48	0.5	3.2	56	**76	0.8	5.1	91
MONEY	4723	353	2.6	7.5	93	*182	2.4	3.9	86	*218	2.3	4.6	82	381	4.1	8.1	145
MOTHER EARTH NEWS	2325	*261	1.9	11.2	140	**80	1.1	3.4	77	*149	1.6	6.4	113	*162	1.7	7.0	125
MS.	1189	**108	0.8	9.1	113	**81	1.1	6.8	153	**74	0.8	6.2	110	**96	1.0	8.1	145
NATIONAL ENQUIRER	18892	1973	14.6	10.4	130	1204	16.1	6.4	143	1223	12.9	6.5	115	1256	13.5	6.6	120
NATIONAL GEOGRAPHIC	22129	1711	12.7	7.7	96	934	12.5	4.2	95	1223	12.9	5.5	98	1415	15.2	6.4	115
NATIONAL SUNDAY MAGAZINE PKG	103750	8287	61.5	8.0	99	4540	60.7	4.4	98	5618	59.3	5.4	96	6177	66.2	6.0	107
NATURAL HISTORY	1379	**114	0.8	8.3	103	**106	1.4	7.7	172	**98	1.0	7.1	126	**58	0.6	4.2	76
NEW WOMAN	2289	*231	1.7	10.1	126	*137	1.8	6.0	134	**125	1.3	5.5	97	*196	2.1	8.6	154
NEW YORK INCLUDING CUE	1088	**55	0.4	5.1	63	**19	0.3	1.7	39	**58	0.6	5.3	94	**69	0.7	6.3	114
THE NEW YORKER	2459	*149	1.1	6.1	75	**42	0.6	1.7	38	*135	1.4	5.5	97	*163	1.7	6.6	119
NEWSWEEK	16527	1513	11.2	9.2	114	687	9.2	4.2	93	867	9.1	5.2	93	890	9.5	5.4	97
THE N.Y. TIMES DAILY EDITION	2739	*126	0.9	4.6	57	**42	0.6	1.5	34	**82	0.9	3.0	53	*187	2.0	6.8	123
THE N.Y. TIMES MAGAZINE	4443	*188	1.4	4.2	53	**62	0.8	1.4	31	*138	1.5	3.1	55	289	3.1	6.5	117
OMNI	2799	*290	2.2	10.4	129	**96	1.3	3.4	77	*202	2.1	7.2	128	**151	1.6	5.4	97
ON CABLE	2209	306	2.3	13.9	172	*174	2.3	7.9	177	*243	2.6	11.0	195	*148	1.6	6.7	121
1001 HOME IDEAS	3959	338	2.5	8.5	106	*224	3.0	5.7	127	347	3.7	8.8	155	324	3.5	8.2	147
ORGANIC GARDENING	3111	*253	1.9	8.1	101	**101	1.3	3.2	73	*188	2.0	6.0	107	*203	2.2	6.5	117
OUTDOOR LIFE	5024	421	3.1	8.4	104	*223	3.0	4.4	99	428	4.5	8.5	151	267	2.9	5.3	96
PARADE MAGAZINE	51292	4296	31.9	8.4	104	2302	30.8	4.5	101	2781	29.3	5.4	96	3130	33.6	6.1	110

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	TWIX A '000	TWIX B % DOWN	TWIX C % ACROSS	TWIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	13472	100.0	8.0	100	7483	100.0	4.5	100	9477	100.0	5.7	100	9325	100.0	5.6	100
PARENTS	5298	666	4.9	12.6	157	302	4.0	5.7	128	534	5.6	10.1	178	415	4.5	7.8	141
PENTHOUSE	5129	511	3.8	10.0	124	*213	2.8	4.2	93	413	4.4	8.1	143	*235	2.5	4.6	82
PEOPLE	21070	2526	18.8	12.0	149	874	11.7	4.1	93	1338	14.1	6.4	112	1428	15.3	6.8	122
PLAYBOY	10562	1067	7.9	10.1	126	488	6.5	4.6	104	564	6.0	5.3	95	534	5.7	5.1	91
POPULAR HOT RODDING	2498	*239	1.8	9.6	119	**128	1.7	5.1	115	*308	3.2	12.3	218	**181	1.9	7.2	130
POPULAR MECHANICS	5887	643	4.8	10.9	136	*248	3.3	4.2	94	394	4.2	6.7	118	436	4.7	7.4	133
POPULAR SCIENCE	4317	444	3.3	10.3	128	*191	2.6	4.4	99	*289	3.0	6.7	118	269	2.9	6.2	112
PREVENTION	5792	317	2.4	5.5	68	*122	1.6	2.1	47	*311	3.3	5.4	95	393	4.2	6.8	122
PSYCHOLOGY TODAY	3284	*263	2.0	8.0	100	**173	2.3	5.3	118	*286	3.0	8.7	154	*185	2.0	5.6	101
READER'S DIGEST	40046	3348	24.9	8.4	104	2031	27.1	5.1	114	2210	23.3	5.5	98	2370	25.4	5.9	106
REDBOOK	9584	1117	8.3	11.7	145	560	7.5	5.8	131	631	6.7	6.6	117	745	8.0	7.8	140
ROAD & TRACK	2590	*313	2.3	12.1	150	**101	1.3	3.9	87	**152	1.6	5.9	104	**222	2.4	8.6	154
ROLLING STONE	3302	424	3.1	12.8	160	**172	2.3	5.2	117	*218	2.3	6.6	117	*165	1.8	5.0	90
RUNNER'S WORLD	1229	**81	0.6	6.6	82	**16	0.2	1.3	29	**53	0.6	4.3	76	**85	0.9	6.9	124
SATURDAY EVENING POST	2110	*182	1.4	8.6	107	**90	1.2	4.3	96	**130	1.4	6.2	109	*169	1.8	8.0	144
SCIENCE 84	1543	**122	0.9	7.9	98	**34	0.5	2.2	49	**69	0.7	4.5	79	**71	0.8	4.6	83
SCIENCE DIGEST	1747	**160	1.2	9.2	114	**73	1.0	4.2	94	**89	0.9	5.1	90	**96	1.0	5.5	99
SCIENTIFIC AMERICAN	1994	**112	0.8	5.6	70	**90	1.2	4.5	101	**111	1.2	5.6	99	**55	0.6	2.8	50
SELF	3119	501	3.7	16.1	200	*148	2.0	4.7	106	*275	2.9	8.8	156	*286	3.1	9.2	165
SEVENTEEN	3923	528	3.9	13.5	168	*236	3.2	6.0	135	*288	3.0	7.3	130	*290	3.1	7.4	133
SKI	1501	*132	1.0	8.8	109	**32	0.4	2.1	48	**97	1.0	6.5	114	**94	1.0	6.3	113
SMITHSONIAN	5976	369	2.7	6.2	77	*201	2.7	3.4	75	*273	2.9	4.6	81	300	3.2	5.0	90
SOAP OPERA DIGEST	4228	521	3.9	12.3	153	*226	3.0	5.3	120	434	4.6	10.3	182	373	4.0	8.8	159
SOUTHERN LIVING	6488	659	4.9	10.2	126	*197	2.6	3.0	68	*330	3.5	5.1	90	367	3.9	5.7	102
SPORT	3500	*325	2.4	9.3	116	*137	1.8	3.9	88	*244	2.6	7.0	123	*194	2.1	5.5	100
THE SPORTING NEWS	2456	*315	2.3	12.8	160	**105	1.4	4.3	96	*192	2.0	7.8	138	**120	1.3	4.9	88
SPORTS AFIELD	3648	*296	2.2	8.1	101	**131	1.8	3.6	80	304	3.2	8.3	147	*274	2.9	7.5	135
SPORTS ILLUSTRATED	14484	1388	10.3	9.6	119	541	7.2	3.7	84	718	7.6	5.0	88	571	6.1	3.9	71
STAR	12661	1489	11.1	11.8	146	547	7.3	4.3	97	832	8.8	6.6	116	887	9.5	7.0	126
SUNDAY	52799	4185	31.1	7.9	99	2085	27.9	3.9	89	2892	30.5	5.5	97	3080	33.0	5.8	105
SUNSET	3513	*317	2.4	9.0	112	*242	3.2	6.9	154	*242	2.6	6.9	122	**139	1.5	4.0	71
TV GUIDE	42766	4098	30.4	9.6	119	2123	28.4	5.0	111	2978	31.4	7.0	123	2796	30.0	6.5	118
TENNIS	1254	**95	0.7	7.6	94	**18	0.2	1.4	32	**39	0.4	3.1	55	**84	0.9	6.7	120
TIME	22054	2030	15.1	9.2	115	700	9.4	3.2	71	1155	12.2	5.2	93	1498	16.1	6.8	122
TOWN & COUNTRY	1555	**117	0.9	7.5	94	**37	0.5	2.4	53	**82	0.9	5.3	93	**107	1.1	6.9	124
TRAVEL & LEISURE	2173	*164	1.2	7.5	94	**55	0.7	2.5	57	**123	1.3	5.7	100	**99	1.1	4.6	82
TRUE STORY	4636	602	4.5	13.0	162	*390	5.2	8.4	189	536	5.7	11.6	205	367	3.9	7.9	142
U.S.NEWS & WORLD REPORT	10353	717	5.3	6.9	86	390	5.2	3.8	84	591	6.2	5.7	101	537	5.8	5.2	93
USA TODAY	4994	385	2.9	7.7	96	*101	1.3	2.0	45	*210	2.2	4.2	74	303	3.2	6.1	109
US	3528	460	3.4	13.0	162	*230	3.1	6.5	146	*278	2.9	7.9	139	*289	3.1	8.2	147
VOGUE	5424	557	4.1	10.3	128	*222	3.0	4.1	92	249	2.6	4.6	81	354	3.8	6.5	117
WALL STREET JOURNAL	6292	325	2.4	5.2	64	*165	2.2	2.6	59	*205	2.2	3.3	58	281	3.0	4.5	80
WEIGHT WATCHERS	2762	*290	2.2	10.5	131	*157	2.1	5.7	127	*236	2.5	8.5	151	*264	2.8	9.6	172
WOMAN'S DAY	16320	1869	13.9	11.5	143	1024	13.7	6.3	141	1323	14.0	8.1	143	1419	15.2	8.7	156
WORKING MOTHER	1496	*177	1.3	11.8	147	**104	1.4	7.0	156	*155	1.6	10.4	183	*109	1.2	7.3	131
WORKING WOMAN	1851	*192	1.4	10.4	129	**81	1.1	4.4	98	*146	1.5	7.9	140	*218	2.3	11.8	212
WORLD TENNIS	580	**65	0.5	11.2	140	**11	0.1	1.9	43	**25	0.3	4.3	76	**65	0.7	11.2	202
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1077	8.0	8.7	108	400	5.3	3.2	72	847	8.9	6.8	121	822	8.8	6.6	119
BLAIR INSERTS	91671	7257	53.9	7.9	99	3765	50.3	4.1	92	4886	51.6	5.3	94	5476	58.7	6.0	107
DAILY NEWSPAPERS																	
READ ANY	109190	8476	62.9	7.8	97	4676	62.5	4.3	96	5618	59.3	5.1	91	6275	67.3	5.7	103
READ ONE	89587	6935	51.5	7.7	96	3983	53.2	4.4	100	4729	49.9	5.3	93	5086	54.5	5.7	102
READ TWO OR MORE	19602	1541	11.4	7.9	98	693	9.3	3.5	79	889	9.4	4.5	80	1188	12.7	6.1	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	8774	65.1	8.0	100	4803	64.2	4.4	98	5958	62.9	5.4	96	6568	70.4	6.0	108
READ ONE	95074	7459	55.4	7.8	98	4213	56.3	4.4	99	5392	56.9	5.7	100	5611	60.2	5.9	106
READ TWO OR MORE	14588	1316	9.8	9.0	112	590	7.9	4.0	91	566	6.0	3.9	69	957	10.3	6.6	118
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.19				30.78				30.64				31.78			
30 DAY REACH	149706	12248	90.9	8.2	102	6739	90.1	4.5	101	8445	89.1	5.6	100	8313	89.1	5.6	100
50 SHWG - 30 DAY AV FREQ	15.16	15.71				15.88				15.88				16.54			
30 DAY REACH	142406	11783	87.5	8.3	103	6539	87.4	4.6	103	8156	86.1	5.7	101	8018	86.0	5.6	101
25 SHWG - 30 DAY AV FREQ	8.23	8.34				8.64				8.46				8.76			
30 DAY REACH	131152	11069	82.2	8.4	105	6007	80.3	4.6	103	7670	80.9	5.8	104	7548	80.9	5.8	104
CABLE TV: HOME WIRED	66879	6690	49.7	10.0	125	3191	42.6	4.8	107	4179	44.1	6.2	111	4072	43.7	6.1	110
HOME NOT WIRED	100848	6782	50.3	6.7	84	4291	57.3	4.3	95	5298	55.9	5.3	93	5253	56.3	5.2	94
HAVE PAY CABLE	35024	4120	30.6	11.8	146	1922	25.7	5.5	123	2453	25.9	7.0	124	2199	23.6	6.3	113

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	THIX A '000	THIX B % DOWN	THIX C % ACROSS	THIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	13472	100.0	8.0	100	7483	100.0	4.5	100	9477	100.0	5.7	100	9325	100.0	5.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	7770	57.7	8.1	101	4599	61.5	4.8	108	5445	57.5	5.7	101	5443	58.4	5.7	102
10:00 AM - 3:00 PM	63599	5339	39.6	8.4	105	3002	40.1	4.7	106	3823	40.3	6.0	106	3690	39.6	5.8	104
3:00 PM - 7:00 PM	72097	6350	47.1	8.8	110	3655	48.8	5.1	114	4498	47.5	6.2	110	3860	41.4	5.4	96
7:00 PM - MIDNIGHT	36670	3651	27.1	10.0	124	1875	25.1	5.1	115	2464	26.0	6.7	119	1967	21.1	5.4	96
MIDNIGHT - 6:00 AM	21908	1766	13.1	8.1	100	837	11.2	3.8	86	1508	15.9	6.9	122	1287	13.8	5.9	106
6:00 AM - MIDNIGHT	127571	10640	79.0	8.3	104	6004	80.2	4.7	105	7568	79.9	5.9	105	7236	77.6	5.7	102
ENTIRE DAY	129239	10793	80.1	8.4	104	6090	81.4	4.7	106	7669	80.9	5.9	105	7335	78.7	5.7	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3271	24.3	9.6	120	1984	26.5	5.8	131	1988	21.0	5.8	103	2058	22.1	6.1	109
ALL NEWS	6062	287	2.1	4.7	59	*196	2.6	3.2	72	*249	2.6	4.1	73	314	3.4	5.2	93
AOR/PROGRESSIVE	11884	1337	9.9	11.3	140	623	8.3	5.2	118	863	9.1	7.3	129	803	8.6	6.8	122
BEAUTIFUL MUSIC	11180	844	6.3	7.5	94	453	6.1	4.1	91	530	5.6	4.7	84	538	5.8	4.8	87
BLACK	4538	404	3.0	8.9	111	*213	2.8	4.7	105	404	4.3	8.9	158	277	3.0	6.1	110
CLASSICAL	3857	*218	1.6	5.7	70	*195	2.6	5.1	113	*157	1.7	4.1	72	*158	1.7	4.1	74
CHR/ROCK	21946	2315	17.2	10.5	131	1330	17.8	6.1	136	1699	17.9	7.7	137	1417	15.2	6.5	116
COUNTRY	27262	2079	15.4	7.6	95	1320	17.6	4.8	109	1751	18.5	6.4	114	1486	15.9	5.5	98
GOLDEN OLDIES	3339	*241	1.8	7.2	90	**89	1.2	2.7	60	*212	2.2	6.3	112	*193	2.1	5.8	104
MOR/NOSTALGIA	10346	839	6.2	8.1	101	350	4.7	3.4	76	513	5.4	5.0	88	529	5.7	5.1	92
NEWS/TALK	8929	509	3.8	5.7	71	*190	2.5	2.1	48	355	3.7	4.0	70	345	3.7	3.9	69
RELIGIOUS	5488	433	3.2	7.9	98	*212	2.8	3.9	87	*285	3.0	5.2	92	*282	3.0	5.1	92
SOFT ROCK	1232	**113	0.8	9.2	114	**65	0.9	5.3	118	**93	1.0	7.5	134	**88	0.9	7.1	128
URBAN CONTEMPORARY	3184	305	2.3	9.6	119	*217	2.9	6.8	153	*201	2.1	6.3	112	313	3.4	9.8	177
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	716	5.3	10.4	129	463	6.2	6.7	150	492	5.2	7.1	126	432	4.6	6.3	112
ABC DIRECTION	5212	494	3.7	9.5	118	*286	3.8	5.5	123	387	4.1	7.4	131	347	3.7	6.7	120
ABC ENTERTAINMENT	10385	782	5.8	7.5	94	462	6.2	4.4	100	470	5.0	4.5	80	677	7.3	6.5	117
ABC FM	4762	462	3.4	9.7	121	423	5.7	8.9	199	432	4.6	9.1	161	*280	3.0	5.9	106
ABC INFORMATION	11339	977	7.3	8.6	107	479	6.4	4.2	95	705	7.4	6.2	110	583	6.3	5.1	92
ABC ROCK	4878	514	3.8	10.5	131	*246	3.3	5.0	113	346	3.7	7.1	126	350	3.8	7.2	129
CBS	10709	720	5.3	6.7	84	340	4.5	3.2	71	474	5.0	4.4	78	492	5.3	4.6	83
MUTUAL	10251	898	6.7	8.8	109	496	6.6	4.8	108	521	5.5	5.1	90	615	6.6	6.0	108
NBC	12243	656	4.9	5.4	67	404	5.4	3.3	74	619	6.5	5.1	89	802	8.6	6.6	118
RADIORADIO	4606	316	2.3	6.9	85	*299	4.0	6.5	146	307	3.2	6.7	118	235	2.5	5.1	92
RKO ONE	5148	736	5.5	14.3	178	377	5.0	7.3	164	544	5.7	10.6	187	413	4.4	8.0	144
RKO TWO	7313	514	3.8	7.0	88	308	4.1	4.2	94	303	3.2	4.1	73	302	3.2	4.1	74
THE SOURCE	5981	663	4.9	11.1	138	*321	4.3	5.4	120	370	3.9	6.2	109	389	4.2	6.5	117
NON-WIRED : BLAIR	19329	1641	12.2	8.5	106	975	13.0	5.0	113	1155	12.2	6.0	106	1026	11.0	5.3	95
INTERNET	27139	2699	20.0	9.9	124	1375	18.4	5.1	114	1821	19.2	6.7	119	1589	17.0	5.9	105
KATZ RADIO GROUP	36319	2973	22.1	8.2	102	1459	19.5	4.0	90	1833	19.3	5.0	89	2336	25.1	6.4	116
SUPERNET	22361	1822	13.5	8.1	101	1253	16.7	5.6	126	1511	15.9	6.8	120	1249	13.4	5.6	100
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1388	10.3	9.6	119	754	10.1	5.2	116	810	8.5	5.6	99	961	10.3	6.6	119
MKDAY 9:00 AM - 1:00 PM	18688	1510	11.2	8.1	101	958	12.8	5.1	115	1068	11.3	5.7	101	1236	13.3	6.6	119
MKDAY 1:00 PM - 4:30 PM	24061	2102	15.6	8.7	109	1228	16.4	5.1	114	1510	15.9	6.3	111	1557	16.7	6.5	116
MKDAY 4:30 PM - 7:30 PM	44079	3373	25.0	7.7	95	1838	24.6	4.2	93	2297	24.2	5.2	92	2688	28.8	6.1	110
MKDAY 7:30 PM - 8:00 PM	61979	4779	35.5	7.7	96	2702	36.1	4.4	98	3330	35.1	5.4	95	3755	40.3	6.1	109
MKDAY 11:00 PM - 11:30 PM	49084	3994	29.6	8.1	101	2397	32.0	4.9	109	2685	28.3	5.5	97	3015	32.3	6.1	110
MKDAY 11:30 PM - 1:00 AM	16560	1445	10.7	8.7	109	786	10.5	4.7	106	1088	11.5	6.6	116	1011	10.8	6.1	110
M-SAT 8-11 PM+SUN 7-11 PM	66967	5354	39.7	8.0	100	3137	41.9	4.7	105	3732	39.4	5.6	99	4164	44.7	6.2	112
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	837	6.2	9.0	112	450	6.0	4.9	109	706	7.4	7.6	135	535	5.7	5.8	104
ANOTHER WORLD N	6138	511	3.8	8.3	104	223	3.0	3.6	81	318	3.4	5.2	92	428	4.6	7.0	125
AS THE WORLD TURNS C	7707	667	5.0	8.7	108	367	4.9	4.8	107	494	5.2	6.4	113	473	5.1	6.1	110
CAPITOL C	4688	487	3.6	10.4	129	248	3.3	5.3	119	351	3.7	7.5	133	302	3.2	6.4	116
CBS MORN. NEWS 1 C	2792	160	1.2	5.7	71	*98	1.3	3.5	79	*150	1.6	5.4	95	192	2.1	6.9	124
CBS MORN. NEWS 2 C	2071	*99	0.7	4.8	60	*61	0.8	2.9	66	*107	1.1	5.2	91	190	2.0	9.2	165
DAYS OF OUR LIVES N	8018	768	5.7	9.6	119	466	6.2	5.8	130	490	5.2	6.1	108	564	6.0	7.0	127
FACTS OF LIFE - DAYTIME N	3487	262	1.9	7.5	94	174	2.3	5.0	112	163	1.7	4.7	83	259	2.8	7.4	134
FAMILY FEUD A	4817	443	3.3	9.2	114	222	3.0	4.6	103	318	3.4	6.6	117	320	3.4	6.6	119
GENERAL HOSPITAL A	8333	685	5.1	8.2	102	460	6.1	5.5	124	544	5.7	6.5	116	583	6.3	7.0	126
GOOD MORNING, AMERICA-730 A	5472	538	4.0	9.8	122	378	5.1	6.9	155	371	3.9	6.8	120	351	3.8	6.4	115
GOOD MORNING, AMERICA-830 A	3965	340	2.5	8.6	107	219	2.9	5.5	124	221	2.3	5.6	99	225	2.4	5.7	102
GUIDING LIGHT C	7542	687	5.1	9.1	113	355	4.7	4.7	106	491	5.2	6.5	115	442	4.7	5.9	105
ONE LIFE TO LIVE A	6018	507	3.8	8.4	105	364	4.9	6.0	136	450	4.7	7.5	132	371	4.0	6.2	111
PRESS YOUR LUCK C	3589	221	1.6	6.2	77	172	2.3	4.8	107	178	1.9	5.0	88	249	2.7	6.9	125
PRICE IS RIGHT 1 C	7418	397	2.9	5.4	67	320	4.3	4.3	97	361	3.8	4.9	86	403	4.3	5.4	98
PRICE IS RIGHT 2 C	8276	471	3.5	5.7	71	391	5.2	4.7	106	385	4.1	4.7	82	480	5.1	5.8	104
RYAN'S HOPE A	4358	354	2.6	8.1	101	278	3.7	6.4	143	345	3.6	7.9	140	333	3.6	7.6	137
SALE OF THE CENTURY N	3749	243	1.8	6.5	81	213	2.8	5.7	127	148	1.6	3.9	70	295	3.2	7.9	142
SEARCH FOR TOMORROW N	2884	224	1.7	7.8	97	*184	2.5	6.4	143	*154	1.6	5.3	95	196	2.1	6.8	122
TODAY SHOW 1 N	4869	431	3.2	8.9	110	198	2.6	4.1	91	150	1.6	3.1	55	313	3.4	6.4	116
TODAY SHOW 2 N	4135	275	2.0	6.7	83	158	2.1	3.8	86	166	1.8	4.0	71	248	2.7	6.0	108
$25,000 PYRAMID C	4361	270	2.0	6.2	77	167	2.2	3.8	86	177	1.9	4.1	72	318	3.4	7.3	131
WHEEL OF FORTUNE N	6187	445	3.3	7.2	90	238	3.2	3.8	86	278	2.9	4.5	80	428	4.6	6.9	124
YOUNG AND THE RESTLESS C	8186	679	5.0	8.3	103	387	5.2	4.7	106	523	5.5	6.4	113	488	5.2	6.0	107
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	352	2.6	7.4	93	168	2.2	3.6	80	223	2.4	4.7	83	296	3.2	6.3	113
NBA PLAYOFF GAME -1 C	5127	308	2.3	6.0	75	117	1.6	2.3	51	204	2.2	4.0	70	219	2.3	4.3	77
NBC MAJOR LEAGUE PRE-GAME N	3945	*290	2.2	7.4	92	**56	0.7	1.4	32	**208	2.2	5.3	93	**180	1.9	4.6	82
SPORTSWORLD - SUN N	3370	223	1.7	6.6	82	*133	1.8	3.9	88	201	2.1	6.0	106	233	2.5	6.9	124
SUNDAY MORNING C	4200	245	1.8	5.8	73	**145	1.9	3.5	77	235	2.5	5.6	99	278	3.0	6.6	119

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BUY REGULAR CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0135
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	TOTAL U.S. '000	TWIX A '000	TWIX B % DOWN	TWIX C % ACROSS	TWIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	13472	100.0	8.0	100	7483	100.0	4.5	100	9477	100.0	5.7	100	9325	100.0	5.6	100
NKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	3559	26.4	6.8	85	1981	26.5	3.8	85	2561	27.0	4.9	87	3017	32.4	5.8	104
NETWORK AFFILIATES - LATE	39164	3183	23.6	8.1	101	1950	26.1	5.0	112	2030	21.4	5.2	92	2397	25.7	6.1	110
INDEPENDENTS - LATE	5133	364	2.7	7.1	88	214	2.9	4.2	93	206	2.2	4.0	71	294	3.2	5.7	103
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	22825	1599	11.9	7.0	87	1230	16.4	5.4	121	1247	13.2	5.5	97	1400	15.0	6.1	110
ABC MONDAY NIGHT MOVIE A	11258	800	5.9	7.1	88	477	6.4	4.2	95	614	6.5	5.5	97	701	7.5	6.2	112
ABC SUNDAY NIGHT MOVIE A	23600	2034	15.1	8.6	107	1180	15.8	5.0	112	1412	14.9	6.0	106	1352	14.5	5.7	103
ABC WORLD NEWS TONIGHT A	12801	1020	7.6	8.0	99	573	7.7	4.5	100	750	7.9	5.9	104	715	7.7	5.6	100
AFTERMASH C	10966	875	6.5	8.0	99	495	6.6	4.5	101	671	7.1	6.1	108	629	6.7	5.7	103
ALICE C	17050	1240	9.2	7.3	91	859	11.5	5.0	113	1057	11.2	6.2	110	1067	11.4	6.3	113
AMERICAN PARADE C	11998	816	6.1	6.8	85	384	5.1	3.2	72	527	5.6	4.4	78	679	7.3	5.7	102
BENSON A	19258	1569	11.6	8.1	101	1007	13.5	5.2	117	1221	12.9	6.3	112	1169	12.5	6.1	109
BLUE THUNDER A	11478	844	6.3	7.4	92	521	7.0	4.5	102	653	6.9	5.7	101	716	7.7	6.2	112
CAGNEY & LACEY C	18263	1422	10.6	7.8	97	1107	14.8	6.1	136	1171	12.4	6.4	113	1172	12.6	6.4	115
CBS EVENING NEWS-DEAN C	7733	557	4.1	7.2	90	*236	3.2	3.1	68	348	3.7	4.5	80	405	4.3	5.2	94
CBS EVENING NEWS-RATHER C	15653	983	7.3	6.3	78	543	7.3	3.5	78	794	8.4	5.1	90	868	9.3	5.5	100
CBS SAT. NEWS-SCHIEFFER C	8744	459	3.4	5.2	65	246	3.3	2.8	63	394	4.2	4.5	80	372	4.0	4.3	77
CBS SATURDAY NIGHT MOVIE C	12000	912	6.8	7.6	95	552	7.4	4.6	103	676	7.1	5.6	100	628	6.7	5.2	94
CBS WEDNESDAY NIGHT MOVIE C	11522	773	5.7	6.7	84	517	6.9	4.5	101	620	6.5	5.4	95	623	6.7	5.4	97
CHEERS N	16818	1539	11.4	9.2	114	752	10.0	4.5	100	943	10.0	5.6	99	1124	12.1	6.7	120
DALLAS C	37510	2897	21.5	7.7	96	1615	21.6	4.3	97	2128	22.5	5.7	100	2456	26.3	6.5	118
DIFF'RENT STROKES N	11258	813	6.0	7.2	90	557	7.4	4.9	111	603	6.4	5.4	95	757	8.1	6.7	121
DOUBLE TROUBLE N	12248	1099	8.2	9.0	112	754	10.1	6.2	138	896	9.5	7.3	129	715	7.7	5.8	105
DUCK FACTORY N	11100	989	7.3	8.9	111	485	6.5	4.4	98	623	6.6	5.6	99	674	7.2	6.1	109
DUKES OF HAZZARD C	12353	914	6.8	7.4	92	611	8.2	4.9	111	642	6.8	5.2	92	680	7.3	5.5	99
DYNASTY A	33279	2689	20.0	8.1	101	1523	20.4	4.6	103	1925	20.3	5.8	102	2107	22.6	6.3	114
FACTS OF LIFE N	13410	1245	9.2	9.3	116	756	10.1	5.6	126	899	9.5	6.7	119	778	8.3	5.8	104
FALCON CREST C	31093	2584	19.2	8.3	103	1423	19.0	4.6	103	1774	18.7	5.7	101	2218	23.8	7.1	128
FALL GUY A	18649	1570	11.7	8.4	105	1038	13.9	5.6	125	1172	12.4	6.3	111	1140	12.2	6.1	110
FAMILY TIES N	13101	1083	8.0	8.3	103	700	9.4	5.3	120	831	8.8	6.3	112	952	10.2	7.3	131
FANTASY ISLAND A	13069	1101	8.2	8.4	105	742	9.9	5.7	127	674	7.1	5.2	91	813	8.7	6.2	112
FOULUPS,BLEEPS & BLUNDERS A	16588	1393	10.3	8.4	105	846	11.3	5.1	114	945	10.0	5.7	101	873	9.4	5.3	95
FOUR SEASONS C	9302	706	5.2	7.6	94	396	5.3	4.3	95	610	6.4	6.6	116	596	6.4	6.4	115
GIMME A BREAK N	13955	1049	7.8	7.5	94	739	9.9	5.3	119	838	8.8	6.0	106	953	10.2	6.8	123
HART TO HART A	15735	1254	9.3	8.0	99	950	12.7	6.0	135	907	9.6	5.8	102	934	10.0	5.9	107
HILL STREET BLUES N	18257	1486	11.0	8.1	101	695	9.3	3.8	85	1002	10.6	5.5	97	1243	13.3	6.8	122
HOTEL A	24236	1971	14.6	8.1	101	1246	16.7	5.1	115	1274	13.4	5.3	93	1521	16.3	6.3	113
JEFFERSONS C	17010	1217	9.0	7.2	89	880	11.8	5.2	116	1018	10.7	6.0	106	1062	11.4	6.2	112
JENNIFER SLEPT HERE N	9397	816	6.1	8.7	108	502	6.7	5.3	120	557	5.9	5.9	105	599	6.4	6.4	115
KATE & ALLIE C	16762	1435	10.7	8.6	107	981	13.1	5.9	131	1030	10.9	6.1	109	986	10.6	5.9	106
KNIGHT RIDER N	13164	1138	8.4	8.6	108	844	11.3	6.4	144	826	8.7	6.3	111	890	9.5	6.8	122
LOVE BOAT A	20400	1587	11.8	7.8	97	985	13.2	4.8	108	1145	12.1	5.6	99	1540	16.5	7.5	136
MAGNUM PI C	22543	1704	12.6	7.6	94	1076	14.4	4.8	107	1397	14.7	6.2	110	1357	14.6	6.0	108
MAMA'S FAMILY N	9852	742	5.5	7.5	94	432	5.8	4.4	98	606	6.4	6.2	109	553	5.9	5.6	101
MASTER, THE N	8082	684	5.1	8.5	105	442	5.9	5.5	123	339	3.6	4.2	74	568	6.1	7.0	126
MATT HOUSTON A	12881	1155	8.6	9.0	112	775	10.4	6.0	135	652	6.9	5.1	90	899	9.6	7.0	126
NBC MONDAY NIGHT MOVIE N	23889	2004	14.9	8.4	104	1213	16.2	5.1	114	1347	14.2	5.6	100	1568	16.8	6.6	118
NBC NIGHTLY NEWS N	11156	758	5.6	6.8	85	311	4.2	2.8	62	436	4.6	3.9	69	637	6.8	5.7	103
NBC NIGHTLY NEWS-SAT N	7363	447	3.3	6.1	76	*178	2.4	2.4	54	279	2.9	3.8	67	383	4.1	5.2	94
NBC NIGHTLY NEWS-SUN N	6214	449	3.3	7.2	90	*268	3.6	4.3	97	*256	2.7	4.1	73	313	3.4	5.0	91
NBC SUNDAY NIGHT MOVIE N	17590	1544	11.5	8.8	109	1099	14.7	6.2	140	900	9.5	5.1	91	1178	12.6	6.7	120
NEWHART C	16740	1464	10.9	8.7	109	958	12.8	5.7	128	1078	11.4	6.4	114	1137	12.2	6.8	122
ONE DAY AT A TIME C	11820	1024	7.6	8.7	108	622	8.3	5.3	118	730	7.7	6.2	109	783	8.4	6.6	119
PEOPLE ARE FUNNY N	9138	665	4.9	7.3	91	429	5.7	4.7	105	557	5.9	6.1	108	552	5.9	6.0	109
REAL PEOPLE N	15979	1205	8.9	7.5	94	849	11.3	5.3	119	770	8.1	4.8	85	879	9.4	5.5	99
REMINGTON STEELE N	14395	1178	8.7	8.2	102	637	8.5	4.4	99	898	9.5	6.2	110	1042	11.2	7.2	130
RIPLEY'S BELIEVE IT - NOT A	11362	850	6.3	7.5	93	505	6.7	4.4	100	700	7.4	6.2	109	697	7.5	6.1	110
RIPTIDE N	13920	967	7.2	6.9	86	601	8.0	4.3	97	782	8.3	5.6	99	1005	10.8	7.2	130
SCARECROW & MRS. KING C	17571	1348	10.0	7.7	96	793	10.6	4.5	101	997	10.5	5.7	100	1117	12.0	6.4	114
SIMON & SIMON C	20208	1445	10.7	7.2	89	838	11.2	4.1	93	1076	11.4	5.3	94	1182	12.7	5.8	105
60 MINUTES C	27668	1810	13.4	6.5	81	766	10.2	2.8	62	1152	12.2	4.2	74	1627	17.4	5.9	106
ST. ELSEWHERE N	13699	1130	8.4	8.2	103	559	7.5	4.1	91	874	9.2	6.4	113	811	8.7	5.9	106
THREE'S COMPANY A	20632	1542	11.4	7.5	93	1162	15.5	5.6	126	1227	12.9	5.9	105	1069	11.5	5.2	93
T.J. HOOKER A	17136	1077	8.0	6.3	78	759	10.1	4.4	99	905	9.5	5.3	93	1155	12.4	6.7	121
TONIGHT SHOW N	4963	447	3.3	9.0	112	217	2.9	4.4	98	290	3.1	5.8	103	354	3.8	7.1	128
TRAPPER JOHN, M.D. C	16332	1280	9.5	7.8	98	787	10.5	4.8	108	990	10.4	6.1	107	1031	11.1	6.3	114
TV BLOOPERS & PRAC. JOKES N	18881	1305	9.7	6.9	86	1028	13.7	5.4	122	965	10.2	5.1	90	993	10.6	5.3	95
20/20 A	18315	1465	10.9	8.0	100	928	12.4	5.1	114	961	10.1	5.2	93	1095	11.7	6.0	108
WEBSTER A	18722	1555	11.5	8.3	103	985	13.2	5.3	118	1298	13.7	6.9	123	1193	12.8	6.4	115
WORLD NEWS - SUN A	5327	374	2.8	7.0	87	*223	3.0	4.2	94	*281	3.0	5.3	93	331	3.5	6.2	112
YELLOW ROSE N	8370	590	4.4	7.0	88	409	5.5	4.9	110	447	4.7	5.3	95	501	5.4	6.0	108
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	2213	16.4	8.6	107	1229	16.4	4.8	107	1360	14.4	5.3	93	1647	17.7	6.4	115
BASKETBALL - COLLEGE GAMES	14468	1215	9.0	8.4	105	743	9.9	5.1	115	795	8.4	5.5	97	853	9.1	5.9	106
BASKETBALL - PRO GAMES	12124	887	6.6	7.3	91	724	9.7	6.0	134	684	7.2	5.6	100	701	7.5	5.8	104
BOWLING	9412	871	6.5	9.3	115	619	8.3	6.6	147	573	6.0	6.1	108	690	7.4	7.3	132
BOXING	15409	1182	8.8	7.7	96	742	9.9	4.8	108	1067	11.3	6.9	123	1029	11.0	6.7	120
FOOTBALL - COLLEGE GAMES	21400	1641	12.2	7.7	95	1133	15.1	5.3	119	1345	14.2	6.3	111	1145	12.3	5.4	96
FOOTBALL - PRO GAMES	35944	3295	24.5	9.2	114	1936	25.9	5.4	121	2175	23.0	6.1	107	2176	23.3	6.1	109
GOLF	9759	652	4.8	6.7	83	*322	4.3	3.3	74	*393	4.1	4.0	71	734	7.9	7.5	135
POST-SEASON COLL. FOOTBALL	18123	1385	10.3	7.6	95	1172	15.7	6.5	145	1007	10.6	5.6	98	1080	11.6	6.0	107
POST-SEASON PRO FOOTBALL	22091	2133	15.8	9.7	120	1273	17.0	5.8	129	1473	15.5	6.7	118	1684	18.1	7.6	137
TENNIS	6764	*646	4.8	9.6	119	*413	5.5	6.1	137	*441	4.7	6.5	115	*514	5.5	7.6	137
WRESTLING - PROFESSIONAL	9695	1038	7.7	10.7	133	699	9.3	7.2	162	786	8.3	8.1	143	888	9.5	9.2	165

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0136
P-22

	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL ADULTS	167727	95413	100.0	56.9	100	32284	100.0	19.2	100	31178	100.0	18.6	100	31951	100.0	19.0	100
MALES	79263	44583	46.7	56.2	99	17240	53.4	21.8	113	13939	44.7	17.6	95	13403	41.9	16.9	89
FEMALES	88464	50830	53.3	57.5	101	15043	46.6	17.0	88	17240	55.3	19.5	105	18547	58.0	21.0	110
18 - 24	28671	18840	19.7	65.7	116	7759	24.0	27.1	141	6320	20.3	22.0	119	4761	14.9	16.6	87
25 - 34	39536	25552	26.8	64.6	114	8994	27.9	22.7	118	8337	26.7	21.1	113	8220	25.7	20.8	109
35 - 44	28978	18217	19.1	62.9	111	5956	18.4	20.6	107	5866	18.8	20.2	109	6395	20.0	22.1	116
45 - 54	22345	12044	12.6	53.9	95	3492	10.8	15.6	81	4040	13.0	18.1	97	4512	14.1	20.2	106
55 - 64	22224	10943	11.5	49.2	87	3205	9.9	14.4	75	3656	11.7	16.5	88	4082	12.8	18.4	96
65 OR OLDER	25973	9818	10.3	37.8	66	2877	8.9	11.1	58	2960	9.5	11.4	61	3981	12.5	15.3	80
18 - 34	68207	44392	46.5	65.1	114	16753	51.9	24.6	128	14657	47.0	21.5	116	12982	40.6	19.0	100
18 - 49	108058	68680	72.0	63.6	112	24515	75.9	22.7	118	22618	72.5	20.9	113	21548	67.4	19.9	105
25 - 54	90859	55813	58.5	61.4	108	18443	57.1	20.3	105	18243	58.5	20.1	108	19127	59.9	21.1	111
35 - 49	39851	24289	25.5	60.9	107	7762	24.0	19.5	101	7961	25.5	20.0	107	8566	26.8	21.5	113
50 OR OLDER	59669	26733	28.0	44.8	79	7769	24.1	13.0	68	8561	27.5	14.3	77	10403	32.6	17.4	92
GRADUATED COLLEGE	28091	15560	16.3	55.4	97	4448	13.8	15.8	82	5158	16.5	18.4	99	5954	18.6	21.2	111
ATTENDED COLLEGE	28938	17865	18.7	61.7	109	5814	18.0	20.1	104	5789	18.6	20.0	108	6263	19.6	21.6	114
GRADUATED HIGH SCHOOL	65503	39438	41.3	60.2	106	13574	42.0	20.7	108	12748	40.9	19.5	105	13116	41.1	20.0	105
DID NOT GRADUATE HIGH SCHOOL	45195	22550	23.6	49.9	88	8447	26.2	18.7	97	7484	24.0	16.6	89	6618	20.7	14.6	77
EMPLOYED MALES	56429	33004	34.6	58.5	103	13053	40.4	23.1	120	10526	33.8	18.7	100	9425	29.5	16.7	88
EMPLOYED FEMALES	43971	27187	28.5	61.8	109	8059	25.0	18.3	95	9363	30.0	21.3	115	9765	30.6	22.2	117
EMPLOYED FULL-TIME	87773	52388	54.9	59.7	105	18638	57.7	21.2	110	17283	55.4	19.7	106	16467	51.5	18.8	98
EMPLOYED PART-TIME	12627	7804	8.2	61.8	109	2474	7.7	19.6	102	2606	8.4	20.6	111	2723	8.5	21.6	113
NOT EMPLOYED	67327	35221	36.9	52.3	92	11171	34.6	16.6	86	11289	36.2	16.8	90	12761	39.9	19.0	99
PROFESSIONAL/MANAGER	25845	14521	15.2	56.2	99	4515	14.0	17.5	91	4716	15.1	18.2	98	5289	16.6	20.5	107
TECH/CLERICAL/SALES	30895	19509	20.4	63.1	111	6584	20.4	21.3	111	6394	20.5	20.7	111	6531	20.4	21.1	111
PRECISION/CRAFT	12629	7333	7.7	58.1	102	3019	9.4	23.9	124	2436	7.8	19.3	104	1878	5.9	14.9	78
OTHER EMPLOYED	31031	18830	19.7	60.7	107	6994	21.7	22.5	117	6344	20.3	20.4	110	5492	17.2	17.7	93
SINGLE	35557	21783	22.8	61.3	108	8717	27.0	24.5	127	6899	22.1	19.4	104	6167	19.3	17.3	91
MARRIED	103585	59373	62.2	57.3	101	19222	59.5	18.6	96	19245	61.7	18.6	100	20907	65.4	20.2	106
DIVORCED/SEPARATED/WIDOWED	28585	14258	14.9	49.9	88	4346	13.5	15.2	79	5035	16.1	17.6	95	4877	15.3	17.1	90
PARENTS	59295	38791	40.7	65.4	115	13196	40.9	22.3	116	12562	40.3	21.2	114	13033	40.8	22.0	115
WHITE	146081	84059	88.1	57.5	101	28212	87.4	19.3	100	27241	87.4	18.6	100	28605	89.5	19.6	103
BLACK	17974	9425	9.9	52.4	92	3476	10.8	19.3	100	3248	10.4	18.1	97	2701	8.5	15.0	79
OTHER	3672	1929	2.0	52.5	92	*596	1.8	16.2	84	*689	2.2	18.8	101	*645	2.0	17.6	92
NORTHEAST-CENSUS	37005	19927	20.9	53.8	95	7057	21.9	19.1	99	6569	21.1	17.8	95	6300	19.7	17.0	89
NORTH CENTRAL	42642	26479	27.8	62.1	109	9080	28.1	21.3	111	8723	28.0	20.5	110	8676	27.2	20.3	107
SOUTH	56777	30957	32.4	54.5	96	10188	31.6	17.9	93	10639	34.1	18.7	101	10130	31.7	17.8	94
WEST	31303	18051	18.9	57.7	101	5959	18.5	19.0	99	5247	16.8	16.8	90	6845	21.4	21.9	115
NORTHEAST-MKTG.	38125	19505	20.4	51.2	90	6631	20.5	17.4	90	6528	20.9	17.1	92	6345	19.9	16.6	87
EAST CENTRAL	24794	15043	15.8	60.7	107	5160	16.0	20.8	108	5178	16.6	20.9	112	4705	14.7	19.0	100
WEST CENTRAL	28511	17819	18.7	62.5	110	6139	19.0	21.5	112	5523	17.7	19.4	104	6157	19.3	21.6	113
SOUTH	48953	27530	28.9	56.2	99	9315	28.9	19.0	99	9331	29.9	19.1	103	8884	27.8	18.1	95
PACIFIC	27344	15516	16.3	56.7	100	5039	15.6	18.4	96	4618	14.8	16.9	91	5859	18.3	21.4	112
COUNTY SIZE A	69301	37677	39.5	54.4	96	12396	38.4	17.9	93	12169	39.0	17.6	94	13112	41.0	18.9	99
COUNTY SIZE B	50633	29545	31.0	58.4	103	10271	31.8	20.3	105	9684	31.1	19.1	103	9590	30.0	18.9	99
COUNTY SIZE C	26259	15563	16.3	59.3	104	5481	17.0	20.9	108	4945	15.9	18.8	101	5138	16.1	19.6	103
COUNTY SIZE D	21534	12628	13.2	58.6	103	4136	12.8	19.2	100	4381	14.1	20.3	109	4111	12.9	19.1	100
METRO CENTRAL CITY	50014	27510	28.8	55.0	97	9915	30.7	19.8	103	8866	28.4	17.7	95	8729	27.3	17.5	92
METRO SUBURBAN	76832	44161	46.3	57.5	101	14212	44.0	18.5	96	14414	46.2	18.8	101	15535	48.6	20.2	106
NON METRO	40881	23741	24.9	58.1	102	8157	25.3	20.0	104	7898	25.3	19.3	104	7687	24.1	18.8	99
TOP 5 ADI'S	39550	21495	22.5	54.3	96	7332	22.7	18.5	96	6834	21.9	17.3	93	7329	22.9	18.5	97
TOP 10 ADI'S	54877	28967	30.4	52.8	93	9828	30.4	17.9	93	9225	29.6	16.8	90	9914	31.0	18.1	95
TOP 20 ADI'S	77516	41861	43.9	54.0	95	13926	43.1	18.0	93	13358	42.8	17.2	93	14577	45.6	18.8	99
HSHLD INC. $50,000 OR MORE	17257	9832	10.3	57.0	100	3289	10.2	19.1	99	3136	10.1	18.2	98	3407	10.7	19.7	104
$40,000 OR MORE	33235	19346	20.3	58.2	102	6559	20.3	19.7	103	6278	20.1	18.9	102	6510	20.4	19.6	103
$30,000 OR MORE	59693	35236	36.9	59.0	104	11762	36.4	19.7	102	11350	36.4	19.0	102	12124	37.9	20.3	107
$25,000 OR MORE	76275	45062	47.2	59.1	104	14927	46.2	19.6	102	14543	46.6	19.1	103	15591	48.8	20.4	107
$20,000 - $24,999	18607	10864	11.4	58.4	103	3528	10.9	19.0	99	3924	12.6	21.1	113	3413	10.7	18.3	96
$15,000 - $19,999	17175	10054	10.5	58.5	103	3311	10.3	19.3	100	3269	10.5	19.0	102	3473	10.9	20.2	106
$10,000 - $14,999	24569	13655	14.3	55.6	98	5126	15.9	20.9	108	4349	13.9	17.7	95	4180	13.1	17.0	89
UNDER $10,000	31101	15779	16.5	50.7	89	5392	16.7	17.3	90	5094	16.3	16.4	88	5293	16.6	17.0	89
HOUSEHOLD OF 1 PERSON	19441	8798	9.2	45.3	80	2948	9.1	15.2	79	3079	9.9	15.8	85	2771	8.7	14.3	75
2 PEOPLE	51803	26145	27.4	50.5	89	8323	25.8	16.1	83	8270	26.5	16.0	86	9553	29.9	18.4	97
3 OR 4 PEOPLE	66933	41096	43.1	61.4	108	13344	41.3	19.9	104	13875	44.5	20.7	112	13878	43.4	20.7	109
5 OR MORE PEOPLE	29550	19373	20.3	65.6	115	7669	23.8	26.0	135	5955	19.1	20.2	108	5749	18.0	19.5	102
NO CHILD IN HSHLD	96587	48801	51.1	50.5	89	16005	49.6	16.6	86	16219	52.0	16.8	90	16577	51.9	17.2	90
CHILD(REN) UNDER 2 YRS	10844	7595	8.0	70.0	123	2393	7.4	22.1	115	2492	8.0	23.0	124	2711	8.5	25.0	131
2 - 5 YEARS	26358	17739	18.6	67.3	118	6402	19.8	24.3	126	5583	17.9	21.2	114	5753	18.0	21.8	115
6 - 11 YEARS	30453	20398	21.4	67.0	118	6998	21.7	23.0	119	6771	21.7	22.2	120	6629	20.7	21.8	114
12 - 17 YEARS	36575	23542	24.7	64.4	113	8560	26.5	23.4	122	7360	23.6	20.1	108	7622	23.9	20.8	109
RESIDENCE OWNED	117770	66301	69.5	56.3	99	21357	66.2	18.1	94	21498	69.0	18.3	98	23446	73.4	19.9	105
VALUE: $50,000 OR MORE	70166	39562	41.5	56.4	99	12092	37.5	17.2	90	12383	39.7	17.6	95	15086	47.2	21.5	113
VALUE: UNDER $50,000	47604	26739	28.0	56.2	99	9265	28.7	19.5	101	9115	29.2	19.1	103	8359	26.2	17.6	92

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

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		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL ADULTS		167727	95413	100.0	56.9	100	32284	100.0	19.2	100	31178	100.0	18.6	100	31951	100.0	19.0	100
MAGAZINES	QUINTILE 1	34022	21058	22.1	61.9	109	7172	22.2	21.1	110	7054	22.6	20.7	112	6831	21.4	20.1	105
	QUINTILE 2	34800	21001	22.0	60.3	106	7371	22.8	21.2	110	6681	21.4	19.2	103	6948	21.7	20.0	105
	QUINTILE 3	30514	17442	18.3	57.2	100	6042	18.7	19.8	103	5479	17.6	18.0	97	5922	18.5	19.4	102
	QUINTILE 4	33324	18843	19.7	56.5	99	5978	18.5	17.9	93	6185	19.8	18.6	100	6681	20.9	20.0	105
	QUINTILE 5	35066	17069	17.9	48.7	86	5721	17.7	16.3	85	5780	18.5	16.5	89	5569	17.4	15.9	83
NEWSPAPERS	QUINTILE 1	29107	16673	17.5	57.3	101	5586	17.3	19.2	100	5352	17.2	18.4	99	5734	17.9	19.7	103
	QUINTILE 2	49095	27838	29.2	56.7	100	8926	27.6	18.2	94	9083	29.1	18.5	100	9830	30.8	20.0	105
	QUINTILE 3	23107	13454	14.1	58.2	102	4547	14.1	19.7	102	4461	14.3	19.3	104	4447	13.9	19.2	101
	QUINTILE 4	33556	19216	20.1	57.3	101	6432	19.9	19.2	100	6352	20.4	18.9	102	6432	20.1	19.2	101
	QUINTILE 5	32863	18232	19.1	55.5	98	6794	21.0	20.7	107	5931	19.0	18.0	97	5508	17.2	16.8	88
OUTDOOR	QUINTILE 1	33431	20780	21.8	62.2	109	7310	22.6	21.9	114	6698	21.5	20.0	108	6773	21.2	20.3	106
	QUINTILE 2	33478	20375	21.4	60.9	107	6994	21.7	20.9	109	6592	21.1	19.7	106	6789	21.2	20.3	106
	QUINTILE 3	33574	18795	19.7	56.0	98	6445	20.0	19.2	100	5980	19.2	17.8	96	6371	19.9	19.0	100
	QUINTILE 4	33935	18511	19.4	54.5	96	5762	17.8	17.0	88	6216	19.9	18.3	99	6534	20.5	19.3	101
	QUINTILE 5	33310	16951	17.8	50.9	89	5774	17.9	17.3	90	5693	18.3	17.1	92	5484	17.2	16.5	86
RADIO-DRIVE TIME	QUINTILE 1	33136	19721	20.7	59.5	105	7119	22.1	21.5	112	6541	21.0	19.7	106	6061	19.0	18.3	96
	QUINTILE 2	31658	18726	19.6	59.2	104	6722	20.8	21.2	110	5653	18.1	17.9	96	6351	19.9	20.1	105
	QUINTILE 3	32541	18923	19.8	58.2	102	6428	19.9	19.8	103	6123	19.6	18.8	101	6373	19.9	19.6	103
	QUINTILE 4	34247	19335	20.3	56.5	99	6459	20.0	18.9	98	6311	20.2	18.4	99	6565	20.5	19.2	101
	QUINTILE 5	36144	18708	19.6	51.8	91	5556	17.2	15.4	80	6551	21.0	18.1	98	6601	20.7	18.3	96
RADIO-MID-DAY	TERCILE 1	45037	26549	27.8	58.9	104	9521	29.5	21.1	110	8860	28.4	19.7	106	8168	25.6	18.1	95
	TERCILE 2	44819	25518	26.7	56.9	100	8772	27.2	19.6	102	8041	25.8	17.9	97	8705	27.2	19.4	102
	TERCILE 3	77872	43346	45.4	55.7	98	13991	43.3	18.0	93	14277	45.8	18.3	99	15077	47.2	19.4	102
RADIO-TOTAL	QUINTILE 1	33763	20177	21.1	59.8	105	7513	23.3	22.3	116	6665	21.4	19.7	106	5999	18.8	17.8	93
	QUINTILE 2	33240	19749	20.7	59.4	104	6749	20.9	20.3	105	6435	20.6	19.4	104	6566	20.6	19.8	104
	QUINTILE 3	33408	18658	19.6	55.8	98	6313	19.6	18.9	98	5613	18.0	16.8	90	6732	21.1	20.2	106
	QUINTILE 4	34792	20139	21.1	57.9	102	6853	21.2	19.7	102	6710	21.5	19.3	104	6577	20.6	18.9	99
	QUINTILE 5	32524	16689	17.5	51.3	90	4856	15.0	14.9	78	5756	18.5	17.7	95	6077	19.0	18.7	98
TV-PRIME TIME	QUINTILE 1	33090	18189	19.1	55.0	97	6127	19.0	18.5	96	5791	18.6	17.5	94	6271	19.6	19.0	99
	QUINTILE 2	33357	19454	20.4	58.3	103	6422	19.9	19.3	100	6553	21.0	19.6	106	6479	20.3	19.4	102
	QUINTILE 3	33980	20060	21.0	59.0	104	6571	20.4	19.3	100	7027	22.5	20.7	111	6461	20.2	19.0	100
	QUINTILE 4	33854	19285	20.2	57.0	100	6576	20.4	19.4	101	6325	20.3	18.7	101	6384	20.0	18.9	99
	QUINTILE 5	33444	18425	19.3	55.1	97	6587	20.4	19.7	102	5482	17.6	16.4	88	6355	19.9	19.0	100
TV-DAYTIME	TERCILE 1	49121	27179	28.5	55.3	97	9075	28.1	18.5	96	9092	29.2	18.5	100	9012	28.2	18.3	96
	TERCILE 2	48823	28555	29.9	58.5	103	9343	28.9	19.1	99	9453	30.3	19.4	104	9760	30.5	20.0	105
	TERCILE 3	69782	39678	41.6	56.9	100	13866	43.0	19.9	103	12634	40.5	18.1	97	13179	41.2	18.9	99
TV-TOTAL	QUINTILE 1	33584	18190	19.1	54.2	95	6062	18.8	18.1	94	6039	19.4	18.0	97	6089	19.1	18.1	95
	QUINTILE 2	33441	18663	19.6	55.8	98	6433	19.9	19.2	100	6363	20.4	19.0	102	5868	18.4	17.5	92
	QUINTILE 3	33505	19336	20.3	57.7	101	6265	19.4	18.7	97	6335	20.3	18.9	102	6736	21.1	20.1	106
	QUINTILE 4	33466	19806	20.8	59.2	104	6708	20.8	20.0	104	6340	20.3	18.9	102	6758	21.2	20.2	106
	QUINTILE 5	33731	19418	20.4	57.6	101	6816	21.1	20.2	105	6101	19.6	18.1	97	6500	20.3	19.3	101
MAGAZINES-NEWSPAPERS: DUAL		44503	26608	27.9	59.8	105	9155	28.4	20.6	107	8564	27.5	19.2	104	8889	27.8	20.0	105
MAGAZINE IMPERATIVE		39363	24435	25.6	62.1	109	8794	27.2	22.3	116	7814	25.1	19.9	107	7826	24.5	19.9	104
NEWSPAPER IMPERATIVE		46441	25027	26.2	53.9	95	7753	24.0	16.7	87	8167	26.2	17.6	95	9107	28.5	19.6	103
MAGAZINES-OUTDOOR: DUAL		33726	21236	22.3	63.0	111	7376	22.8	21.9	114	6774	21.7	20.1	108	7085	22.2	21.0	110
MAGAZINE IMPERATIVE		52846	30294	31.8	57.3	101	10281	31.8	19.5	101	9990	32.0	18.9	102	10023	31.4	19.0	100
OUTDOOR IMPERATIVE		52140	29840	31.3	57.2	101	10272	31.8	19.7	102	9829	31.5	18.9	101	9739	30.5	18.7	98
MAGAZINES-RADIO: DUAL		37081	22651	23.7	61.1	107	8285	25.7	22.3	116	7195	23.1	19.4	104	7170	22.4	19.3	102
MAGAZINE IMPERATIVE		49747	29581	31.0	59.5	105	9679	30.0	19.5	101	9683	31.1	19.5	105	10219	32.0	20.5	108
RADIO IMPERATIVE		49208	27497	28.8	55.9	98	9443	29.2	19.2	100	8879	28.5	18.0	97	9175	28.7	18.6	98
MAGAZINES-TELEVISION: DUAL		33103	19850	20.8	60.0	105	6746	20.9	20.4	106	6651	21.3	20.1	108	6453	20.2	19.5	102
MAGAZINE IMPERATIVE		54575	33388	35.0	61.2	108	11647	36.1	21.3	111	10457	33.5	19.2	103	11283	35.3	20.7	109
TELEVISION IMPERATIVE		53249	27536	28.9	51.7	91	9032	28.0	17.0	88	9306	29.8	17.5	94	9199	28.8	17.3	91
NEWSPAPERS-OUTDOOR: DUAL		36255	22088	23.1	60.9	107	7464	23.1	20.6	107	7280	23.3	20.1	108	7344	23.0	20.3	106
NEWSPAPER IMPERATIVE		55591	30144	31.6	54.2	95	9782	30.3	17.6	91	9810	31.5	17.6	95	10552	33.0	19.0	100
OUTDOOR IMPERATIVE		48319	29075	30.5	60.2	106	10491	32.5	21.7	113	9379	30.1	19.4	104	9204	28.8	19.0	100
NEWSPAPERS-RADIO: DUAL		37242	22010	23.1	59.1	104	7685	23.8	20.6	107	7267	23.3	19.5	105	7057	22.1	18.9	99
NEWSPAPER IMPERATIVE		54423	30166	31.6	55.4	97	9263	28.7	17.0	88	9741	31.2	17.9	96	11162	34.9	20.5	108
RADIO IMPERATIVE		46650	27488	28.8	58.9	104	9962	30.9	21.4	111	8859	28.4	19.0	102	8666	27.1	18.6	98
NEWSPAPERS-TELEVISION: DUAL		35974	20170	21.1	56.1	99	6890	21.3	19.2	100	6742	21.6	18.7	101	6538	20.5	18.2	95
NEWSPAPER IMPERATIVE		56095	32659	34.2	58.2	102	10365	32.1	18.5	96	10500	33.7	18.7	101	11794	36.9	21.0	110
TELEVISION IMPERATIVE		47170	26054	27.3	55.2	97	8871	27.5	18.8	98	8685	27.9	18.4	99	8498	26.6	18.0	95
OUTDOOR-RADIO: DUAL		33748	21100	22.1	62.5	110	7574	23.5	22.4	117	6422	20.6	19.0	102	7105	22.2	21.1	111
OUTDOOR IMPERATIVE		52785	30569	32.0	57.9	102	10403	32.2	19.7	102	10023	32.1	19.0	102	10143	31.7	19.2	101
RADIO IMPERATIVE		52882	29048	30.4	54.9	97	10133	31.4	19.2	100	9564	30.7	18.1	97	9351	29.3	17.7	93
OUTDOOR-TELEVISION: DUAL		32030	19275	20.2	60.2	106	6660	20.6	20.8	108	6444	20.7	20.1	108	6171	19.3	19.3	101
OUTDOOR IMPERATIVE		54626	33267	34.9	60.9	107	11489	35.6	21.0	109	10473	33.6	19.2	103	11305	35.4	20.7	109
TELEVISION IMPERATIVE		54874	28636	30.0	52.2	92	9333	28.9	17.0	88	9646	30.9	17.6	95	9657	30.2	17.6	92
RADIO-TELEVISION: DUAL		33386	19306	20.2	57.8	102	6646	20.6	19.9	103	6693	21.5	20.0	108	5968	18.7	17.9	94
RADIO IMPERATIVE		53810	32088	33.6	59.6	105	11618	36.0	21.6	112	9825	31.5	18.3	98	10646	33.3	19.8	104
TELEVISION IMPERATIVE		54023	29217	30.6	54.1	95	9416	29.2	17.4	91	9678	31.0	17.9	96	10123	31.7	18.7	98

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL ADULTS	167727	95413	100.0	56.9	100	32284	100.0	19.2	100	31178	100.0	18.6	100	31951	100.0	19.0	100
ATLANTIC MONTHLY	867	367	0.4	42.3	74	**51	0.2	5.9	31	*144	0.5	16.6	89	*172	0.5	19.8	104
BARRON'S	1580	804	0.8	50.9	89	*256	0.8	16.2	84	300	1.0	19.0	102	*248	0.8	15.7	82
BETTER HOMES & GARDENS	22203	13549	14.2	61.0	107	4191	13.0	18.9	98	4579	14.7	20.6	111	4779	15.0	21.5	113
BON APPETIT	3810	1951	2.0	51.2	90	458	1.4	12.0	62	632	2.0	16.6	89	861	2.7	22.6	119
BUSINESS WEEK	4663	2567	2.7	55.1	97	860	2.7	18.4	96	798	2.6	17.1	92	909	2.8	19.5	102
CAR AND DRIVER	3102	1874	2.0	60.4	106	778	2.4	25.1	130	553	1.8	17.8	96	544	1.7	17.5	92
CBS MAGAZINE NETWORK (GROSS)	7311	4756	5.0	65.1	114	1898	5.9	26.0	135	1468	4.7	20.1	108	1390	4.4	19.0	100
CHANGING TIMES	3400	1951	2.0	57.4	101	552	1.7	16.2	84	577	1.9	17.0	91	822	2.6	24.2	127
COLONIAL HOMES	1796	952	1.0	53.0	93	316	1.0	17.6	91	289	0.9	16.1	87	347	1.1	19.3	101
CONDE NAST MAG. PKG. (GROSS)	19924	11969	12.5	60.1	106	3430	10.6	17.2	89	4445	14.3	22.3	120	4094	12.8	20.5	108
CONSUMERS DIGEST	3125	1728	1.8	55.3	97	495	1.5	15.8	82	542	1.7	17.3	93	692	2.2	22.1	116
COSMOPOLITAN	10577	6729	7.1	63.6	112	2227	6.9	21.1	109	2411	7.7	22.8	123	2091	6.5	19.8	104
COUNTRY LIVING	3746	2365	2.5	63.1	111	685	2.1	18.3	95	782	2.5	20.9	112	898	2.8	24.0	126
CUISINE	2214	1134	1.2	51.2	90	199	0.6	9.0	47	466	1.5	21.0	113	468	1.5	21.1	111
CYCLE WORLD	2394	1654	1.7	69.1	121	712	2.2	29.7	155	437	1.4	18.3	98	504	1.6	21.1	111
DCI:CREATIVE IDEAS FOR LIV	3068	1926	2.0	62.8	110	610	1.9	19.9	103	469	1.5	15.3	82	847	2.7	27.6	145
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	5670	5.9	59.3	104	1767	5.5	18.5	96	1861	6.0	19.5	105	2042	6.4	21.4	112
DISCOVER	2277	1438	1.5	63.2	111	551	1.7	24.2	126	432	1.4	19.0	102	455	1.4	20.0	105
EBONY	7187	4062	4.3	56.5	99	1488	4.6	20.7	108	1332	4.3	18.5	100	1243	3.9	17.3	91
ESQUIRE	2560	1594	1.7	62.3	109	547	1.7	21.4	111	519	1.7	20.3	109	528	1.7	20.6	108
ESSENCE	3242	2001	2.1	61.7	108	723	2.2	22.3	116	572	1.8	17.6	95	705	2.2	21.7	114
FAMILY CIRCLE	19639	12292	12.9	62.6	110	3437	10.6	17.5	91	3991	12.8	20.3	109	4863	15.2	24.8	130
THE FAMILY HANDYMAN	3540	2373	2.5	67.0	118	908	2.8	25.6	133	781	2.5	22.1	119	684	2.1	19.3	101
FAMILY WEEKLY	23924	14397	15.1	60.2	106	4572	14.2	19.1	99	4800	15.4	20.1	108	5024	15.7	21.0	110
FIELD & STREAM	9883	6415	6.7	64.9	114	2651	8.2	26.8	139	1939	6.2	19.6	106	1824	5.7	18.5	97
FOOD & WINE	1030	484	0.5	47.0	83	*115	0.4	11.2	58	*166	0.5	16.1	87	*204	0.6	19.8	104
FORBES	2679	1385	1.5	51.7	91	447	1.4	16.7	87	449	1.4	16.8	90	489	1.5	18.3	96
FORTUNE	2931	1656	1.7	56.5	99	461	1.4	15.7	82	588	1.9	20.1	108	608	1.9	20.7	109
GENTLEMEN'S QUARTERLY	3481	2257	2.4	64.8	114	922	2.9	26.5	138	657	2.1	18.9	102	678	2.1	19.5	102
GLAMOUR	7163	4423	4.6	61.7	109	1367	4.2	19.1	99	1578	5.1	22.0	119	1478	4.6	20.6	108
GOLF DIGEST	2355	1341	1.4	56.9	100	419	1.3	17.8	92	529	1.7	22.5	121	394	1.2	16.7	88
GOLF DIGEST/TENNIS (GROSS)	3610	2066	2.2	57.2	101	603	1.9	16.7	87	800	2.6	22.2	119	663	2.1	18.4	96
GOLF MAGAZINE	2046	1223	1.3	59.8	105	411	1.3	20.1	104	406	1.3	19.8	107	406	1.3	19.8	104
GOLF MAGAZINE/SKI (GROSS)	3547	2146	2.2	60.5	106	750	2.3	21.1	110	711	2.3	20.0	108	685	2.1	19.3	101
GOOD HOUSEKEEPING	20353	12389	13.0	60.9	107	3465	10.7	17.0	88	4095	13.1	20.1	108	4829	15.1	23.7	125
HARPER'S BAZAAR	3362	1944	2.0	57.8	102	508	1.6	15.1	79	710	2.3	21.1	114	726	2.3	21.6	113
HEALTH	2987	1812	1.9	60.7	107	529	1.6	17.7	92	676	2.2	22.6	122	607	1.9	20.3	107
HEARST MAG CORP. BUY (GROSS)	67928	41305	43.3	60.8	107	13126	40.7	19.3	100	13762	44.1	20.3	109	14417	45.1	21.2	111
HEARST MAN POWER (GROSS)	11282	6664	7.0	59.1	104	2739	8.5	24.3	126	1918	6.2	17.0	91	2007	6.3	17.8	93
HEARST WOMAN POWER (GROSS)	40514	25413	26.6	62.7	110	7673	23.8	18.9	98	8685	27.9	21.4	115	9055	28.3	22.4	117
HOUSE BEAUTIFUL	4885	2678	2.8	54.8	96	837	2.6	17.1	89	859	2.8	17.6	95	982	3.1	20.1	106
INC.	1308	853	0.9	65.2	115	*239	0.7	18.3	95	*177	0.6	13.5	73	436	1.4	33.3	175
JET	6498	3604	3.8	55.5	97	1311	4.1	20.2	105	1208	3.9	18.6	100	1085	3.4	16.7	88
LADIES' HOME JOURNAL	14797	9379	9.8	63.4	111	3092	9.6	20.9	109	3081	9.9	20.8	112	3206	10.0	21.7	114
LHJ FAMILY GRP COMBO(GROSS)	21743	13879	14.5	63.8	112	4414	13.7	20.3	105	4729	15.2	21.7	117	4737	14.8	21.8	114
LIFE	9881	5823	6.1	58.9	104	2167	6.7	21.9	114	1871	6.0	18.9	102	1785	5.6	18.1	95
L.A. TIMES HOME MAGAZINE	2775	1657	1.7	59.7	105	524	1.6	18.9	98	406	1.3	14.6	79	727	2.3	26.2	138
MADEMOISELLE	4219	2585	2.7	61.3	108	607	1.9	14.4	75	1073	3.4	25.4	137	905	2.8	21.5	113
MC CALL'S	16422	10141	10.6	61.8	109	3155	9.8	19.2	100	3266	10.5	19.9	107	3720	11.6	22.7	119
MC CALL'S/WRK MOTHER (GROSS)	17919	11224	11.8	62.6	110	3476	10.8	19.4	101	3629	11.6	20.3	109	4119	12.9	23.0	121
MECHANIX ILLUSTRATED	4433	2658	2.8	60.0	105	973	3.0	21.9	114	805	2.6	18.2	98	880	2.8	19.9	104
METROPOLITAN HOME	1504	885	0.9	58.8	103	*200	0.6	13.3	69	352	1.1	23.4	126	334	1.0	22.2	117
MONEY	4723	2566	2.7	54.3	96	813	2.5	17.2	89	794	2.5	16.8	90	959	3.0	20.3	107
MOTHER EARTH NEWS	2325	1488	1.6	64.0	113	455	1.4	19.6	102	520	1.7	22.4	120	512	1.6	22.0	116
MS.	1189	803	0.8	67.5	119	*241	0.7	20.3	105	294	0.9	24.7	133	268	0.8	22.5	118
NATIONAL ENQUIRER	18892	11678	12.2	61.8	109	4332	13.4	22.9	119	3982	12.8	21.1	113	3365	10.5	17.8	94
NATIONAL GEOGRAPHIC	22129	12812	13.4	57.9	102	3789	11.7	17.1	89	4054	13.0	18.3	99	4969	15.6	22.5	118
NATIONAL SUNDAY MAGAZINE PKG	103750	60038	62.9	57.9	102	19789	61.3	19.1	99	19760	63.4	19.0	102	20489	64.1	19.7	104
NATURAL HISTORY	1379	773	0.8	56.1	99	*334	1.0	24.2	126	281	0.9	20.4	110	*158	0.5	11.5	60
NEW WOMAN	2289	1509	1.6	65.9	116	318	1.0	13.9	72	682	2.2	29.8	160	509	1.6	22.2	117
NEW YORK INCLUDING CUE	1088	462	0.5	42.5	75	**66	0.2	6.1	32	*213	0.7	19.6	105	*182	0.6	16.7	88
THE NEW YORKER	2459	1240	1.3	50.4	89	350	1.1	14.2	74	415	1.3	16.9	91	475	1.5	19.3	101
NEWSWEEK	16527	9609	10.1	58.1	102	3563	11.0	21.6	112	3023	9.7	18.3	98	3023	9.5	18.3	96
THE N.Y. TIMES DAILY EDITION	2739	1238	1.3	45.2	79	344	1.1	12.6	65	439	1.4	16.0	86	456	1.4	16.6	87
THE N.Y. TIMES MAGAZINE	4443	2084	2.2	46.9	82	629	1.9	14.2	74	689	2.2	15.5	83	766	2.4	17.2	91
OMNI	2799	1723	1.8	61.6	108	630	2.0	22.5	117	569	1.8	20.3	109	524	1.6	18.7	98
ON CABLE	2209	1386	1.5	62.7	110	682	2.1	30.9	160	318	1.0	14.4	77	386	1.2	17.5	92
1001 HOME IDEAS	3959	2687	2.8	67.9	119	792	2.5	20.0	104	972	3.1	24.6	132	923	2.9	23.3	122
ORGANIC GARDENING	3111	1899	2.0	61.0	107	718	2.2	23.1	120	550	1.8	17.7	95	632	2.0	20.3	107
OUTDOOR LIFE	5024	3320	3.5	66.1	116	1454	4.5	28.9	150	985	3.2	19.6	105	882	2.8	17.6	92
PARADE MAGAZINE	51292	29278	30.7	57.1	100	9996	31.0	19.5	101	9777	31.4	19.1	103	9506	29.8	18.5	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL ADULTS	167727	95413	100.0	56.9	100	32284	100.0	19.2	100	31178	100.0	18.6	100	31951	100.0	19.0	100
PARENTS	5298	3683	3.9	69.5	122	1142	3.5	21.6	112	1276	4.1	24.1	130	1265	4.0	23.9	125
PENTHOUSE	5129	3372	3.5	65.7	116	1319	4.1	25.7	134	1062	3.4	20.7	111	991	3.1	19.3	101
PEOPLE	21070	12882	13.5	61.1	107	4220	13.1	20.0	104	4421	14.2	21.0	113	4241	13.3	20.1	106
PLAYBOY	10562	6517	6.8	61.7	108	2703	8.4	25.6	133	1988	6.4	18.8	101	1826	5.7	17.3	91
POPULAR HOT RODDING	2496	1700	1.8	68.1	120	731	2.3	29.3	152	553	1.8	22.1	119	417	1.3	16.7	88
POPULAR MECHANICS	5887	3372	3.5	57.3	101	1334	4.1	22.7	118	1023	3.3	17.4	93	1015	3.2	17.2	91
POPULAR SCIENCE	4317	2596	2.7	60.1	106	1011	3.1	23.4	122	731	2.3	16.9	91	853	2.7	19.8	104
PREVENTION	5792	2891	3.0	49.9	88	874	2.7	15.1	78	858	2.8	14.8	80	1160	3.6	20.0	105
PSYCHOLOGY TODAY	3284	1887	2.0	57.5	101	586	1.8	17.8	93	649	2.1	19.8	106	651	2.0	19.8	104
READER'S DIGEST	40046	23067	24.2	57.6	101	7347	22.8	18.3	95	7301	23.4	18.2	98	8419	26.3	21.0	110
REDBOOK	9584	6295	6.6	65.7	115	1981	6.1	20.7	107	2179	7.0	22.7	122	2135	6.7	22.3	117
ROAD & TRACK	2590	1693	1.8	65.4	115	679	2.1	26.2	136	644	2.1	24.9	134	369	1.2	14.2	75
ROLLING STONE	3302	2200	2.3	66.6	117	708	2.2	21.4	111	881	2.8	26.7	144	611	1.9	18.5	97
RUNNER'S WORLD	1229	784	0.8	63.8	112	*183	0.6	14.9	77	335	1.1	27.3	147	*266	0.8	21.6	114
SATURDAY EVENING POST	2110	1178	1.2	55.8	98	403	1.2	19.1	99	366	1.2	17.3	93	410	1.3	19.4	102
SCIENCE 84	1543	848	0.9	55.0	97	288	0.9	18.7	97	*221	0.7	14.3	77	339	1.1	22.0	115
SCIENCE DIGEST	1747	1060	1.1	60.7	107	387	1.2	22.2	115	256	0.8	14.7	79	417	1.3	23.9	125
SCIENTIFIC AMERICAN	1994	1107	1.2	55.5	98	352	1.1	17.7	92	369	1.2	18.5	100	386	1.2	19.4	102
SELF	3119	2056	2.2	65.9	116	612	1.9	19.6	102	755	2.4	24.2	130	688	2.2	22.1	116
SEVENTEEN	3923	2557	2.7	65.2	115	1016	3.1	25.9	135	757	2.4	19.3	104	784	2.5	20.0	105
SKI	1501	922	1.0	61.4	108	339	1.1	22.6	117	305	1.0	20.3	109	279	0.9	18.6	98
SMITHSONIAN	5976	3172	3.3	53.1	93	964	3.0	16.1	84	1048	3.4	17.5	94	1159	3.6	19.4	102
SOAP OPERA DIGEST	4228	2719	2.8	64.3	113	1008	3.1	23.8	124	905	2.9	21.4	115	807	2.5	19.1	100
SOUTHERN LIVING	6488	3744	3.9	57.7	101	1157	3.6	17.8	93	1392	4.5	21.5	115	1195	3.7	18.4	97
SPORT	3500	2261	2.4	64.6	114	917	2.8	26.2	136	697	2.2	19.9	107	647	2.0	18.5	97
THE SPORTING NEWS	2456	1587	1.7	64.6	114	682	2.1	27.8	144	518	1.7	21.1	113	388	1.2	15.8	83
SPORTS AFIELD	3648	2232	2.3	61.2	108	1018	3.2	27.9	145	639	2.0	17.5	94	574	1.8	15.7	83
SPORTS ILLUSTRATED	14484	8939	9.4	61.7	108	3331	10.3	23.0	119	2845	9.1	19.6	106	2763	8.6	19.1	100
STAR	12661	7764	8.1	61.3	108	2793	8.7	22.1	115	2589	8.3	20.4	110	2382	7.5	18.8	99
SUNDAY	52799	29929	31.4	56.7	100	10245	31.7	19.4	101	9589	30.8	18.2	98	10096	31.6	19.1	100
SUNSET	3513	2036	2.1	58.0	102	558	1.7	15.9	83	627	2.0	17.8	96	852	2.7	24.3	127
TV GUIDE	42766	25961	27.2	60.7	107	9504	29.4	22.2	115	8271	26.5	19.3	104	8186	25.6	19.1	100
TENNIS	1254	725	0.8	57.8	102	*184	0.6	14.7	76	272	0.9	21.7	117	*270	0.8	21.5	113
TIME	22054	12703	13.3	57.6	101	4248	13.2	19.3	100	4205	13.5	19.1	103	4250	13.3	19.3	101
TOWN & COUNTRY	1555	887	0.9	57.0	100	*241	0.7	15.5	81	366	1.2	23.5	127	281	0.9	18.1	95
TRAVEL & LEISURE	2173	1174	1.2	54.0	95	353	1.1	16.2	84	450	1.4	20.7	111	371	1.2	17.1	90
TRUE STORY	4636	2947	3.1	63.6	112	1110	3.4	23.9	124	1012	3.2	21.8	117	825	2.6	17.8	93
U.S.NEWS & WORLD REPORT	10353	5775	6.1	55.8	98	1916	5.9	18.5	96	1805	5.8	17.4	94	2054	6.4	19.8	104
USA TODAY	4994	2901	3.0	58.1	102	958	3.0	19.2	100	963	3.1	19.3	104	981	3.1	19.6	103
US	3528	2342	2.5	66.4	117	843	2.6	23.9	124	830	2.7	23.5	127	668	2.1	18.9	99
VOGUE	5424	2905	3.0	53.6	94	844	2.6	15.6	81	1038	3.3	19.1	103	1022	3.2	18.8	99
WALL STREET JOURNAL	6292	3275	3.4	52.1	91	1024	3.2	16.3	85	952	3.1	15.1	81	1298	4.1	20.6	108
WEIGHT WATCHERS	2762	1660	1.7	60.1	106	492	1.5	17.8	93	621	2.0	22.5	121	548	1.7	19.8	104
WOMAN'S DAY	16320	10165	10.7	62.3	109	2947	9.1	18.1	94	3362	10.8	20.6	111	3856	12.1	23.6	124
WORKING MOTHER	1496	1083	1.1	72.4	127	321	1.0	21.5	111	363	1.2	24.3	131	398	1.2	26.6	140
WORKING WOMAN	1851	1182	1.2	63.9	112	410	1.3	22.2	115	401	1.3	21.7	117	372	1.2	20.1	106
WORLD TENNIS	580	340	0.4	58.6	103	**112	0.3	19.3	100	**102	0.3	17.6	95	**126	0.4	21.7	114
ZIFF-DAVIS MAG NETWK (GROSS)	12412	7540	7.9	60.7	107	2901	9.0	23.4	121	2283	7.3	18.4	99	2357	7.4	19.0	100
BLAIR INSERTS	91671	52323	54.8	57.1	100	17252	53.4	18.8	98	17297	55.5	18.9	102	17773	55.6	19.4	102
DAILY NEWSPAPERS																	
READ ANY	109190	61849	64.8	56.6	100	20311	62.9	18.6	97	20223	64.9	18.5	100	21316	66.7	19.5	102
READ ONE	89587	50725	53.2	56.6	100	16549	51.3	18.5	96	16624	53.3	18.6	100	17552	54.9	19.6	103
READ TWO OR MORE	19602	11124	11.7	56.7	100	3761	11.6	19.2	100	3599	11.5	18.4	99	3764	11.8	19.2	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	63230	66.3	57.7	101	20896	64.7	19.1	99	20713	66.4	18.9	102	21621	67.7	19.7	104
READ ONE	95074	54706	57.3	57.5	101	17927	55.5	18.9	98	18010	57.8	18.9	102	18770	58.7	19.7	104
READ TWO OR MORE	14588	8524	8.9	58.4	103	2970	9.2	20.4	106	2703	8.7	18.5	100	2851	8.9	19.5	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.42				31.98				29.86				29.38			
30 DAY REACH	149706	86371	90.5	57.7	101	29253	90.6	19.5	102	28259	90.6	18.9	102	28859	90.3	19.3	101
50 SHWG - 30 DAY AV FREQ	15.16	15.98				16.76				15.75				15.40			
30 DAY REACH	142406	82310	86.3	57.8	102	27915	86.5	19.6	102	26787	85.9	18.8	101	27608	86.4	19.4	102
25 SHWG - 30 DAY AV FREQ	8.23	8.59				9.00				8.51				8.26			
30 DAY REACH	131152	76535	80.2	58.4	103	26004	80.5	19.8	103	24796	79.5	18.9	102	25735	80.5	19.6	103
CABLE TV: HOME WIRED	66879	40548	42.5	60.6	107	13545	42.0	20.3	105	13280	42.6	19.9	107	13723	43.0	20.5	108
HOME NOT WIRED	100848	54864	57.5	54.4	96	18739	58.0	18.6	97	17898	57.4	17.7	95	18228	57.0	18.1	95
HAVE PAY CABLE	35024	22222	23.3	63.4	112	7752	24.0	22.1	115	7337	23.5	20.9	113	7132	22.3	20.4	107

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

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	TOTAL U.S. '000	EAT A '000	B % DOWN	C % ACROSS	D INDX	HEAVY SIX OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM THREE - FIVE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT TWO OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	95413	100.0	56.9	100	32284	100.0	19.2	100	31178	100.0	18.6	100	31951	100.0	19.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	56436	59.1	59.0	104	19697	61.0	20.6	107	18298	58.7	19.1	103	18441	57.7	19.3	101
10:00 AM - 3:00 PM	62599	37185	39.0	58.5	103	13286	41.2	20.9	109	12199	39.1	19.2	103	11700	36.6	18.4	97
3:00 PM - 7:00 PM	72097	43336	45.4	60.1	106	15364	47.6	21.3	111	14075	45.1	19.5	105	13897	43.5	19.3	101
7:00 PM - MIDNIGHT	36670	21889	22.9	59.7	105	8062	25.0	22.0	114	7004	22.5	19.1	103	6823	21.4	18.6	98
MIDNIGHT - 6:00 AM	21908	13083	13.7	59.7	105	4634	14.4	21.2	110	4165	13.4	19.0	102	4284	13.4	19.6	103
6:00 AM - MIDNIGHT	127571	74914	78.5	58.7	103	25991	80.5	20.4	106	24329	78.0	19.1	103	24594	77.0	19.3	101
ENTIRE DAY	129239	75871	79.5	58.7	103	26382	81.7	20.4	106	24633	79.0	19.1	103	24855	77.8	19.2	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	20615	21.6	60.6	107	7133	22.1	21.0	109	6767	21.7	19.9	107	6715	21.0	19.7	104
ALL NEWS	6062	3000	3.1	49.5	87	967	3.0	16.0	83	917	2.9	15.1	81	1116	3.5	18.4	97
AOR/PROGRESSIVE	11884	7362	7.7	61.9	109	2861	8.9	24.1	125	2337	7.5	19.7	106	2164	6.8	18.2	96
BEAUTIFUL MUSIC	11180	6474	6.8	57.9	102	2263	7.0	20.2	105	2000	6.4	17.9	96	2211	6.9	19.8	104
BLACK	4538	2606	2.7	57.4	101	1036	3.2	22.8	119	846	2.7	18.6	100	724	2.3	16.0	84
CLASSICAL	3857	2103	2.2	54.5	96	707	2.2	18.3	95	652	2.1	16.9	91	744	2.3	19.3	101
CHR/ROCK	21946	13776	14.4	62.8	110	5080	15.7	23.1	120	4553	14.6	20.7	112	4143	13.0	18.9	99
COUNTRY	27262	16428	17.2	60.3	106	5589	17.3	20.5	107	5223	16.8	19.2	103	5616	17.6	20.6	108
GOLDEN OLDIES	3339	1836	1.9	55.0	97	725	2.2	21.7	113	695	2.2	20.8	112	416	1.3	12.5	65
MOR/NOSTALGIA	10346	5975	6.3	57.8	102	1828	5.7	17.7	92	1940	6.2	18.8	101	2208	6.9	21.3	112
NEWS/TALK	8929	4706	4.9	52.7	93	1610	5.0	18.0	94	1452	4.7	16.3	87	1645	5.1	18.4	97
RELIGIOUS	5488	2937	3.1	53.5	94	1037	3.2	18.9	98	970	3.1	17.7	95	931	2.9	17.0	89
SOFT ROCK	1232	809	0.8	65.7	115	*239	0.7	19.4	101	*294	0.9	23.9	128	*276	0.9	22.4	118
URBAN CONTEMPORARY	3184	1704	1.8	53.5	94	589	1.8	18.5	96	658	2.1	20.7	111	457	1.4	14.4	75
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	4281	4.5	61.9	109	1557	4.8	22.5	117	1618	5.2	23.4	126	1105	3.5	16.0	84
ABC DIRECTION	5212	2989	3.1	57.3	101	987	3.1	18.9	98	1066	3.4	20.5	110	937	2.9	18.0	94
ABC ENTERTAINMENT	10386	5875	6.2	56.6	99	2163	6.7	20.8	108	1803	5.8	17.4	93	1909	6.0	18.4	96
ABC FM	4762	2970	3.1	62.4	110	1056	3.3	22.2	115	941	3.0	19.8	106	973	3.0	20.4	107
ABC INFORMATION	11339	6615	6.9	58.3	103	2272	7.0	20.0	104	2068	6.6	18.2	98	2274	7.1	20.1	105
ABC ROCK	4878	2910	3.0	59.7	105	1144	3.5	23.5	122	866	2.8	17.8	96	900	2.8	18.5	97
CBS	10709	5862	6.1	54.7	96	1767	5.5	16.5	86	1921	6.2	17.9	97	2174	6.8	20.3	107
MUTUAL	10251	6031	6.3	58.8	103	1722	5.3	16.8	87	2301	7.4	22.4	121	2008	6.3	19.6	103
NBC	12243	6767	7.1	55.3	97	2446	7.6	20.0	104	2136	6.9	17.4	94	2185	6.8	17.8	94
RADIORADIO	4606	2682	2.8	58.2	102	946	2.9	20.5	107	937	3.0	20.3	109	799	2.5	17.3	91
RKO ONE	5148	3414	3.6	66.3	117	1299	4.0	25.2	131	1014	3.3	19.7	106	1101	3.4	21.4	112
RKO TWO	7313	4148	4.3	56.7	100	1591	4.9	21.8	113	1158	3.7	15.8	85	1399	4.4	19.1	100
THE SOURCE	5981	3664	3.8	61.3	108	1371	4.2	22.9	119	1258	4.0	21.0	113	1036	3.2	17.3	91
NON-WIRED : BLAIR	19329	11575	12.1	59.9	105	3992	12.4	20.7	107	3610	11.6	18.7	100	3974	12.4	20.6	108
INTERNET	27139	16205	17.0	59.7	105	5943	18.4	21.9	114	5215	16.7	19.2	103	5047	15.8	18.6	98
KATZ RADIO GROUP	36319	21154	22.2	58.2	102	7520	23.3	20.7	108	6786	21.8	18.7	101	6847	21.4	18.9	99
SUPERNET	22361	13364	14.0	59.8	105	4515	14.0	20.2	105	4398	14.1	19.7	106	4451	13.9	19.9	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	8018	8.4	55.2	97	2501	7.7	17.2	89	2898	9.3	19.9	107	2619	8.2	18.0	95
MKDAY 9:00 AM - 1:00 PM	18888	10400	10.9	55.7	98	3348	10.4	17.9	93	3582	11.5	19.2	103	3470	10.9	18.6	97
MKDAY 1:00 PM - 4:30 PM	24061	13520	14.2	56.2	99	4359	13.5	18.1	94	4532	14.5	18.8	101	4629	14.5	19.2	101
MKDAY 4:30 PM - 7:30 PM	44079	23793	24.9	54.0	95	8001	24.8	18.2	94	7978	25.6	18.1	97	7815	24.5	17.7	93
MKDAY 7:30 PM - 8:00 PM	61979	33845	35.5	54.6	96	11329	35.1	18.3	95	11211	36.0	18.1	97	11305	35.4	18.2	96
MKDAY 11:00 PM - 11:30 PM	49084	28204	29.6	57.5	101	9478	29.4	19.3	100	9236	29.6	18.8	101	9490	29.7	19.3	101
MKDAY 11:30 PM - 1:00 AM	16560	9641	10.1	58.2	102	3249	10.1	19.6	102	3148	10.1	19.0	102	3245	10.2	19.6	103
M-SAT 8-11 PM+SUN 7-11 PM	66967	38163	40.0	57.0	100	12683	39.3	18.9	98	12630	40.5	18.9	101	12850	40.2	19.2	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	5465	5.7	59.0	104	1727	5.3	18.6	97	1959	6.3	21.1	114	1780	5.6	19.2	101
ANOTHER WORLD N	6138	3414	3.6	55.6	98	1118	3.5	18.2	95	1180	3.8	19.2	103	1116	3.5	18.2	95
AS THE WORLD TURNS C	7707	4209	4.4	54.6	96	1371	4.2	17.8	92	1391	4.5	18.0	97	1447	4.5	18.8	99
CAPITOL C	4688	2669	2.8	56.9	100	848	2.6	18.1	94	865	2.8	18.5	99	955	3.0	20.4	107
CBS MORN. NEWS 1 C	2792	1518	1.6	54.4	96	485	1.5	17.4	90	568	1.8	20.3	109	465	1.5	16.7	87
CBS MORN. NEWS 2 C	2071	1094	1.1	52.8	93	376	1.2	18.2	94	379	1.2	18.3	98	339	1.1	16.4	86
DAYS OF OUR LIVES N	8018	4611	4.8	57.5	101	1620	5.0	20.2	105	1404	4.5	17.5	94	1587	5.0	19.8	104
FACTS OF LIFE - DAYTIME N	3487	1861	2.0	53.4	94	618	1.9	17.7	92	695	2.2	19.9	107	548	1.7	15.7	82
FAMILY FEUD A	4817	2600	2.7	54.0	95	867	2.7	18.0	94	867	2.8	18.0	97	867	2.7	18.0	94
GENERAL HOSPITAL A	8333	4670	4.9	56.0	99	1439	4.5	17.3	90	1600	5.1	19.2	103	1631	5.1	19.6	103
GOOD MORNING, AMERICA-730 A	5472	3053	3.2	55.8	98	912	2.8	16.7	87	1116	3.6	20.4	110	1025	3.2	18.7	98
GOOD MORNING, AMERICA-830 A	3965	2283	2.4	57.6	101	582	1.8	14.7	76	783	2.5	19.7	106	918	2.9	23.2	122
GUIDING LIGHT C	7542	4320	4.5	57.3	101	1366	4.2	18.1	94	1441	4.6	19.1	103	1512	4.7	20.0	105
ONE LIFE TO LIVE A	6018	3529	3.7	58.6	103	1012	3.1	16.8	87	1267	4.1	21.1	113	1250	3.9	20.8	109
PRESS YOUR LUCK C	3589	1992	2.1	55.5	98	688	2.1	19.2	100	709	2.3	19.8	106	595	1.9	16.6	87
PRICE IS RIGHT 1 C	7418	3959	4.1	53.4	94	1115	3.5	15.0	78	1475	4.7	19.9	107	1369	4.3	18.5	97
PRICE IS RIGHT 2 C	8276	4418	4.6	53.4	94	1276	4.0	15.4	80	1593	5.1	19.2	104	1549	4.8	18.7	98
RYAN'S HOPE A	4358	2567	2.7	58.9	104	784	2.4	18.0	93	979	3.1	22.5	121	804	2.5	18.4	97
SALE OF THE CENTURY N	3749	1957	2.1	52.2	92	601	1.9	16.0	83	772	2.5	20.6	111	584	1.8	15.6	82
SEARCH FOR TOMORROW N	2884	1591	1.7	55.2	97	645	2.0	22.4	116	480	1.5	16.6	90	466	1.5	16.2	85
TODAY SHOW 1 N	4869	2593	2.7	53.3	94	783	2.4	16.1	84	959	3.1	19.7	106	851	2.7	17.5	92
TODAY SHOW 2 N	4135	2167	2.3	52.4	92	719	2.2	17.4	90	665	2.1	16.1	87	783	2.5	18.9	99
$25,000 PYRAMID C	4361	2404	2.5	55.1	97	751	2.3	17.2	89	924	3.0	21.2	114	729	2.3	16.7	88
WHEEL OF FORTUNE N	6187	3474	3.6	56.1	99	1227	3.8	19.8	103	1219	3.9	19.7	106	1027	3.2	16.6	87
YOUNG AND THE RESTLESS C	8186	4438	4.7	54.2	95	1467	4.5	17.9	93	1484	4.8	18.1	98	1487	4.7	18.2	95
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	2561	2.7	54.2	95	947	2.9	20.0	104	640	2.1	13.5	73	974	3.0	20.6	108
NBA PLAYOFF GAME -1 C	5127	2934	3.1	57.2	101	905	2.8	17.7	92	1025	3.3	20.0	108	1004	3.1	19.6	103
NBC MAJOR LEAGUE PRE-GAME N	3945	2160	2.3	54.8	96	878	2.7	22.3	116	685	2.2	17.4	93	597	1.9	15.1	79
SPORTSWORLD - SUN N	3370	1969	2.1	58.4	103	665	2.1	19.7	103	540	1.7	16.0	86	764	2.4	22.7	119
SUNDAY MORNING C	4200	2273	2.4	54.1	95	823	2.5	19.6	102	720	2.3	17.1	92	730	2.3	17.4	91

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0141
P-22

		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL ADULTS		167727	95413	100.0	56.9	100	32284	100.0	19.2	100	31178	100.0	18.6	100	31951	100.0	19.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	27714	29.0	53.0	93	9272	28.7	17.7	92	9051	29.0	17.3	93	9390	29.4	18.0	94
NETWORK AFFILIATES - LATE		39164	22383	23.5	57.2	100	7299	22.6	18.6	97	7291	23.4	18.6	100	7793	24.4	19.9	104
INDEPENDENTS - LATE		5133	2713	2.8	52.9	93	982	3.0	19.1	99	868	2.8	16.9	91	864	2.7	16.8	88
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	13302	13.9	58.3	102	4715	14.6	20.7	107	4264	13.7	18.7	100	4323	13.5	18.9	99
ABC MONDAY NIGHT MOVIE	A	11258	6461	6.8	57.4	101	1978	6.1	17.6	91	2074	6.7	18.4	99	2410	7.5	21.4	112
ABC SUNDAY NIGHT MOVIE	A	23600	13483	14.1	57.1	100	4430	13.7	18.8	98	4304	13.8	18.2	98	4749	14.9	20.1	106
ABC WORLD NEWS TONIGHT	A	17801	6784	7.1	53.0	93	2302	7.1	18.0	93	2152	6.9	16.8	90	2329	7.3	18.2	96
AFTERMASH	C	10966	6032	6.3	55.0	97	2006	6.2	18.3	95	2156	6.9	19.7	106	1870	5.9	17.1	90
ALICE	C	17050	9662	10.1	56.7	100	3083	9.5	18.1	94	3419	11.0	20.1	108	3160	9.9	18.5	97
AMERICAN PARADE	C	11998	6209	6.5	51.8	91	1954	6.1	16.3	85	1986	6.4	16.6	89	2269	7.1	18.9	99
BENSON	A	19258	10334	10.8	53.7	94	3405	10.5	17.7	92	3469	11.1	18.0	97	3460	10.8	18.0	94
BLUE THUNDER	A	11478	6690	7.0	58.3	102	2201	6.8	19.2	100	2215	7.1	19.3	104	2274	7.1	19.8	104
CAGNEY & LACEY	C	18263	10775	11.3	59.0	104	3478	10.8	19.0	99	3711	11.9	20.3	109	3586	11.2	19.6	103
CBS EVENING NEWS-DEAN	C	7733	3947	4.1	51.0	90	1348	4.2	17.4	91	1312	4.2	17.0	91	1287	4.0	16.6	87
CBS EVENING NEWS-RATHER	C	15653	8194	8.6	52.3	92	2843	8.8	18.2	94	2630	8.4	16.8	90	2721	8.5	17.4	91
CBS SAT. NEWS-SCHIEFFER	C	8744	4308	4.5	49.3	87	1552	4.8	17.7	92	1219	3.9	13.9	75	1538	4.8	17.6	92
CBS SATURDAY NIGHT MOVIE	C	12000	6812	7.1	56.8	100	2169	6.7	18.1	94	2305	7.4	19.2	103	2338	7.3	19.5	102
CBS WEDNESDAY NIGHT MOVIE	C	11522	6561	6.9	56.9	100	2183	6.8	18.9	98	2164	6.9	18.8	101	2214	6.9	19.2	101
CHEERS	N	16818	10124	10.6	60.2	106	3212	9.9	19.1	99	3742	12.0	22.2	120	3170	9.9	18.8	99
DALLAS	C	37510	21609	22.6	57.6	101	6795	21.0	18.1	94	7317	23.5	19.5	105	7497	23.5	20.0	105
DIFF'RENT STROKES	N	11258	6155	6.5	54.7	96	2168	6.7	19.3	100	1925	6.2	17.1	92	2062	6.5	18.3	96
DOUBLE TROUBLE	N	12248	7029	7.4	57.4	101	2284	7.1	18.6	97	2493	8.0	20.4	109	2252	7.0	18.4	97
DUCK FACTORY	N	11100	6613	6.9	59.6	105	2123	6.6	19.1	99	2448	7.9	22.1	119	2042	6.4	18.4	97
DUKES OF HAZZARD	C	12353	7094	7.4	57.4	101	2341	7.3	19.0	98	2426	7.8	19.6	106	2327	7.3	18.8	99
DYNASTY	A	33279	19193	20.1	57.7	101	6133	19.0	18.4	96	6320	20.3	19.0	102	6740	21.1	20.3	106
FACTS OF LIFE	N	13410	7540	7.9	56.2	99	2337	7.2	17.4	91	2713	8.7	20.2	109	2490	7.8	18.6	97
FALCON CREST	C	31093	17984	18.8	57.8	102	5758	17.8	18.5	96	6024	19.3	19.4	104	6202	19.4	19.9	105
FALL GUY	A	18649	10870	11.4	58.3	102	3484	10.8	18.7	97	3664	11.8	19.6	106	3722	11.6	20.0	105
FAMILY TIES	N	13101	7296	7.6	55.7	98	2307	7.1	17.6	91	2694	8.6	20.6	111	2295	7.2	17.5	92
FANTASY ISLAND	A	13069	7588	8.0	58.1	102	2376	7.4	18.2	94	2571	8.2	19.7	106	2641	8.3	20.2	106
FOULUPS,BLEEPS & BLUNDERS	A	16588	8870	9.3	53.5	94	2887	8.9	17.4	90	2918	9.4	17.6	95	3066	9.6	18.5	97
FOUR SEASONS	C	9302	5251	5.5	56.5	99	1682	5.2	18.1	94	1874	6.0	20.1	108	1695	5.3	18.2	96
GIMME A BREAK	N	13955	7622	8.0	54.6	96	2491	7.7	17.9	93	2702	8.7	19.4	104	2429	7.6	17.4	91
HART TO HART	A	15735	8771	9.2	55.7	98	2730	8.5	17.3	90	2983	9.6	19.0	102	3058	9.6	19.4	102
HILL STREET BLUES	N	18257	10852	11.4	59.4	104	3466	10.7	19.0	99	3729	12.0	20.4	110	3657	11.4	20.0	105
HOTEL	A	24234	13589	14.2	56.1	99	4330	13.4	17.9	93	4824	15.5	19.9	107	4434	13.9	18.3	96
JEFFERSONS	C	17010	9407	9.9	55.3	97	3165	9.8	18.6	97	3077	9.9	18.1	97	3165	9.9	18.6	98
JENNIFER SLEPT HERE	N	9397	5179	5.4	55.1	97	1741	5.4	18.5	96	1733	5.6	18.4	99	1706	5.3	18.2	95
KATE & ALLIE	C	16762	9580	10.0	57.2	100	3039	9.4	18.1	94	3403	10.9	20.3	109	3138	9.8	18.7	98
KNIGHT RIDER	N	13164	8144	8.5	61.9	109	2964	9.2	22.5	117	2436	7.8	18.5	100	2744	8.6	20.8	109
LOVE BOAT	A	20400	11332	11.9	55.5	98	3818	11.8	18.7	97	3853	12.4	18.9	102	3661	11.5	17.9	94
MAGNUM PI	C	22543	13106	13.7	58.1	102	4276	13.2	19.0	99	4409	14.1	19.6	105	4421	13.8	19.6	103
MAMA'S FAMILY	N	7852	5447	5.7	55.3	97	1744	5.4	17.7	92	1828	5.9	18.6	100	1874	5.9	19.0	100
MASTER, THE	N	9082	4707	4.9	58.2	102	1635	5.1	20.2	105	1490	4.8	18.4	99	1581	4.9	19.6	103
MATT HOUSTON	A	12881	7514	7.9	58.3	103	2676	8.3	20.8	108	2364	7.6	18.4	99	2475	7.7	19.2	101
NBC MONDAY NIGHT MOVIE	N	23089	14208	14.9	59.5	105	4841	15.0	20.3	105	4666	15.0	19.5	105	4702	14.7	19.7	103
NBC NIGHTLY NEWS	N	11156	6070	6.4	54.4	96	1958	6.1	17.6	91	2068	6.6	18.5	100	2044	6.4	18.3	96
NBC NIGHTLY NEWS-SAT	N	7363	3751	3.9	50.9	90	1220	3.8	16.6	86	1171	3.8	15.9	86	1360	4.3	18.5	97
NBC NIGHTLY NEWS-SUN	N	6214	3056	3.2	49.2	86	974	3.0	15.7	81	866	2.8	13.9	75	1215	3.8	19.6	103
NBC SUNDAY NIGHT MOVIE	N	17590	10356	10.9	58.9	103	3565	11.0	20.3	105	3324	10.7	18.9	102	3466	10.8	19.7	103
NEWHART	C	16740	9717	10.2	58.0	102	3110	9.6	18.6	97	3479	11.2	20.8	112	3128	9.8	18.7	98
ONE DAY AT A TIME	C	11820	6789	7.1	57.4	101	2183	6.8	18.5	96	2481	8.0	21.0	113	2124	6.6	18.0	94
PEOPLE ARE FUNNY	N	9138	5072	5.3	55.5	98	1667	5.2	18.2	95	1655	5.3	18.1	97	1750	5.5	19.2	101
REAL PEOPLE	N	15979	8611	9.0	53.9	95	2758	8.5	17.3	90	2880	9.2	18.0	97	2973	9.3	18.6	98
REMINGTON STEELE	N	14395	8806	9.2	61.2	108	2964	9.2	20.6	107	2778	8.9	19.3	104	3064	9.6	21.3	112
RIPLEY'S BELIEVE IT - NOT	A	11362	6539	6.9	57.6	101	2219	6.9	19.5	101	2084	6.7	18.3	99	2236	7.0	19.7	103
RIPTIDE	N	13920	8492	8.9	61.0	107	2843	8.8	20.4	106	2774	8.9	19.9	107	2875	9.0	20.7	108
SCARECROW & MRS. KING	C	17571	9753	10.2	55.5	98	3116	9.7	17.7	92	3376	10.8	19.2	103	3260	10.2	18.6	97
SIMON & SIMON	C	20208	11641	12.2	57.6	101	3690	11.4	18.3	95	3870	12.4	19.2	103	4081	12.8	20.2	106
60 MINUTES	C	27668	14797	15.5	53.5	94	4704	14.6	17.0	88	4923	15.8	17.8	96	5170	16.2	18.7	98
ST. ELSEWHERE	N	13699	8278	8.7	60.4	106	2742	8.5	20.0	104	2721	8.7	19.9	107	2814	8.8	20.5	108
THREE'S COMPANY	A	20632	11441	12.0	55.5	97	3747	11.6	18.2	94	3751	12.0	18.2	98	3943	12.3	19.1	100
T.J. HOOKER	A	17136	9537	10.0	55.7	98	3095	9.6	18.1	94	3098	9.9	18.1	97	3344	10.5	19.5	102
TONIGHT SHOW	N	4963	2958	3.1	59.6	105	964	3.0	19.4	101	930	3.0	18.7	101	1063	3.3	21.4	112
TRAPPER JOHN, M.D.	C	16332	9527	10.0	58.3	103	3240	10.0	19.8	103	3321	10.7	20.3	109	2966	9.3	18.2	95
TV BLOOPERS & PRAC. JOKES	N	18881	10906	11.4	57.8	102	3741	11.6	19.8	103	3859	12.4	20.4	110	3306	10.3	17.5	92
20/20	A	18315	10191	10.7	55.6	98	3267	10.1	17.8	93	3358	10.8	18.3	99	3566	11.2	19.5	102
WEBSTER	A	18722	10054	10.5	53.7	94	3311	10.3	17.7	92	3453	11.1	18.4	99	3290	10.3	17.6	92
WORLD NEWS - SUN	A	5327	2862	3.0	53.7	94	900	2.8	16.9	88	974	3.1	18.3	98	987	3.1	18.5	97
YELLOW ROSE	N	8370	4742	5.0	56.7	100	1553	4.8	18.6	96	1488	4.8	17.8	96	1701	5.3	20.3	107
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	16176	17.0	62.6	110	5749	17.8	22.2	116	5367	17.2	20.8	112	5060	15.8	19.6	103
BASKETBALL - COLLEGE GAMES		14468	9478	9.9	65.5	115	3227	10.0	22.3	116	3404	10.9	23.5	127	2847	8.9	19.7	103
BASKETBALL - PRO GAMES		12124	7575	7.9	62.5	110	2400	7.4	19.8	103	2882	9.2	23.8	128	2293	7.2	18.9	99
BOWLING		9412	5540	5.8	58.9	103	1900	5.9	20.2	105	1741	5.6	18.5	100	1900	5.9	20.2	106
BOXING		15409	9446	9.9	61.3	108	3450	10.7	22.4	116	3071	9.8	19.9	107	2925	9.2	19.0	100
FOOTBALL - COLLEGE GAMES		21400	13395	14.0	62.6	110	4618	14.3	21.6	112	4269	13.7	19.9	107	4508	14.1	21.1	111
FOOTBALL - PRO GAMES		35944	23578	24.7	65.6	115	8238	25.5	22.9	119	7819	25.1	21.8	117	7521	23.5	20.9	110
GOLF		9759	5819	6.1	59.6	105	1650	5.1	16.9	88	2077	6.7	21.3	114	2092	6.5	21.4	113
POST-SEASON COLL. FOOTBALL		18123	11526	12.1	63.6	112	4301	13.3	23.7	123	3609	11.6	19.9	107	3616	11.3	20.0	105
POST-SEASON PRO FOOTBALL		22091	14324	15.0	64.8	114	5033	15.6	22.8	118	4688	15.0	21.2	114	4603	14.4	20.8	109
TENNIS		6764	4306	4.5	63.7	112	1287	4.0	19.0	99	1440	4.6	21.3	115	1579	4.9	23.3	123
WRESTLING - PROFESSIONAL		9695	6678	7.0	68.9	121	2894	9.0	29.9	155	2382	7.6	24.6	132	1403	4.4	14.5	76

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL MALES	79263	44583	100.0	56.2	100	17240	100.0	21.8	100	13939	100.0	17.6	100	13403	100.0	16.9	100
HOUSEHOLD HEADS	66405	36639	82.2	55.2	98	13875	80.5	20.9	96	11323	81.2	17.1	97	11441	85.4	17.2	102
18 - 24	13945	8955	20.1	64.2	114	4014	23.3	28.8	132	3104	22.3	22.3	127	1837	13.7	13.2	78
25 - 34	19334	11971	26.9	61.9	110	5130	29.8	26.5	122	3549	25.5	18.4	104	3292	24.6	17.0	101
35 - 44	14196	8785	19.7	61.9	110	3373	19.6	23.8	109	2556	18.3	18.0	102	2856	21.3	20.1	119
45 - 54	10896	5724	12.8	52.5	93	1936	11.2	17.8	82	1855	13.3	17.0	97	1932	14.4	17.7	105
55 - 64	10378	5003	11.2	48.2	86	1540	8.9	14.8	68	1745	12.5	16.8	96	1718	12.8	16.6	98
65 OR OLDER	10514	4146	9.3	39.4	70	1248	7.2	11.9	55	1129	8.1	10.7	61	1769	13.2	16.8	100
18 - 34	33279	20926	46.9	62.9	112	9144	53.0	27.5	126	6653	47.7	20.0	114	5128	38.3	15.4	91
18 - 49	52904	32738	73.4	61.9	110	13535	78.5	25.6	118	10298	73.9	19.5	111	8905	66.4	16.8	100
25 - 54	44426	26479	59.4	59.6	106	10439	60.6	23.5	108	7960	57.1	17.9	102	8080	60.3	18.2	108
35 - 49	19625	11812	26.5	60.2	107	4391	25.5	22.4	103	3645	26.1	18.6	106	3776	28.2	19.2	114
50 OR OLDER	26359	11845	26.6	44.9	80	3706	21.5	14.1	65	3641	26.1	13.8	79	4499	33.6	17.1	101
GRADUATED COLLEGE	15982	8822	19.8	55.2	98	2815	16.3	17.6	81	2913	20.9	18.2	104	3094	23.1	19.4	114
ATTENDED COLLEGE	13629	8149	18.3	59.8	106	3157	18.3	23.2	106	2626	18.8	19.3	110	2366	17.7	17.4	103
GRADUATED HIGH SCHOOL	28591	16769	37.6	58.7	104	6956	40.3	24.3	112	5033	36.1	17.6	100	4780	35.7	16.7	99
DID NOT GRADUATE HIGH SCHOOL	21061	10842	24.3	51.5	92	4313	25.0	20.5	94	3367	24.2	16.0	91	3163	23.6	15.0	89
EMPLOYED FULL-TIME	52316	30635	68.7	58.6	104	12105	70.2	23.1	106	9744	69.9	18.6	106	8786	65.6	16.8	99
EMPLOYED PART-TIME	4113	2370	5.3	57.6	102	948	5.5	23.0	106	783	5.6	19.0	108	639	4.8	15.5	92
NOT EMPLOYED	22834	11578	26.0	50.7	90	4187	24.3	18.3	84	3413	24.5	14.9	85	3978	29.7	17.4	103
PROFESSIONAL/MANAGER	15034	8243	18.5	54.8	97	2739	15.9	18.2	84	2688	19.3	17.9	102	2817	21.0	18.7	111
TECH/CLERICAL/SALES	11255	6887	15.4	61.2	109	2901	16.8	25.8	119	1959	14.1	17.4	99	2027	15.1	18.0	107
PRECISION/CRAFT	11607	6755	15.2	58.2	103	2862	16.6	24.7	113	2231	16.0	19.2	109	1662	12.4	14.3	85
OTHER EMPLOYED	18534	11119	24.9	60.0	107	4552	26.4	24.6	113	3648	26.2	19.7	112	2919	21.8	15.7	93
SINGLE	19562	11810	26.5	60.4	107	5010	29.1	25.6	118	3809	27.3	19.5	111	2990	22.3	15.3	90
MARRIED	51896	28884	64.8	55.7	99	10786	62.6	20.8	96	8756	62.8	16.9	96	9342	69.7	18.0	106
DIVORCED/SEPARATED/WIDOWED	7804	3889	8.7	49.8	89	1444	8.4	18.5	85	1374	9.9	17.6	100	1071	8.0	13.7	81
PARENTS	25372	15973	35.8	63.0	112	6530	37.9	25.7	118	4810	34.5	19.0	108	4633	34.6	18.3	108
WHITE	69658	39613	88.9	56.9	101	15147	87.9	21.7	100	12317	88.4	17.7	101	12148	90.6	17.4	103
BLACK	7909	4066	9.1	51.4	91	1744	10.1	22.1	101	1331	9.5	16.8	96	992	7.4	12.5	74
OTHER	1696	904	2.0	53.3	95	*350	2.0	20.6	95	**291	2.1	17.2	98	**263	2.0	15.5	92
NORTHEAST-CENSUS	17202	9092	20.4	52.9	94	3449	20.0	20.0	92	3048	21.9	17.7	101	2596	19.4	15.1	89
NORTH CENTRAL	20461	12603	28.3	61.6	110	4944	28.7	24.2	111	4019	28.8	19.6	112	3640	27.2	17.8	105
SOUTH	26695	14390	32.3	53.9	96	5517	32.0	20.7	95	4677	33.6	17.5	100	4196	31.3	15.7	93
WEST	14906	8497	19.1	57.0	101	3331	19.3	22.3	103	2195	15.7	14.7	84	2971	22.2	19.9	118
NORTHEAST-MKTG.	17962	8892	19.9	49.5	88	3217	18.7	17.9	82	3011	21.6	16.8	95	2664	19.9	14.8	88
EAST CENTRAL	11741	7204	16.2	61.4	109	2749	15.9	23.4	108	2476	17.8	21.1	120	1978	14.8	16.8	100
WEST CENTRAL	13518	8401	18.8	62.1	110	3359	19.5	24.8	114	2438	17.5	18.0	103	2604	19.4	19.3	114
SOUTH	23168	12956	29.1	55.9	99	5123	29.7	22.1	102	4117	29.5	17.8	101	3716	27.7	16.0	95
PACIFIC	12874	7130	16.0	55.4	98	2792	16.2	21.7	100	1896	13.6	14.7	84	2442	18.2	19.0	112
COUNTY SIZE A	32596	17481	39.2	53.6	95	6323	36.7	19.4	89	5382	38.6	16.5	94	5777	43.1	17.7	105
COUNTY SIZE B	23814	13793	30.9	57.9	103	5472	31.7	23.0	106	4303	30.9	18.1	103	4018	30.0	16.9	100
COUNTY SIZE C	12663	7309	16.4	57.7	103	3166	18.4	25.0	115	2072	14.9	16.4	93	2071	15.5	16.4	97
COUNTY SIZE D	10190	5999	13.5	58.9	105	2280	13.2	22.4	103	2182	15.7	21.4	122	1538	11.5	15.1	89
METRO CENTRAL CITY	23190	12271	27.5	52.9	94	4919	28.5	21.2	98	3771	27.1	16.3	92	3581	26.7	15.4	91
METRO SUBURBAN	36920	21252	47.7	57.6	102	7889	45.8	21.4	98	6535	46.9	17.7	101	6828	50.9	18.5	109
NON METRO	19152	11059	24.8	57.7	103	4433	25.7	23.1	106	3633	26.1	19.0	108	2994	22.3	15.6	92
TOP 5 ADI'S	18703	10032	22.5	53.6	95	3536	20.5	18.9	87	3138	22.5	16.8	95	3357	25.0	17.9	106
TOP 10 ADI'S	26158	13597	30.5	52.0	92	5102	29.6	19.5	90	4099	29.4	15.7	89	4396	32.8	16.8	99
TOP 20 ADI'S	36612	19638	44.0	53.6	95	7295	42.3	19.9	92	6097	43.7	16.7	95	6246	46.6	17.1	101
HSHLD INC. $50,000 OR MORE	9326	5072	11.4	54.4	97	1839	10.7	19.7	91	1580	11.3	16.9	96	1653	12.3	17.7	105
$40,000 OR MORE	18002	10224	22.9	56.8	101	3650	21.2	20.3	93	3403	24.4	18.9	107	3170	23.7	17.6	104
$30,000 OR MORE	31361	18028	40.4	57.5	102	6551	38.0	20.9	96	5718	41.0	18.2	104	5759	43.0	18.4	109
$25,000 OR MORE	39858	22999	51.6	57.7	103	8477	49.2	21.3	98	7240	51.9	18.2	103	7282	54.3	18.3	108
$20,000 - $24,999	8664	5120	11.5	59.1	105	1962	11.4	22.6	104	1792	12.9	20.7	118	1365	10.2	15.8	93
$15,000 - $19,999	7964	4319	9.7	54.2	96	1711	9.9	21.5	99	1341	9.6	16.8	96	1267	9.5	15.9	94
$10,000 - $14,999	11093	5898	13.2	53.2	95	2608	15.1	23.5	108	1682	12.1	15.2	86	1607	12.0	14.5	86
UNDER $10,000	11683	6248	14.0	53.5	95	2483	14.4	21.3	98	1883	13.5	16.1	92	1882	14.0	16.1	95
HOUSEHOLD OF 1 PERSON	7453	3499	7.8	46.9	83	1301	7.5	17.5	80	1228	8.8	16.5	94	970	7.2	13.0	77
2 PEOPLE	24757	12220	27.4	49.4	88	4329	25.1	17.5	80	3820	27.4	15.4	88	4071	30.4	16.4	97
3 OR 4 PEOPLE	32682	19541	43.8	59.8	106	7218	41.9	22.1	102	6314	45.3	19.3	110	6009	44.8	18.4	109
5 OR MORE PEOPLE	14370	9322	20.9	64.9	115	4393	25.5	30.6	141	2577	18.5	17.9	102	2353	17.6	16.4	97
NO CHILD IN HSHLD	46768	23718	53.2	50.7	90	8653	50.2	18.5	85	7613	54.6	16.3	93	7452	55.6	15.9	94
CHILD(REN) UNDER 2 YRS	4799	3128	7.0	65.2	116	1210	7.0	25.2	116	938	6.7	19.5	111	980	7.3	20.4	121
2 - 5 YEARS	11125	7544	16.9	67.8	121	3222	18.7	29.0	133	2305	16.5	20.7	118	2017	15.0	18.1	107
6 - 11 YEARS	14193	9342	21.0	65.8	117	3835	22.2	27.0	124	2737	19.6	19.3	110	2769	20.7	19.5	115
12 - 17 YEARS	17402	11032	24.7	63.4	113	4708	27.3	27.1	124	3258	23.4	18.7	106	3066	22.9	17.6	104
RESIDENCE OWNED	56398	31542	70.7	55.9	99	11563	67.1	20.5	94	9888	70.9	17.5	100	10091	75.3	17.9	106
VALUE: $50,000 OR MORE	34811	19289	43.3	55.4	99	6753	39.2	19.4	89	5823	41.8	16.7	95	6712	50.1	19.3	114
VALUE: UNDER $50,000	21587	12253	27.5	56.8	101	4810	27.9	22.3	102	4065	29.2	18.8	107	3379	25.2	15.7	93

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

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		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL MALES		79263	44583	100.0	56.2	100	17240	100.0	21.8	100	13939	100.0	17.6	100	13403	100.0	16.9	100
MAGAZINES	QUINTILE 1	16033	9822	22.0	61.3	109	4075	23.6	25.4	117	2862	20.5	17.9	102	2885	21.5	18.0	106
	QUINTILE 2	15354	9096	20.4	59.2	105	3570	20.7	23.3	107	2752	19.7	17.9	102	2773	20.7	18.1	107
	QUINTILE 3	15888	9060	20.3	57.0	101	3579	20.8	22.5	104	2948	21.1	18.6	106	2533	18.9	15.9	94
	QUINTILE 4	17310	9633	21.6	55.6	99	3336	19.4	19.3	89	3235	23.2	18.7	106	3062	22.8	17.7	105
	QUINTILE 5	14677	6972	15.6	47.5	84	2680	15.5	18.3	84	2142	15.4	14.6	83	2150	16.0	14.6	87
NEWSPAPERS	QUINTILE 1	15277	8764	19.7	57.4	102	3206	18.6	21.0	96	2769	19.9	18.1	103	2789	20.8	18.3	108
	QUINTILE 2	22745	12794	28.7	56.2	100	4817	27.9	21.2	97	4144	29.7	18.2	104	3833	28.6	16.9	100
	QUINTILE 3	10692	5955	13.4	55.7	99	2175	12.6	20.3	94	1829	13.1	17.1	97	1950	14.5	18.2	108
	QUINTILE 4	11646	6386	14.3	54.8	97	2544	14.8	21.8	100	2116	15.2	18.2	103	1727	12.9	14.8	88
	QUINTILE 5	18903	10683	24.0	56.5	100	4499	26.1	23.8	109	3081	22.1	16.3	93	3104	23.2	16.4	97
OUTDOOR	QUINTILE 1	16620	10220	22.9	61.5	109	3927	22.8	23.6	109	3231	23.2	19.4	111	3062	22.8	18.4	109
	QUINTILE 2	16377	9878	22.2	60.3	107	3812	22.1	23.3	107	2910	20.9	17.8	101	3156	23.5	19.3	114
	QUINTILE 3	15995	8601	19.3	53.8	96	3401	19.7	21.3	98	2570	18.4	16.1	91	2630	19.6	16.4	97
	QUINTILE 4	15592	8379	18.8	53.7	96	3193	18.5	20.5	94	2720	19.5	17.4	99	2466	18.4	15.8	94
	QUINTILE 5	14679	7505	16.8	51.1	91	2908	16.9	19.8	91	2508	18.0	17.1	97	2089	15.6	14.2	84
RADIO-DRIVE TIME	QUINTILE 1	15746	9471	21.2	60.1	107	4126	23.9	26.2	120	3013	21.6	19.1	109	2332	17.4	14.8	88
	QUINTILE 2	15067	8814	19.8	58.5	104	3512	20.4	23.3	107	2462	17.7	16.3	93	2840	21.2	18.8	111
	QUINTILE 3	15631	8892	19.9	56.9	101	3451	20.0	22.1	102	2848	20.4	18.2	104	2592	19.3	16.6	98
	QUINTILE 4	16245	8892	19.9	54.7	97	3377	19.6	20.8	96	2701	19.4	16.6	95	2814	21.0	17.3	102
	QUINTILE 5	16573	8514	19.1	51.4	91	2775	16.1	16.7	77	2914	20.9	17.6	100	2826	21.1	17.1	101
RADIO-MID-DAY	TERCILE 1	21788	12566	28.2	57.7	103	5327	30.9	24.4	112	3818	27.4	17.5	100	3421	25.5	15.7	93
	TERCILE 2	21151	11388	25.5	53.8	96	4473	25.9	21.1	97	3514	25.2	16.6	94	3401	25.4	16.1	95
	TERCILE 3	36323	20629	46.3	56.8	101	7441	43.2	20.5	94	6607	47.4	18.2	103	6581	49.1	18.1	107
RADIO-TOTAL	QUINTILE 1	15977	9634	21.6	60.3	107	4325	25.1	27.1	124	3019	21.7	18.9	107	2290	17.1	14.3	85
	QUINTILE 2	15923	9070	20.3	57.0	101	3576	20.7	22.5	103	2679	19.2	16.8	96	2816	21.0	17.7	105
	QUINTILE 3	14980	8186	18.4	54.6	97	3379	19.6	22.6	104	2212	15.9	14.8	84	2595	19.4	17.3	102
	QUINTILE 4	17123	9845	22.1	57.5	102	3499	20.3	20.4	94	3424	24.6	20.0	114	2922	21.8	17.1	101
	QUINTILE 5	15260	7846	17.6	51.4	91	2461	14.3	16.1	74	2604	18.7	17.1	97	2781	20.7	18.2	108
TV-PRIME TIME	QUINTILE 1	15674	8652	19.4	55.2	98	3229	18.7	20.6	95	2564	18.4	16.4	93	2859	21.3	18.2	108
	QUINTILE 2	15944	8992	20.2	56.4	100	3351	19.4	21.0	97	2945	21.1	18.5	105	2695	20.1	16.9	100
	QUINTILE 3	16037	9493	21.3	59.2	105	3654	21.2	22.8	105	3291	23.6	20.5	117	2548	19.0	15.9	94
	QUINTILE 4	15412	8373	18.8	54.3	97	3392	19.7	22.0	101	2478	17.8	16.1	91	2502	18.7	16.2	96
	QUINTILE 5	16194	9074	20.4	56.0	100	3615	21.0	22.3	103	2661	19.1	16.4	93	2799	20.9	17.3	102
TV-DAYTIME	TERCILE 1	19156	10134	22.7	52.9	94	3721	21.6	19.4	89	3324	23.8	17.4	99	3089	23.0	16.1	95
	TERCILE 2	19343	11134	25.0	57.6	102	4313	25.0	22.3	103	3353	24.1	17.3	99	3469	25.9	17.9	106
	TERCILE 3	40764	23314	52.3	57.2	102	9206	53.4	22.6	104	7263	52.1	17.8	101	6846	51.1	16.8	99
TV-TOTAL	QUINTILE 1	15844	8450	19.0	53.3	95	3006	17.4	19.0	87	2726	19.6	17.2	98	2718	20.3	17.2	101
	QUINTILE 2	15767	8554	19.2	54.3	96	3345	19.4	21.2	98	2743	19.7	17.4	99	2466	18.4	15.6	92
	QUINTILE 3	15775	8988	20.2	57.0	101	3267	19.0	20.7	95	2954	21.2	18.7	106	2767	20.6	17.5	104
	QUINTILE 4	15903	9242	20.7	58.1	103	3744	21.7	23.5	108	2684	19.3	16.9	96	2814	21.0	17.7	105
	QUINTILE 5	15974	9348	21.0	58.5	104	3878	22.5	24.3	112	2831	20.3	17.7	101	2639	19.7	16.5	98
MAGAZINES-NEWSPAPERS: DUAL		21225	12578	28.2	59.3	105	5111	29.6	24.1	111	3746	26.9	17.6	100	3721	27.8	17.5	104
MAGAZINE IMPERATIVE		17728	10805	24.2	60.9	108	4507	26.1	25.4	117	3169	22.7	17.9	102	3129	23.3	17.7	104
NEWSPAPER IMPERATIVE		22987	12224	27.4	53.2	95	4099	23.8	17.8	82	4193	30.1	18.2	104	3931	29.3	17.1	101
MAGAZINES-OUTDOOR: DUAL		16244	10107	22.7	62.2	111	4020	23.3	24.7	114	2995	21.5	18.4	105	3092	23.1	19.0	113
MAGAZINE IMPERATIVE		24016	13548	30.4	56.4	100	5434	31.5	22.6	104	4201	30.1	17.5	99	3912	29.2	16.3	96
OUTDOOR IMPERATIVE		26020	14637	32.8	56.3	100	5481	31.8	21.1	97	4660	33.4	17.9	102	4496	33.5	17.3	102
MAGAZINES-RADIO: DUAL		16918	10471	23.5	61.9	110	4709	27.3	27.8	128	2848	20.4	16.8	96	2914	21.7	17.2	102
MAGAZINE IMPERATIVE		23456	13731	30.8	58.5	104	4944	28.7	21.1	97	4445	31.9	19.0	108	4343	32.4	18.5	109
RADIO IMPERATIVE		23900	12948	29.0	54.2	96	5148	29.9	21.5	99	4133	29.7	17.3	98	3668	27.4	15.3	91
MAGAZINES-TELEVISION: DUAL		15791	9288	20.8	58.8	105	3528	20.5	22.3	103	2913	20.9	18.4	105	2848	21.2	18.0	107
MAGAZINE IMPERATIVE		25476	15495	34.8	60.8	108	6455	37.4	25.3	116	4480	32.1	17.6	100	4560	34.0	17.9	106
TELEVISION IMPERATIVE		25744	12960	29.1	50.3	90	4609	26.7	17.9	82	4539	32.6	17.6	100	3812	28.4	14.8	88
NEWSPAPERS-OUTDOOR: DUAL		17628	10552	23.7	59.9	106	3885	22.5	22.0	101	3473	24.9	19.7	112	3195	23.8	18.1	107
NEWSPAPER IMPERATIVE		26414	14140	31.7	53.5	95	5358	31.1	20.3	93	4496	32.3	17.0	97	4285	32.0	16.2	96
OUTDOOR IMPERATIVE		23059	13667	30.7	59.3	105	5636	32.7	24.4	112	3992	28.6	17.3	98	4039	30.1	17.5	104
NEWSPAPERS-RADIO: DUAL		17996	10590	23.8	58.8	105	4339	25.2	24.1	111	3356	24.1	18.6	106	2896	21.6	16.1	95
NEWSPAPER IMPERATIVE		26269	14357	32.2	54.7	97	4754	27.6	18.1	83	4725	33.9	18.0	102	4879	36.4	18.6	110
RADIO IMPERATIVE		21342	12266	27.5	57.5	102	5405	31.4	25.3	116	3530	25.3	16.5	94	3332	24.9	15.6	92
NEWSPAPERS-TELEVISION: DUAL		17359	9639	21.6	55.5	99	3613	21.0	20.8	96	3073	22.0	17.7	101	2954	22.0	17.0	101
NEWSPAPER IMPERATIVE		26889	15581	34.9	57.9	103	5792	33.6	21.5	99	4978	35.7	18.5	105	4811	35.9	17.9	106
TELEVISION IMPERATIVE		21698	11630	26.1	53.6	95	4352	25.2	20.1	92	3809	27.3	17.6	100	3468	25.9	16.0	95
OUTDOOR-RADIO: DUAL		16456	10294	23.1	62.6	111	4185	24.3	25.4	117	2939	21.1	17.9	102	3170	23.7	19.3	114
OUTDOOR IMPERATIVE		25870	14615	32.8	56.5	100	5321	30.9	20.6	95	4631	33.2	17.9	102	4663	34.8	18.0	107
RADIO IMPERATIVE		23943	12863	28.9	53.7	96	5554	32.2	23.2	107	3905	28.0	16.3	93	3405	25.4	14.2	84
OUTDOOR-TELEVISION: DUAL		15918	9396	21.1	59.0	105	3466	20.1	21.8	100	3030	21.7	19.0	108	2900	21.6	18.2	108
OUTDOOR IMPERATIVE		26398	15901	35.7	60.2	107	6366	36.9	24.1	111	4642	33.3	17.6	100	4893	36.5	18.5	110
TELEVISION IMPERATIVE		24851	12588	28.2	50.7	90	4669	27.1	18.8	86	4062	29.1	16.3	93	3858	28.8	15.5	92
RADIO-TELEVISION: DUAL		15584	8629	19.4	55.4	98	3385	19.6	21.7	100	2893	20.8	18.6	106	2351	17.5	15.1	89
RADIO IMPERATIVE		25472	15161	34.0	59.5	106	6710	38.9	26.3	121	4198	30.1	16.5	94	4252	31.7	16.7	99
TELEVISION IMPERATIVE		25578	13729	30.8	53.7	95	4754	27.6	18.6	85	4398	31.6	17.2	98	4577	34.1	17.9	106

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0144
P-22

	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL MALES	79263	44583	100.0	56.2	100	17240	100.0	21.8	100	13939	100.0	17.6	100	13403	100.0	16.9	100
ATLANTIC MONTHLY	452	*194	0.4	42.9	76	**15	0.1	3.3	15	**97	0.7	21.5	122	**82	0.6	18.1	107
BARRON'S	1058	559	1.3	52.8	94	*176	1.0	16.6	76	*190	1.4	18.0	102	*193	1.4	18.2	108
BETTER HOMES & GARDENS	4773	3057	6.9	64.0	114	1106	6.4	23.2	107	953	6.8	20.0	114	999	7.5	20.9	124
BON APPETIT	1037	521	1.2	50.2	89	*116	0.7	11.2	51	*156	1.1	15.0	86	248	1.9	23.9	141
BUSINESS WEEK	3193	1796	4.0	56.2	100	605	3.5	18.9	87	559	4.0	17.5	100	632	4.7	19.8	117
CAR AND DRIVER	2705	1582	3.5	58.5	104	698	4.0	25.8	119	448	3.2	16.6	94	436	3.3	16.1	95
CBS MAGAZINE NETWORK (GROSS)	5678	3623	8.1	63.8	113	1593	9.2	28.1	129	997	7.2	17.6	100	1033	7.7	18.2	108
CHANGING TIMES	1847	1123	2.5	60.8	108	314	1.8	17.0	78	310	2.2	16.8	95	500	3.7	27.1	160
COLONIAL HOMES	492	*209	0.5	42.5	76	**89	0.5	18.1	83	**74	0.5	15.0	86	**46	0.3	9.3	55
CONDE NAST MAG. PKG. (GROSS)	2066	1210	2.7	58.6	104	481	2.8	23.3	107	*335	2.4	16.2	92	394	2.9	19.1	113
CONSUMERS DIGEST	1719	841	1.9	48.9	87	*324	1.9	18.8	87	*245	1.8	14.3	81	*271	2.0	15.8	93
COSMOPOLITAN	1762	1044	2.3	59.3	105	447	2.6	25.4	117	320	2.3	18.2	103	276	2.1	15.7	93
COUNTRY LIVING	1110	724	1.6	65.2	116	*264	1.5	23.8	109	273	2.0	24.6	140	*187	1.4	16.8	100
CUISINE	660	317	0.7	48.0	85	**62	0.4	9.4	43	*127	0.9	19.2	109	*128	1.0	19.4	115
CYCLE WORLD	1924	1310	2.9	68.1	121	598	3.5	31.1	143	*325	2.3	16.9	96	387	2.9	20.1	119
DCI:CREATIVE IDEAS FOR LIV	437	243	0.5	55.6	99	**97	0.6	22.2	102	**51	0.4	11.7	66	**94	0.7	21.5	127
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1403	3.1	56.3	100	475	2.8	19.1	88	473	3.4	19.0	108	456	3.4	18.3	108
DISCOVER	1279	780	1.7	61.0	108	370	2.1	28.9	133	*247	1.8	19.3	110	*164	1.2	12.8	76
EBONY	2898	1539	3.5	53.1	94	671	3.9	23.2	106	486	3.5	16.8	95	382	2.9	13.2	78
ESQUIRE	1384	848	1.9	61.3	109	374	2.2	27.0	124	225	1.6	16.3	92	248	1.9	17.9	106
ESSENCE	850	550	1.2	64.7	115	*320	1.9	37.6	173	**80	0.6	9.4	54	*149	1.1	17.5	104
FAMILY CIRCLE	2430	1581	3.5	65.1	116	497	2.9	20.5	94	401	2.9	16.5	94	683	5.1	28.1	166
THE FAMILY HANDYMAN	2356	1596	3.6	67.7	120	734	4.3	31.2	143	485	3.5	20.6	117	377	2.8	16.0	95
FAMILY WEEKLY	11533	6872	15.4	59.6	106	2573	14.9	22.3	103	2289	16.4	19.8	113	2011	15.0	17.4	103
FIELD & STREAM	7444	4830	10.8	64.9	115	2147	12.5	28.8	133	1456	10.4	19.6	111	1226	9.1	16.5	97
FOOD & WINE	416	*129	0.3	31.0	55	**26	0.2	6.3	29	**46	0.3	11.1	63	**57	0.4	13.7	81
FORBES	1865	954	2.1	51.2	91	315	1.8	16.9	78	284	2.0	15.2	87	355	2.6	19.0	113
FORTUNE	1849	996	2.2	53.9	96	289	1.7	15.6	72	306	2.2	16.5	94	401	3.0	21.7	128
GENTLEMEN'S QUARTERLY	2284	1565	3.5	68.5	122	711	4.1	31.1	143	417	3.0	18.3	104	437	3.3	19.1	113
GLAMOUR	538	311	0.7	57.8	103	**107	0.6	19.9	91	**113	0.8	21.0	119	**91	0.7	16.9	100
GOLF DIGEST	1649	967	2.2	58.6	104	357	2.1	21.6	100	358	2.6	21.7	123	252	1.9	15.3	90
GOLF DIGEST/TENNIS (GROSS)	2294	1286	2.9	56.1	100	437	2.5	19.0	88	505	3.6	22.0	125	344	2.6	15.0	89
GOLF MAGAZINE	1577	974	2.2	61.8	110	391	2.3	24.8	114	320	2.3	20.3	115	*263	2.0	16.7	99
GOLF MAGAZINE/SKI (GROSS)	2487	1541	3.5	62.0	110	620	3.6	24.9	115	503	3.6	20.2	115	418	3.1	16.8	99
GOOD HOUSEKEEPING	2569	1468	3.3	57.1	102	497	2.9	19.3	89	453	3.2	17.6	100	518	3.9	20.2	119
HARPER'S BAZAAR	431	*261	0.6	60.6	108	**104	0.6	24.1	111	**101	0.7	23.4	133	**56	0.4	13.0	77
HEALTH	788	461	1.0	58.5	104	*198	1.1	25.1	116	*134	1.0	17.0	97	**130	1.0	16.5	98
HEARST MAG CORP. BUY (GROSS)	18781	10896	24.4	58.0	103	4385	25.4	23.3	107	3275	23.5	17.4	99	3237	24.2	17.2	102
HEARST MAN POWER (GROSS)	9169	5434	12.2	59.3	105	2399	13.9	26.2	120	1459	10.5	15.9	90	1576	11.8	17.2	102
HEARST WOMAN POWER (GROSS)	5452	3133	7.0	57.5	102	1186	6.9	21.8	100	939	6.7	17.2	98	1008	7.5	18.5	109
HOUSE BEAUTIFUL	1020	549	1.2	53.8	96	*143	0.8	14.0	64	*205	1.5	20.1	114	*200	1.5	19.6	116
INC.	993	644	1.4	64.9	115	*193	1.1	19.4	89	*111	0.8	11.2	64	*340	2.5	34.2	202
JET	2808	1446	3.2	51.5	92	612	3.5	21.8	100	484	3.5	17.2	98	350	2.6	12.5	74
LADIES' HOME JOURNAL	1868	1158	2.6	62.0	110	534	3.1	28.6	131	*285	2.0	15.3	87	339	2.5	18.1	107
LHJ FAMILY GRP COMBO(GROSS)	3582	2277	5.1	63.6	113	927	5.4	25.9	119	684	4.9	19.1	109	666	5.0	18.6	110
LIFE	4817	2914	6.5	60.5	108	1349	7.8	28.0	129	845	6.1	17.5	100	720	5.4	14.9	88
L.A. TIMES HOME MAGAZINE	1465	876	2.0	59.8	106	262	1.5	17.9	82	240	1.7	16.4	93	374	2.8	25.5	151
MADEMOISELLE	460	*232	0.5	50.4	90	**73	0.4	15.9	73	**95	0.7	20.7	117	**63	0.5	13.7	81
MC CALL'S	1764	1122	2.5	63.6	113	423	2.5	24.0	110	275	2.0	15.6	89	424	3.2	24.0	142
MC CALL'S/WRK MOTHER (GROSS)	2062	1348	3.0	65.4	116	478	2.8	23.2	107	325	2.3	15.8	90	545	4.1	26.4	156
MECHANIX ILLUSTRATED	3625	2116	4.7	58.4	104	862	5.0	23.8	109	570	4.1	15.7	89	683	5.1	18.8	111
METROPOLITAN HOME	495	277	0.6	56.0	99	**124	0.7	25.1	115	**59	0.4	11.9	68	**94	0.7	19.0	112
MONEY	3017	1654	3.7	54.8	97	593	3.4	19.7	90	483	3.5	16.0	91	578	4.3	19.2	113
MOTHER EARTH NEWS	1203	710	1.6	59.0	105	*215	1.2	17.9	82	246	1.8	20.4	116	*250	1.9	20.8	123
MS.	*257	*139	0.3	54.1	96	**48	0.3	18.7	86	**30	0.2	11.7	66	**60	0.4	23.3	138
NATIONAL ENQUIRER	6921	4427	9.9	64.0	114	2047	11.9	29.6	136	1223	8.8	17.7	100	1156	8.6	16.7	99
NATIONAL GEOGRAPHIC	11626	6579	14.8	56.6	101	2263	13.1	19.5	89	1880	13.5	16.2	92	2436	18.2	21.0	124
NATIONAL SUNDAY MAGAZINE PKG	49424	28248	63.4	57.2	102	10486	60.8	21.2	98	9132	65.5	18.5	105	8630	64.4	17.5	103
NATURAL HISTORY	753	426	1.0	56.6	101	*211	1.2	28.0	129	*153	1.1	20.3	116	**62	0.5	8.2	49
NEW WOMAN	*296	**136	0.3	45.9	82	**71	0.4	24.0	110	**10	0.1	3.4	19	**56	0.4	18.9	112
NEW YORK INCLUDING CUE	541	220	0.5	40.7	72	**34	0.2	6.3	29	**66	0.5	12.2	69	*120	0.9	22.2	131
THE NEW YORKER	1078	557	1.2	51.7	92	*196	1.1	18.2	84	*165	1.2	15.3	87	196	1.5	18.2	108
NEWSWEEK	9602	5514	12.4	57.4	102	2359	13.7	24.6	113	1573	11.3	16.4	93	1582	11.8	16.5	97
THE N.Y. TIMES DAILY EDITION	1376	637	1.4	46.3	82	158	0.9	11.5	53	225	1.6	16.4	93	255	1.9	18.5	110
THE N.Y. TIMES MAGAZINE	2110	1027	2.3	48.7	87	299	1.7	14.2	65	346	2.5	16.4	93	382	2.9	18.1	107
OMNI	1927	1231	2.8	63.9	114	481	2.8	25.0	115	357	2.6	18.5	105	393	2.9	20.4	121
ON CABLE	911	480	1.1	52.7	94	299	1.7	32.8	151	**45	0.3	4.9	28	*136	1.0	14.9	88
1001 HOME IDEAS	927	657	1.5	70.9	126	*195	1.1	21.0	97	*265	1.9	28.6	163	*198	1.5	21.4	126
ORGANIC GARDENING	1430	837	1.9	58.5	104	356	2.1	24.9	114	*191	1.4	13.4	76	290	2.2	20.3	120
OUTDOOR LIFE	4064	2688	6.0	66.1	118	1250	7.3	30.8	141	815	5.8	20.1	114	623	4.6	15.3	91
PARADE MAGAZINE	24538	14101	31.6	57.5	102	5351	31.0	21.8	100	4576	32.8	18.6	106	4174	31.1	17.0	101

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0145
P-22

	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL MALES	79263	44583	100.0	56.2	100	17240	100.0	21.8	100	13939	100.0	17.6	100	13403	100.0	16.9	100
PARENTS	1126	684	1.5	60.7	108	*219	1.3	19.4	89	282	2.0	25.0	142	*183	1.4	16.3	96
PENTHOUSE	4157	2780	6.2	66.9	119	1202	7.0	28.9	133	807	5.8	19.4	110	770	5.7	18.5	110
PEOPLE	7591	4595	10.3	60.5	108	1874	10.9	24.7	114	1426	10.2	18.8	107	1294	9.7	17.0	101
PLAYBOY	8379	5320	11.9	63.5	113	2350	13.6	28.0	129	1513	10.9	18.1	103	1457	10.9	17.4	103
POPULAR HOT RODDING	2110	1469	3.3	69.6	124	674	3.9	31.9	147	453	3.2	21.5	122	342	2.6	16.2	96
POPULAR MECHANICS	4850	2819	6.3	58.1	103	1196	6.9	24.7	113	796	5.7	16.4	93	827	6.2	17.1	101
POPULAR SCIENCE	3397	2010	4.5	59.2	105	874	5.1	25.7	118	536	3.8	15.8	90	600	4.5	17.7	104
PREVENTION	1720	756	1.7	44.0	78	*268	1.6	15.6	72	216	1.5	12.6	71	272	2.0	15.8	94
PSYCHOLOGY TODAY	1344	824	1.8	61.3	109	*306	1.8	22.8	105	*300	2.2	22.3	127	*218	1.6	16.2	96
READER'S DIGEST	16016	9034	20.3	56.4	100	3561	20.7	22.2	102	2595	18.6	16.2	92	2879	21.5	18.0	106
REDBOOK	1121	621	1.4	55.4	98	*242	1.4	21.6	99	*165	1.2	14.7	84	*215	1.6	19.2	113
ROAD & TRACK	2161	1377	3.1	63.7	113	604	3.5	28.0	129	485	3.5	22.4	128	*289	2.2	13.4	79
ROLLING STONE	1948	1362	3.1	69.9	124	465	2.7	23.9	110	522	3.7	26.8	152	375	2.8	19.3	114
RUNNER'S WORLD	899	570	1.3	63.4	113	*153	0.9	17.0	78	*252	1.8	28.0	159	*165	1.2	18.4	109
SATURDAY EVENING POST	841	490	1.1	58.3	104	*227	1.3	27.0	124	*114	0.8	13.6	77	*149	1.1	17.7	105
SCIENCE 84	841	443	1.0	52.7	94	*150	0.9	17.8	82	**117	0.8	13.9	79	*176	1.3	20.9	124
SCIENCE DIGEST	1194	711	1.6	59.5	106	*304	1.8	25.5	117	*130	0.9	10.9	62	*277	2.1	23.2	137
SCIENTIFIC AMERICAN	1379	766	1.7	55.5	99	*266	1.5	19.3	89	*285	2.0	20.7	118	*214	1.6	15.5	92
SELF	436	*289	0.6	66.3	118	**171	1.0	39.2	180	**9	0.1	2.1	12	**110	0.8	25.2	149
SEVENTEEN	614	*371	0.8	60.4	107	**117	0.7	19.1	88	**130	0.9	21.2	120	**123	0.9	20.0	118
SKI	910	567	1.3	62.3	111	*229	1.3	25.2	116	*183	1.3	20.1	114	*155	1.2	17.0	101
SMITHSONIAN	2937	1592	3.6	54.2	96	527	3.1	17.9	82	502	3.6	17.1	97	562	4.2	19.1	113
SOAP OPERA DIGEST	545	328	0.7	60.2	107	**117	0.7	21.5	99	**97	0.7	17.8	101	**114	0.9	20.9	124
SOUTHERN LIVING	2054	1160	2.6	56.5	100	377	2.2	18.4	84	422	3.0	20.5	117	361	2.7	17.6	104
SPORT	2799	1803	4.0	64.4	115	745	4.3	26.6	122	535	3.8	19.1	109	523	3.9	18.7	111
THE SPORTING NEWS	1938	1255	2.8	64.8	115	565	3.3	29.2	134	413	3.0	21.3	121	277	2.1	14.3	85
SPORTS AFIELD	3125	1903	4.3	60.9	108	899	5.2	28.8	132	532	3.8	17.0	97	472	3.5	15.1	89
SPORTS ILLUSTRATED	11159	6889	15.5	61.7	110	2864	16.6	25.7	118	1966	14.1	17.6	100	2058	15.4	18.4	109
STAR	4095	2333	5.2	57.0	101	1175	6.8	28.7	132	635	4.6	15.5	88	523	3.9	12.8	76
SUNDAY	25169	13747	30.8	54.6	97	5348	31.0	21.2	98	4223	30.3	16.8	95	4177	31.2	16.6	98
SUNSET	1294	661	1.5	51.1	91	*282	1.6	21.8	100	*173	1.2	13.4	76	*205	1.5	15.8	94
TV GUIDE	18508	10879	24.4	58.8	105	4718	27.4	25.5	117	3150	22.6	17.0	97	3010	22.5	16.3	96
TENNIS	645	319	0.7	49.5	88	**80	0.5	12.4	57	*147	1.1	22.8	130	**92	0.7	14.3	84
TIME	12124	6773	15.2	55.9	99	2625	15.2	21.7	100	1985	14.2	16.4	93	2163	16.1	17.8	106
TOWN & COUNTRY	493	302	0.7	61.3	109	**92	0.5	18.7	86	**127	0.9	25.8	146	**83	0.6	16.8	100
TRAVEL & LEISURE	1122	637	1.4	56.8	101	*203	1.2	18.1	83	*248	1.8	22.1	126	*186	1.4	16.6	98
TRUE STORY	690	447	1.0	64.8	115	*225	1.3	32.6	150	**128	0.9	18.6	105	**94	0.7	13.6	81
U.S.NEWS & WORLD REPORT	6571	3775	8.5	57.4	102	1393	8.1	21.2	97	1138	8.2	17.3	98	1243	9.3	18.9	112
USA TODAY	3120	1792	4.0	57.4	102	689	4.0	22.1	102	492	3.5	15.8	90	612	4.6	19.6	116
US	1315	876	2.0	66.6	118	398	2.3	30.3	139	*248	1.8	18.9	107	*230	1.7	17.5	103
VOGUE	632	378	0.8	59.8	106	**130	0.8	20.6	95	**118	0.8	18.7	106	**129	1.0	20.4	121
WALL STREET JOURNAL	4247	2189	4.9	51.5	92	767	4.4	18.1	83	606	4.3	14.3	81	817	6.1	19.2	114
WEIGHT WATCHERS	398	*240	0.5	60.3	107	**114	0.7	28.6	132	**40	0.3	10.1	57	**86	0.6	21.6	128
WOMAN'S DAY	1139	774	1.7	68.0	121	*291	1.7	25.5	117	*203	1.5	17.8	101	280	2.1	24.6	146
WORKING MOTHER	*298	*226	0.5	75.8	135	**55	0.3	18.5	85	**50	0.4	16.8	95	**121	0.9	40.6	240
WORKING WOMAN	327	*168	0.4	51.4	91	**35	0.2	10.7	49	**65	0.5	19.9	113	**69	0.5	21.1	125
WORLD TENNIS	397	*242	0.5	61.0	108	**97	0.6	24.4	112	**69	0.5	17.4	99	**76	0.6	19.1	113
ZIFF-DAVIS MAG NETWK (GROSS)	9635	5810	13.0	60.3	107	2405	14.0	25.0	115	1653	11.9	17.2	98	1752	13.1	18.2	108
BLAIR INSERTS	43762	24592	55.2	56.2	100	8975	52.1	20.5	94	8019	57.5	18.3	104	7598	56.7	17.4	103
DAILY NEWSPAPERS																	
READ ANY	52459	29323	65.8	55.9	99	10946	63.5	20.9	96	9361	67.2	17.8	101	9016	67.3	17.2	102
READ ONE	41891	23334	52.3	55.7	99	8722	50.6	20.8	96	7423	53.3	17.7	101	7190	53.6	17.2	102
READ TWO OR MORE	10568	5988	13.4	56.7	101	2224	12.9	21.0	97	1938	13.9	18.3	104	1826	13.6	17.3	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	29486	66.1	56.8	101	10957	63.6	21.1	97	9497	68.1	18.3	104	9032	67.4	17.4	103
READ ONE	44561	25181	56.5	56.5	100	9351	54.2	21.0	96	8090	58.0	18.2	103	7740	57.7	17.4	103
READ TWO OR MORE	7368	4305	9.7	58.4	104	1606	9.3	21.8	100	1407	10.1	19.1	109	1292	9.6	17.5	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.25				32.16				30.56				30.78			
30 DAY REACH	71522	40759	91.4	57.0	101	15741	91.3	22.0	101	12725	91.3	17.8	101	12293	91.7	17.2	102
50 SHWG - 30 DAY AV FREQ	15.55	16.38				16.80				16.05				16.16			
30 DAY REACH	68168	38902	87.3	57.1	101	15067	87.4	22.1	102	12123	87.0	17.8	101	11712	87.4	17.2	102
25 SHWG - 30 DAY AV FREQ	8.43	8.82				9.02				8.77				8.62			
30 DAY REACH	62898	36102	81.0	57.4	102	14037	81.4	22.3	103	11090	79.6	17.6	100	10976	81.9	17.5	103
CABLE TV: HOME WIRED	31664	18751	42.1	59.2	105	7426	43.1	23.5	108	5676	40.7	17.9	102	5649	42.1	17.8	106
HOME NOT WIRED	47599	25831	57.9	54.3	96	9814	56.9	20.6	95	8263	59.3	17.4	99	7755	57.9	16.3	96
HAVE PAY CABLE	17139	10405	23.3	60.7	108	4192	24.3	24.5	112	3256	23.4	19.0	108	2957	22.1	17.3	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0146
P-22

	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL MALES	79263	44583	100.0	56.2	100	17240	100.0	21.8	100	13939	100.0	17.6	100	13403	100.0	16.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	28043	62.9	58.9	105	11139	64.6	23.4	108	8731	62.6	18.3	104	8173	61.0	17.2	101
10:00 AM - 3:00 PM	29926	16921	38.0	56.5	101	7161	41.5	23.9	110	5148	36.9	17.2	98	4612	34.4	15.4	91
3:00 PM - 7:00 PM	37666	22357	50.1	59.4	106	9039	52.4	24.0	110	6963	50.0	18.5	105	6355	47.4	16.9	100
7:00 PM - MIDNIGHT	18909	11288	25.3	59.7	106	4911	28.5	26.0	119	3506	25.2	18.5	105	2871	21.4	15.2	90
MIDNIGHT - 6:00 AM	11822	6993	15.7	59.2	105	2881	16.7	24.4	112	2133	15.3	18.0	103	1980	14.8	16.7	99
6:00 AM - MIDNIGHT	63254	36458	81.8	57.6	102	14442	83.8	22.8	105	11411	81.9	18.0	103	10606	79.1	16.8	99
ENTIRE DAY	64057	36918	82.8	57.6	102	14641	84.9	22.9	105	11549	82.9	18.0	103	10729	80.0	16.7	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	9841	22.1	59.3	105	3968	23.0	23.9	110	3224	23.1	19.4	110	2649	19.8	16.0	94
ALL NEWS	3542	1758	3.9	49.6	88	666	3.9	18.8	86	499	3.6	14.1	80	594	4.4	16.8	99
AOR/PROGRESSIVE	7465	4657	10.4	62.4	111	1980	11.5	26.5	122	1470	10.5	19.7	112	1207	9.0	16.2	96
BEAUTIFUL MUSIC	5061	2888	6.5	57.1	101	1071	6.2	21.2	97	898	6.4	17.7	101	919	6.9	18.2	107
BLACK	1914	1021	2.3	53.3	95	441	2.6	23.0	106	342	2.5	17.9	102	*238	1.8	12.4	74
CLASSICAL	2304	1255	2.8	54.5	97	505	2.9	21.9	101	316	2.3	13.7	78	434	3.2	18.8	111
CHR/ROCK	10663	6600	14.8	61.9	110	2788	16.2	26.1	120	1997	14.3	18.7	106	1815	13.5	17.0	101
COUNTRY	13919	8219	18.4	59.0	105	3242	18.8	23.3	107	2487	17.8	17.9	102	2490	18.6	17.9	106
GOLDEN OLDIES	2040	1083	2.4	53.1	94	500	2.9	24.5	113	371	2.7	18.2	103	*213	1.6	10.4	62
MOR/NOSTALGIA	5105	2956	6.6	57.9	103	1087	6.3	21.3	98	991	7.1	19.4	110	878	6.6	17.2	102
NEWS/TALK	4764	2571	5.8	54.0	96	892	5.2	18.7	86	767	5.5	16.1	92	912	6.8	19.1	113
RELIGIOUS	2164	1231	2.8	56.9	101	479	2.8	22.1	102	417	3.0	19.3	110	335	2.5	15.5	92
SOFT ROCK	623	400	0.9	64.2	114	**124	0.7	19.9	92	*175	1.3	28.1	160	**102	0.8	16.4	97
URBAN CONTEMPORARY	1331	614	1.4	46.1	82	*267	1.5	20.1	92	*204	1.5	15.3	87	*142	1.1	10.7	63
HIRED NETWORKS:																	
ABC CONTEMPORARY	3186	2021	4.5	63.4	113	879	5.1	27.6	127	645	4.6	20.2	115	497	3.7	15.6	92
ABC DIRECTION	2724	1565	3.5	57.5	102	575	3.3	21.1	97	564	4.0	20.7	118	426	3.2	15.6	92
ABC ENTERTAINMENT	5256	2818	6.3	53.6	95	1108	6.4	21.1	97	926	6.6	17.6	100	784	5.8	14.9	88
ABC FM	2263	1319	3.0	58.3	104	605	3.5	26.7	123	316	2.3	14.0	79	397	3.0	17.5	104
ABC INFORMATION	5618	3268	7.3	58.2	103	1335	7.7	23.8	109	950	6.8	16.9	96	983	7.3	17.5	103
ABC ROCK	2857	1685	3.8	59.0	105	809	4.7	28.3	130	457	3.3	16.0	91	419	3.1	14.7	87
CBS	5953	3323	7.5	55.8	99	1158	6.7	19.5	89	1146	8.2	19.3	109	1019	7.6	17.1	101
MUTUAL	4979	2742	6.2	55.1	98	920	5.3	18.5	85	970	7.0	19.5	111	853	6.4	17.1	101
NBC	7279	3963	8.9	54.4	97	1582	9.2	21.7	100	1042	7.5	14.3	81	1339	10.0	18.4	109
RADIORADIO	2389	1349	3.0	56.5	100	566	3.3	23.7	109	447	3.2	18.7	106	337	2.5	14.1	83
RKO ONE	2583	1681	3.8	65.1	116	694	4.0	26.9	124	497	3.6	19.2	109	489	3.6	18.9	112
RKO TWO	3674	2018	4.5	54.9	98	861	5.0	23.4	108	599	4.3	16.3	93	558	4.2	15.2	90
THE SOURCE	3514	2126	4.8	60.5	108	880	5.1	25.0	115	661	4.7	18.8	107	586	4.4	16.7	99
NON-WIRED : BLAIR	9864	5560	12.5	56.4	100	2289	13.3	23.2	107	1630	11.7	16.5	94	1641	12.2	16.6	98
INTERNET	13522	7855	17.6	58.1	103	3232	18.7	23.9	110	2410	17.3	17.8	101	2214	16.5	16.4	97
KATZ RADIO GROUP	19321	11183	25.1	57.9	103	4533	26.3	23.5	108	3472	24.9	18.0	102	3178	23.7	16.4	97
SUPERNET	10739	6390	14.3	59.5	106	2515	14.6	23.4	108	2045	14.7	19.0	108	1831	13.7	17.1	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	2878	6.5	56.4	100	979	5.7	19.2	88	1028	7.4	20.1	114	871	6.5	17.1	101
MKDAY 9:00 AM - 1:00 PM	5383	2851	6.4	53.0	94	956	5.5	17.8	82	994	7.1	18.5	105	901	6.7	16.7	99
MKDAY 1:00 PM - 4:30 PM	6469	3485	7.8	53.9	96	1286	7.5	19.9	91	1123	8.1	17.4	99	1075	8.0	16.6	98
MKDAY 4:30 PM - 7:30 PM	19661	10609	23.8	54.0	96	3941	22.9	20.0	92	3417	24.5	17.4	99	3251	24.3	16.5	98
MKDAY 7:30 PM - 8:00 PM	27579	14914	33.5	54.1	96	5673	32.9	20.6	95	4612	33.1	16.7	95	4629	34.5	16.8	99
MKDAY 11:00 PM - 11:30 PM	22964	12984	29.1	56.5	101	4777	27.7	20.8	96	4060	29.1	17.7	101	4146	30.9	18.1	107
MKDAY 11:30 PM - 1:00 AM	8158	4640	10.4	56.9	101	1688	9.8	20.7	95	1400	10.0	17.2	98	1552	11.6	19.0	113
M-SAT 8-11 PM+SUN 7-11 PM	30140	16962	38.0	56.3	100	6444	37.4	21.4	98	5291	38.0	17.6	100	5226	39.0	17.3	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	1191	2.7	58.2	103	467	2.7	22.8	105	378	2.7	18.5	105	346	2.6	16.9	100
ANOTHER WORLD N	1214	639	1.4	52.6	94	196	1.1	16.1	74	252	1.8	20.8	118	191	1.4	15.7	93
AS THE WORLD TURNS C	1740	901	2.0	51.8	92	315	1.8	18.1	83	337	2.4	19.4	110	249	1.9	14.3	85
CAPITOL C	1016	555	1.2	54.6	97	227	1.3	22.3	103	166	1.2	16.3	93	*162	1.2	15.9	94
CBS MORN. NEWS 1 C	1203	687	1.5	57.1	102	225	1.3	18.7	86	245	1.8	20.4	116	218	1.6	18.1	107
CBS MORN. NEWS 2 C	773	456	1.0	59.0	105	191	1.1	24.7	114	152	1.1	19.7	112	*112	0.8	14.5	86
DAYS OF OUR LIVES N	1629	843	1.9	51.7	92	318	1.8	19.5	90	234	1.7	14.4	82	290	2.2	17.8	105
FACTS OF LIFE - DAYTIME N	961	472	1.1	49.1	87	140	0.8	14.6	67	204	1.5	21.2	121	*128	1.0	13.3	79
FAMILY FEUD A	1390	713	1.6	51.3	91	240	1.4	17.3	79	226	1.6	16.3	92	246	1.8	17.7	105
GENERAL HOSPITAL A	1463	784	1.8	53.6	95	318	1.8	21.7	100	205	1.5	14.0	80	261	1.9	17.8	106
GOOD MORNING, AMERICA-730 A	1705	900	2.0	52.8	94	317	1.8	18.6	85	319	2.3	18.7	106	264	2.0	15.5	92
GOOD MORNING, AMERICA-830 A	889	473	1.1	53.2	95	119	0.7	13.4	62	144	1.0	16.2	92	210	1.6	23.6	140
GUIDING LIGHT C	1754	938	2.1	53.5	95	379	2.2	21.6	99	282	2.0	16.1	91	277	2.1	15.8	93
ONE LIFE TO LIVE A	1100	626	1.4	56.9	101	229	1.3	20.8	96	159	1.1	14.5	82	239	1.8	21.7	128
PRESS YOUR LUCK C	1222	665	1.5	54.4	97	246	1.4	20.1	93	225	1.6	18.4	105	194	1.4	15.9	94
PRICE IS RIGHT 1 C	2692	1415	3.2	52.6	93	399	2.3	14.8	68	563	4.0	20.9	119	453	3.4	16.8	100
PRICE IS RIGHT 2 C	2764	1495	3.4	54.1	96	412	2.4	14.9	69	558	4.0	20.2	115	526	3.9	19.0	113
RYAN'S HOPE A	880	495	1.1	56.3	100	162	0.9	18.4	85	190	1.4	21.6	123	*143	1.1	16.3	96
SALE OF THE CENTURY N	926	503	1.1	54.3	97	142	0.8	15.3	71	183	1.3	19.8	112	177	1.3	19.1	113
SEARCH FOR TOMORROW N	359	185	0.4	51.5	92	*75	0.4	20.9	96	*58	0.4	16.2	92	**51	0.4	14.2	84
TODAY SHOW 1 N	1890	1055	2.4	55.8	99	313	1.8	16.6	76	457	3.3	24.2	137	285	2.1	15.1	89
TODAY SHOW 2 N	1344	694	1.6	51.6	92	187	1.1	13.9	64	248	1.8	18.5	105	259	1.9	19.3	114
$25,000 PYRAMID C	1462	840	1.9	57.5	102	316	1.8	21.6	99	312	2.2	21.3	121	212	1.6	14.5	86
WHEEL OF FORTUNE N	1497	735	1.6	49.1	87	326	1.9	21.8	100	203	1.5	13.6	77	205	1.5	13.7	81
YOUNG AND THE RESTLESS C	1954	1047	2.3	53.6	95	396	2.3	20.3	93	370	2.7	18.9	108	282	2.1	14.4	85
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	1491	3.3	54.1	96	568	3.3	20.6	95	361	2.6	13.1	75	562	4.2	20.4	121
NBA PLAYOFF GAME -1 C	3881	2235	5.0	57.6	102	733	4.3	18.9	87	812	5.8	20.9	119	690	5.1	17.8	105
NBC MAJOR LEAGUE PRE-GAME N	2805	1522	3.4	54.3	96	655	3.8	23.4	107	504	3.6	18.0	102	363	2.7	12.9	77
SPORTSWORLD - SUN N	2041	1187	2.7	58.2	103	474	2.7	23.2	107	301	2.2	14.7	84	412	3.1	20.2	119
SUNDAY MORNING C	2555	1389	3.1	54.4	97	551	3.2	21.6	99	423	3.0	16.6	94	415	3.1	16.2	96

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

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		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL MALES		79263	44583	100.0	56.2	100	17240	100.0	21.8	100	13939	100.0	17.6	100	13403	100.0	16.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	13047	29.3	53.6	95	4780	27.7	19.7	90	4133	29.7	17.0	97	4134	30.8	17.0	101
NETWORK AFFILIATES - LATE		17197	9724	21.8	56.5	101	3527	20.5	20.5	94	2970	21.3	17.3	98	3226	24.1	18.8	111
INDEPENDENTS - LATE		2887	1563	3.5	54.1	96	601	3.5	20.8	96	489	3.5	16.9	96	472	3.5	16.3	97
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	6334	14.2	56.0	100	2516	14.6	22.3	102	1862	13.4	16.5	94	1956	14.6	17.3	102
ABC MONDAY NIGHT MOVIE	A	4379	2495	5.6	57.0	101	898	5.2	20.5	94	716	5.1	16.4	93	882	6.6	20.1	119
ABC SUNDAY NIGHT MOVIE	A	9910	5531	12.4	55.8	99	1954	11.3	19.7	91	1696	12.2	17.1	97	1881	14.0	19.0	112
ABC WORLD NEWS TONIGHT	A	6212	3413	7.7	54.9	98	1351	7.8	21.7	100	1064	7.6	17.1	97	998	7.4	16.1	95
AFTERMASH	C	4575	2510	5.6	54.9	98	1058	6.1	23.1	106	852	6.1	18.6	106	600	4.5	13.1	78
ALICE	C	6777	3868	8.7	57.1	101	1434	8.3	21.2	97	1410	10.1	20.8	118	1024	7.6	15.1	89
AMERICAN PARADE	C	4868	2519	5.7	51.7	92	896	5.2	18.4	85	781	5.6	16.0	91	843	6.3	17.3	102
BENSON	A	7593	3842	8.6	50.6	90	1402	8.1	18.5	85	1214	8.7	16.0	91	1226	9.1	16.1	95
BLUE THUNDER	A	6036	3284	7.4	54.4	97	1222	7.1	20.2	93	1020	7.3	16.9	96	1042	7.8	17.3	102
CAGNEY & LACEY	C	7698	4445	10.0	57.7	103	1671	9.7	21.7	100	1404	10.1	18.2	104	1370	10.2	17.8	105
CBS EVENING NEWS-DEAN	C	4066	2152	4.8	52.9	94	835	4.8	20.5	94	688	4.9	16.9	96	629	4.7	15.5	91
CBS EVENING NEWS-RATHER	C	8092	4297	9.6	53.1	94	1593	9.2	19.7	91	1332	9.6	16.5	94	1373	10.2	17.0	100
CBS SAT. NEWS-SCHIEFFER	C	4795	2368	5.3	49.4	88	882	5.1	18.4	85	698	5.0	14.6	85	787	5.9	16.4	97
CBS SATURDAY NIGHT MOVIE	C	6034	3296	7.4	54.6	97	1246	7.2	20.6	95	1108	7.9	18.4	104	943	7.0	15.6	92
CBS WEDNESDAY NIGHT MOVIE	C	4993	2927	6.6	58.6	104	1056	6.1	21.1	97	1026	7.4	20.5	117	845	6.3	16.9	100
CHEERS	N	6976	4123	9.2	59.1	105	1531	8.9	21.9	101	1445	10.4	20.7	118	1147	8.6	16.4	97
DALLAS	C	13575	7702	17.3	56.7	101	2873	16.7	21.2	97	2419	17.4	17.8	101	2410	18.0	17.8	105
DIFF'RENT STROKES	N	3684	1979	4.4	53.7	96	816	4.7	22.1	102	574	4.1	15.6	89	589	4.4	16.0	95
DOUBLE TROUBLE	N	4462	2584	5.8	57.9	103	1023	5.9	22.9	105	778	5.6	17.4	99	782	5.8	17.5	104
DUCK FACTORY	N	4810	2790	6.3	58.0	103	1079	6.3	22.4	103	959	6.9	19.9	113	752	5.6	15.6	92
DUKES OF HAZZARD	C	5951	3367	7.6	56.6	101	1242	7.2	20.9	96	1128	8.1	19.0	108	996	7.4	16.7	99
DYNASTY	A	11325	6249	14.0	55.2	98	2314	13.4	20.4	94	1855	13.3	16.4	93	2081	15.5	18.4	109
FACTS OF LIFE	N	4512	2432	5.5	53.9	96	990	5.7	21.9	101	719	5.2	15.9	91	723	5.4	16.0	95
FALCON CREST	C	9215	5249	11.8	57.0	101	1928	11.2	20.9	96	1555	11.2	16.9	96	1766	13.2	19.2	113
FALL GUY	A	8604	4813	10.8	55.9	99	1818	10.5	21.1	97	1528	11.0	17.8	101	1468	11.0	17.1	101
FAMILY TIES	N	4179	2272	5.1	54.4	97	907	5.3	21.7	100	698	5.0	16.7	95	667	5.0	16.0	94
FANTASY ISLAND	A	4781	2864	6.4	59.9	107	1022	5.9	21.4	98	924	6.6	19.3	110	918	6.8	19.2	114
FOULUPS,BLEEPS & BLUNDERS	A	6697	3527	7.9	52.7	94	1344	7.8	20.1	92	1080	7.7	16.1	92	1103	8.2	16.5	97
FOUR SEASONS	C	3873	2209	5.0	57.0	101	843	4.9	21.8	100	792	5.7	20.4	116	575	4.3	14.8	88
GIMME A BREAK	N	4310	2272	5.1	52.7	94	897	5.2	20.8	96	649	4.7	15.1	86	726	5.4	16.8	100
HART TO HART	A	5751	3131	7.0	54.4	97	1062	6.2	18.5	85	950	6.8	16.5	94	1119	8.3	19.5	115
HILL STREET BLUES	N	8568	4979	11.2	58.1	103	1782	10.3	20.8	96	1675	12.0	19.5	111	1522	11.4	17.8	105
HOTEL	A	8801	4695	10.5	53.3	95	1670	9.7	19.0	87	1496	10.7	17.0	97	1530	11.4	17.4	103
JEFFERSONS	C	6978	3956	8.9	56.7	101	1530	8.9	21.9	101	1284	9.2	18.4	105	1142	8.5	16.4	97
JENNIFER SLEPT HERE	N	3021	1620	3.6	53.6	95	561	3.3	18.6	85	536	3.8	17.7	101	522	3.9	17.3	102
KATE & ALLIE	C	6811	3845	8.6	56.5	100	1444	8.4	21.2	97	1245	8.9	18.3	104	1156	8.6	17.0	100
KNIGHT RIDER	N	5256	3298	7.4	62.7	112	1327	7.7	25.2	116	1012	7.3	19.3	109	960	7.2	18.3	108
LOVE BOAT	A	7174	3996	9.0	55.7	99	1550	9.0	21.6	99	1235	8.9	17.2	98	1210	9.0	16.9	100
MAGNUM PI	C	10438	6048	13.6	57.9	103	2209	12.8	21.2	97	1968	14.1	18.9	107	1871	14.0	17.9	106
MAMA'S FAMILY	N	3488	1964	4.4	56.3	100	666	3.9	19.1	88	606	4.3	17.4	99	692	5.2	19.8	117
MASTER, THE	N	4127	2268	5.1	55.0	98	934	5.4	22.6	104	707	5.1	17.1	97	628	4.7	15.2	90
MATT HOUSTON	A	5978	3352	7.5	56.1	100	1309	7.6	21.9	101	961	6.9	16.1	91	1081	8.1	18.1	107
NBC MONDAY NIGHT MOVIE	N	10446	6089	13.7	58.3	104	2409	14.0	23.1	106	1921	13.8	18.4	105	1759	13.1	16.8	100
NBC NIGHTLY NEWS	N	5571	3009	6.7	54.0	96	1122	6.5	20.1	93	1015	7.3	18.2	104	872	6.5	15.7	93
NBC NIGHTLY NEWS-SAT	N	3675	1978	4.4	53.8	96	690	4.0	18.8	86	534	3.8	14.5	83	754	5.6	20.5	121
NBC NIGHTLY NEWS-SUN	N	2905	1465	3.3	50.4	90	489	2.8	16.8	77	386	2.8	13.3	76	590	4.4	20.3	120
NBC SUNDAY NIGHT MOVIE	N	8352	4926	11.0	59.0	105	1849	10.7	22.1	102	1616	11.6	19.3	110	1461	10.9	17.5	103
NEWHART	C	6864	3835	8.6	55.9	99	1405	8.1	20.5	94	1289	9.2	18.8	107	1142	8.5	16.6	98
ONE DAY AT A TIME	C	3866	2119	4.8	54.8	97	875	5.1	22.6	104	703	5.0	18.2	103	541	4.0	14.0	83
PEOPLE ARE FUNNY	N	3956	2208	5.0	55.8	99	803	4.7	20.3	93	572	4.1	14.5	82	834	6.2	21.1	125
REAL PEOPLE	N	6305	3309	7.4	52.5	93	1211	7.0	19.2	88	1009	7.2	16.0	91	1089	8.1	17.3	102
REMINGTON STEELE	N	5884	3408	7.6	57.9	103	1360	7.9	23.1	106	1007	7.2	17.1	97	1041	7.8	17.7	105
RIPLEY'S BELIEVE IT - NOT	A	5706	3064	6.9	53.7	95	1102	6.4	19.3	89	950	6.8	16.6	95	1012	7.6	17.7	105
RIPTIDE	N	6202	3526	7.9	56.9	101	1528	8.9	24.6	113	992	7.1	16.0	91	1006	7.5	16.2	96
SCARECROW & MRS. KING	C	6513	3581	8.0	55.0	98	1225	7.1	18.8	86	1156	8.3	17.7	101	1200	9.0	18.4	109
SIMON & SIMON	C	8593	4990	11.2	58.1	103	1913	11.1	22.3	102	1604	11.5	18.7	106	1473	11.0	17.1	101
60 MINUTES	C	13342	7384	16.6	55.3	98	2542	14.7	19.1	88	2371	17.0	17.8	101	2472	18.4	18.5	110
ST. ELSEWHERE	N	6029	3516	7.9	58.3	104	1398	8.1	23.2	107	967	6.9	16.0	91	1151	8.6	19.1	113
THREE'S COMPANY	A	8565	4651	10.4	54.3	97	1719	10.0	20.1	92	1414	10.1	16.5	94	1518	11.3	17.7	105
T.J. HOOKER	A	7400	3944	8.8	53.3	95	1446	8.4	19.5	90	1094	7.8	14.8	84	1404	10.5	19.0	112
TONIGHT SHOW	N	2433	1449	3.3	59.6	106	470	2.7	19.3	89	436	3.1	17.9	102	543	4.1	22.3	132
TRAPPER JOHN, M.D.	C	5958	3444	7.7	57.8	103	1342	7.8	22.5	104	1256	9.0	21.1	120	846	6.3	14.2	84
TV BLOOPERS & PRAC. JOKES	N	9086	5300	11.9	58.3	104	2085	12.1	22.9	106	1743	12.5	19.2	109	1473	11.0	16.2	96
20/20	A	8306	4367	9.8	52.6	93	1486	8.6	17.9	82	1406	10.1	16.9	96	1474	11.0	17.7	105
WEBSTER	A	6788	3470	7.8	51.1	91	1371	8.0	20.2	93	1064	7.6	15.7	89	1036	7.7	15.3	90
WORLD NEWS - SUN	A	2036	1111	2.5	54.6	97	377	2.2	18.5	85	409	2.9	20.1	114	325	2.4	16.0	94
YELLOW ROSE	N	3174	1682	3.8	53.0	94	650	3.8	20.5	94	462	3.3	14.6	83	570	4.3	18.0	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	10107	22.7	62.0	110	3842	22.3	23.6	108	3276	23.5	20.1	114	2988	22.3	18.3	108
BASKETBALL - COLLEGE GAMES		10054	6660	14.9	66.2	118	2458	14.3	24.4	112	2342	16.8	23.3	132	1860	13.9	18.5	109
BASKETBALL - PRO GAMES		8248	5142	11.5	62.3	111	1909	11.1	23.1	106	1879	13.5	22.8	130	1355	10.1	16.4	97
BOWLING		5356	2966	6.7	55.4	98	1099	6.4	20.5	94	888	6.4	16.6	94	979	7.3	18.3	108
BOXING		11255	6796	15.2	60.4	107	2597	15.1	23.1	106	2224	16.0	19.8	112	1975	14.7	17.5	104
FOOTBALL - COLLEGE GAMES		14647	9174	20.6	62.6	111	3518	20.4	24.0	110	2900	20.8	19.8	113	2756	20.6	18.8	111
FOOTBALL - PRO GAMES		23581	15166	34.0	64.3	114	5764	33.4	24.4	112	4972	35.7	21.1	120	4430	33.1	18.8	111
GOLF		6145	3680	8.3	59.9	106	1142	6.6	18.6	85	1310	9.4	21.3	121	1229	9.2	20.0	118
POST-SEASON COLL. FOOTBALL		12828	8126	18.2	63.3	113	3154	18.3	24.6	113	2550	18.3	19.9	113	2421	18.1	18.9	112
POST-SEASON PRO FOOTBALL		15397	9878	22.2	64.2	114	3743	21.7	24.3	112	3219	23.1	20.9	119	2916	21.8	18.9	112
TENNIS		3483	2113	4.7	60.7	108	745	4.3	21.4	98	686	4.9	19.7	112	682	5.1	19.6	116
WRESTLING - PROFESSIONAL		6023	4155	9.3	69.0	123	1994	11.6	33.1	152	1408	10.1	23.4	133	754	5.6	12.5	74

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL FEMALES	88464	50830	100.0	57.5	100	15043	100.0	17.0	100	17240	100.0	19.5	100	18547	100.0	21.0	100
FEMALE HOMEMAKERS	80986	46171	90.8	57.0	99	13364	88.8	16.5	97	15766	91.5	19.5	100	17041	91.9	21.0	100
EMPLOYED MOTHERS	18702	12377	24.3	66.2	115	3633	24.2	19.4	114	4162	24.1	22.3	114	4582	24.7	24.5	117
18 - 24	14726	9885	19.4	67.1	117	3745	24.9	25.4	150	3215	18.6	21.8	112	2925	15.8	19.9	95
25 - 34	20202	13581	26.7	67.2	117	3865	25.7	19.1	113	4788	27.8	23.7	122	4929	26.6	24.4	116
35 - 44	14781	9412	18.6	63.8	111	2583	17.2	17.5	103	3310	19.2	22.4	115	3539	19.1	23.9	114
45 - 54	11449	6321	12.4	55.2	96	1556	10.3	13.6	80	2185	12.7	19.1	98	2579	13.9	22.5	107
55 - 64	11846	5940	11.7	50.1	87	1665	11.1	14.1	83	1911	11.1	16.1	83	2364	12.7	20.0	95
65 OR OLDER	15459	5472	11.2	36.7	64	1629	10.8	10.5	62	1831	10.6	11.8	61	2212	11.9	14.3	68
18 - 34	34928	23466	46.2	67.2	117	7609	50.6	21.8	128	8003	46.4	22.9	118	7853	42.3	22.5	107
18 - 49	55154	35942	70.7	65.2	113	10981	73.0	19.9	117	12319	71.5	22.3	115	12643	68.2	22.9	109
25 - 54	46433	29334	57.7	63.2	110	8004	53.2	17.2	101	10283	59.6	22.1	114	11046	59.6	23.8	113
35 - 49	20226	12476	24.5	61.7	107	3371	22.4	16.7	98	4316	25.0	21.3	109	4789	25.8	23.7	113
50 OR OLDER	33310	14888	29.3	44.7	78	4063	27.0	12.2	72	4920	28.5	14.8	76	5905	31.8	17.7	85
GRADUATED COLLEGE	12110	6738	13.3	55.6	97	1633	10.9	13.5	79	2245	13.0	18.5	95	2860	15.4	23.6	113
ATTENDED COLLEGE	15309	9716	19.1	63.5	110	2657	17.7	17.4	102	3163	18.3	20.7	106	3897	21.0	25.5	121
GRADUATED HIGH SCHOOL	36912	22668	44.6	61.4	107	6619	44.0	17.9	105	7714	44.7	20.9	107	8336	44.9	22.6	108
DID NOT GRADUATE HIGH SCHOOL	24134	11708	23.0	48.5	84	4135	27.5	17.1	101	4118	23.9	17.1	88	3455	18.6	14.3	68
EMPLOYED FULL-TIME	35457	21753	42.8	61.4	107	6533	43.4	18.4	108	7540	43.7	21.3	109	7680	41.4	21.7	103
EMPLOYED PART-TIME	8514	5434	10.7	63.8	111	1526	10.1	17.9	105	1824	10.6	21.4	110	2085	11.2	24.5	117
NOT EMPLOYED	44494	23643	46.5	53.1	92	6984	46.4	15.7	92	7877	45.7	17.7	91	8782	47.3	19.7	94
PROFESSIONAL/MANAGER	10811	6277	12.3	58.1	101	1776	11.8	16.4	97	2029	11.8	18.8	96	2473	13.3	22.9	109
TECH/CLERICAL/SALES	19640	12621	24.8	64.3	112	3683	24.5	18.8	110	4434	25.7	22.6	116	4503	24.3	22.9	109
PRECISION/CRAFT	1023	578	1.1	56.5	98	**157	1.0	15.3	90	**205	1.2	20.0	103	**216	1.2	21.1	101
OTHER EMPLOYED	12498	7711	15.2	61.7	107	2442	16.2	19.5	115	2696	15.6	21.6	111	2573	13.9	20.6	98
SINGLE	15995	9973	19.6	62.4	109	3706	24.6	23.2	136	3090	17.9	19.3	99	3176	17.1	19.9	95
MARRIED	51689	30489	60.0	59.0	103	8435	56.1	16.3	96	10489	60.8	20.3	104	11564	62.3	22.4	107
DIVORCED/SEPARATED/WIDOWED	20780	10369	20.4	49.9	87	2902	19.3	14.0	82	3660	21.2	17.6	90	3807	20.5	18.3	87
PARENTS	33922	22818	44.9	67.3	117	6667	44.3	19.7	116	7752	45.0	22.9	117	8400	45.3	24.8	118
WHITE	76422	44446	87.4	58.2	101	13065	86.9	17.1	101	14924	86.6	19.5	100	16457	88.7	21.5	103
BLACK	10066	5359	10.5	53.2	93	1732	11.5	17.2	101	1918	11.1	19.1	98	1709	9.2	17.0	81
OTHER	1976	*1026	2.0	51.9	90	**246	1.6	12.4	73	**398	2.3	20.1	103	**382	2.1	19.3	92
NORTHEAST-CENSUS	19803	10834	21.3	54.7	95	3609	24.0	18.2	107	3521	20.4	17.8	91	3705	20.0	18.7	89
NORTH CENTRAL	22181	13876	27.3	62.6	109	4136	27.5	18.6	110	4704	27.3	21.2	109	5036	27.2	22.7	108
SOUTH	30082	16567	32.6	55.1	96	4671	31.1	15.5	91	5962	34.6	19.8	102	5934	32.0	19.7	94
WEST	16398	9553	18.8	58.3	101	2628	17.5	16.0	94	3052	17.7	18.6	96	3873	20.9	23.6	113
NORTHEAST-MKTG.	20163	10613	20.9	52.6	92	3414	22.7	16.9	100	3517	20.4	17.4	90	3682	19.9	18.3	87
EAST CENTRAL	13054	7840	15.4	60.1	105	2411	16.0	18.5	109	2702	15.7	20.7	106	2727	14.7	20.9	100
WEST CENTRAL	14993	9418	18.5	62.8	109	2780	18.5	18.5	109	3085	17.9	20.6	106	3554	19.2	23.7	113
SOUTH	25785	14574	28.7	56.5	98	4191	27.9	16.3	96	5215	30.2	20.2	104	5168	27.9	20.0	96
PACIFIC	14470	8386	16.5	58.0	101	2247	14.9	15.5	91	2721	15.8	18.8	96	3418	18.4	23.6	113
COUNTY SIZE A	36705	20195	39.7	55.0	96	6073	40.4	16.5	97	6787	39.4	18.5	95	7336	39.6	20.0	95
COUNTY SIZE B	26819	15752	31.0	58.7	102	4799	31.9	17.9	105	5381	31.2	20.1	103	5572	30.0	20.8	99
COUNTY SIZE C	13597	8254	16.2	60.7	106	2315	15.4	17.0	100	2872	16.7	21.1	108	3067	16.5	22.6	108
COUNTY SIZE D	11344	6629	13.0	58.4	102	1856	12.3	16.4	96	2200	12.8	19.4	100	2573	13.9	22.7	108
METRO CENTRAL CITY	26825	15239	30.0	56.8	99	4996	33.2	18.6	110	5096	29.6	19.0	97	5148	27.8	19.2	92
METRO SUBURBAN	39912	22909	45.1	57.4	100	6324	42.0	15.8	93	7879	45.7	19.7	101	8707	46.9	21.8	104
NON METRO	21728	12682	24.9	58.4	102	3724	24.8	17.1	101	4265	24.7	19.6	101	4693	25.3	21.6	103
TOP 5 ADI'S	20847	11463	22.6	55.0	96	3796	25.2	18.2	107	3696	21.4	17.7	91	3971	21.4	19.0	91
TOP 10 ADI'S	28719	15370	30.2	53.5	93	4726	31.4	16.5	97	5126	29.7	17.8	92	5518	29.8	19.2	92
TOP 20 ADI'S	40904	22223	43.7	54.3	95	6631	44.1	16.2	95	7261	42.1	17.8	91	8331	44.9	20.4	97
HSHLD INC. $50,000 OR MORE	7931	4760	9.4	60.0	104	1450	9.6	18.3	108	1556	9.0	19.6	101	1754	9.5	22.1	105
$40,000 OR MORE	15233	9122	17.9	59.9	104	2908	19.3	19.1	112	2874	16.7	18.9	97	3339	18.0	21.9	105
$30,000 OR MORE	28333	17208	33.9	60.7	106	5212	34.6	18.4	108	5632	32.7	19.9	102	6365	34.3	22.5	107
$25,000 OR MORE	36417	22063	43.4	60.6	105	6450	42.9	17.7	104	7304	42.4	20.1	103	8309	44.8	22.8	109
$20,000 - $24,999	9943	5745	11.3	57.8	101	1566	10.4	15.7	93	2131	12.4	21.4	110	2047	11.0	20.6	98
$15,000 - $19,999	9211	5735	11.3	62.3	108	1601	10.6	17.4	102	1928	11.2	20.9	107	2206	11.9	23.9	114
$10,000 - $14,999	13477	7757	15.3	57.6	100	2517	16.7	18.7	110	2667	15.5	19.8	102	2573	13.9	19.1	91
UNDER $10,000	19418	9531	18.8	49.1	85	2909	19.3	15.0	88	3210	18.6	16.5	85	3411	18.4	17.6	84
HOUSEHOLD OF 1 PERSON	11987	5299	10.4	44.2	77	1647	10.9	13.7	81	1851	10.7	15.4	79	1801	9.7	15.0	72
2 PEOPLE	27046	13925	27.4	51.5	90	3994	26.6	14.8	87	4450	25.8	16.5	84	5482	29.6	20.3	97
3 OR 4 PEOPLE	34251	21556	42.4	62.9	110	6126	40.7	17.9	105	7561	43.9	22.1	113	7869	42.4	23.0	110
5 OR MORE PEOPLE	15180	10051	19.8	66.2	115	3277	21.8	21.6	127	3379	19.6	22.3	114	3396	18.3	22.4	107
NO CHILD IN HSHLD	49819	25083	*9.3	50.3	88	7353	48.9	14.8	87	8606	49.9	17.3	89	9125	49.2	18.3	87
CHILD(REN) UNDER 2 YRS	6045	4467	8.8	73.9	129	1183	7.9	19.6	115	1553	9.0	25.7	132	1731	9.3	28.6	137
2 - 5 YEARS	15233	10195	20.1	66.9	116	3180	21.1	20.9	123	3279	19.0	21.5	110	3736	20.1	24.5	117
6 - 11 YEARS	16260	11056	21.8	68.0	118	3163	21.0	19.5	114	4034	23.4	24.8	127	3859	20.8	23.7	113
12 - 17 YEARS	19173	12510	24.6	65.2	114	3852	25.6	20.1	118	4102	23.8	21.4	110	4556	24.6	23.8	113
RESIDENCE OWNED	61371	34759	68.4	56.6	99	9795	65.1	16.0	94	11610	67.3	18.9	97	13355	72.0	21.8	104
VALUE: $50,000 OR MORE	35355	20273	39.9	57.3	100	5339	35.5	15.1	89	6559	38.0	18.6	95	8374	45.2	23.7	113
VALUE: UNDER $50,000	26016	14486	28.5	55.7	97	4456	29.6	17.1	101	5050	29.3	19.4	100	4981	26.9	19.1	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

0149
P-22

		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL FEMALES		88464	50830	100.0	57.5	100	15043	100.0	17.0	100	17240	100.0	19.5	100	18547	100.0	21.0	100
MAGAZINES	QUINTILE 1	17988	11236	22.1	62.5	109	3097	20.6	17.2	101	4192	24.3	23.3	120	3946	21.3	21.9	105
	QUINTILE 2	19446	11905	23.4	61.2	107	3801	25.3	19.5	115	3929	22.8	20.2	104	4175	22.5	21.5	102
	QUINTILE 3	14626	8382	16.5	57.3	100	2463	16.4	16.8	99	2531	14.7	17.3	89	3389	18.3	23.2	111
	QUINTILE 4	16014	9210	18.1	57.5	100	2641	17.6	16.5	97	2950	17.1	18.4	95	3619	19.5	22.6	108
	QUINTILE 5	20389	10097	19.9	49.5	86	3041	20.2	14.9	88	3638	21.1	17.8	92	3418	18.4	16.8	80
NEWSPAPERS	QUINTILE 1	13830	7909	15.6	57.2	100	2380	15.8	17.2	101	2584	15.0	18.7	96	2945	15.9	21.3	102
	QUINTILE 2	26350	15044	29.6	57.1	99	4109	27.3	15.6	92	4939	28.6	18.7	96	5997	32.3	22.8	109
	QUINTILE 3	12415	7499	14.8	60.4	105	2371	15.8	19.1	112	2631	15.3	21.2	109	2496	13.5	20.1	96
	QUINTILE 4	21911	12830	25.2	58.6	102	3888	25.8	17.7	104	4236	24.6	19.3	99	4705	25.4	21.5	102
	QUINTILE 5	13960	7549	14.9	54.1	94	2295	15.3	16.4	97	2850	16.5	20.4	105	2404	13.0	17.2	82
OUTDOOR	QUINTILE 1	16810	10561	20.8	62.8	109	3382	22.5	20.1	118	3467	20.1	20.6	106	3711	20.0	22.1	105
	QUINTILE 2	17101	10497	20.7	61.4	107	3183	21.2	18.6	109	3682	21.4	21.5	110	3632	19.6	21.2	101
	QUINTILE 3	17579	10195	20.1	58.0	101	3044	20.2	17.3	102	3410	19.8	19.4	100	3741	20.2	21.3	102
	QUINTILE 4	18343	10133	19.9	55.2	96	2569	17.1	14.0	82	3496	20.3	19.1	98	4068	21.9	22.2	106
	QUINTILE 5	18631	9446	18.6	50.7	88	2866	19.1	15.4	90	3185	18.5	17.1	88	3396	18.3	18.2	87
RADIO-DRIVE TIME	QUINTILE 1	17390	10250	20.2	58.9	103	2993	19.9	17.2	101	3529	20.5	20.3	104	3729	20.1	21.4	102
	QUINTILE 2	16591	9913	19.5	59.7	104	3211	21.3	19.4	114	3191	18.5	19.2	99	3511	18.9	21.2	101
	QUINTILE 3	16910	10032	19.7	59.3	103	2977	19.8	17.6	104	3274	19.0	19.4	99	3781	20.4	22.4	107
	QUINTILE 4	18002	10443	20.5	58.0	101	3082	20.5	17.1	101	3609	20.9	20.0	103	3752	20.2	20.8	99
	QUINTILE 5	19572	10193	20.1	52.1	91	2781	18.5	14.2	84	3637	21.1	18.6	95	3776	20.4	19.3	92
RADIO-MID-DAY	TERCILE 1	23248	13983	27.5	60.1	105	4194	27.9	18.0	106	5042	29.2	21.7	111	4747	25.6	20.4	97
	TERCILE 2	23667	14130	27.8	59.7	104	4299	28.6	18.2	107	4527	26.3	19.1	98	5304	28.6	22.4	107
	TERCILE 3	41549	22717	44.7	54.7	95	6550	43.5	15.8	93	7670	44.5	18.5	95	8497	45.8	20.5	98
RADIO-TOTAL	QUINTILE 1	17786	10543	20.7	59.3	103	3188	21.2	17.9	105	3646	21.1	20.5	105	3710	20.0	20.9	99
	QUINTILE 2	17316	10679	21.0	61.7	107	3173	21.1	18.3	108	3756	21.8	21.7	111	3750	20.2	21.7	103
	QUINTILE 3	18428	10472	20.6	56.8	99	2934	19.5	15.9	94	3401	19.7	18.5	95	4137	22.3	22.4	107
	QUINTILE 4	17669	10294	20.3	58.3	101	3354	22.3	19.0	112	3286	19.1	18.6	95	3654	19.7	20.7	99
	QUINTILE 5	17265	8843	17.4	51.2	89	2395	15.9	13.9	82	3151	18.3	18.3	94	3297	17.8	19.1	91
TV-PRIME TIME	QUINTILE 1	17416	9538	18.8	54.8	95	2899	19.3	16.6	98	3227	18.7	18.5	95	3412	18.4	19.6	93
	QUINTILE 2	17413	10462	20.6	60.1	105	3071	20.4	17.6	104	3608	20.9	20.7	106	3784	20.4	21.7	104
	QUINTILE 3	17943	10568	20.8	58.9	103	2918	19.4	16.3	96	3737	21.7	20.8	107	3913	21.1	21.8	104
	QUINTILE 4	18442	10912	21.5	59.2	103	3184	21.2	17.3	102	3846	22.3	20.9	107	3882	20.9	21.0	100
	QUINTILE 5	17250	9351	18.4	54.2	94	2973	19.8	17.2	101	2822	16.4	16.4	84	3557	19.2	20.6	98
TV-DAYTIME	TERCILE 1	29966	17045	33.5	56.9	99	5354	35.6	17.9	105	5769	33.5	19.3	99	5922	31.9	19.8	94
	TERCILE 2	29480	17421	34.3	59.1	103	5030	33.4	17.1	100	6100	35.4	20.7	106	6292	33.9	21.3	102
	TERCILE 3	29018	16364	32.2	56.4	98	4660	31.0	16.1	94	5371	31.2	18.5	95	6334	34.2	21.8	104
TV-TOTAL	QUINTILE 1	17740	9740	19.2	54.9	96	3056	20.3	17.2	101	3313	19.2	18.7	96	3372	18.2	19.0	91
	QUINTILE 2	17674	10109	19.9	57.2	100	3087	20.5	17.5	103	3619	21.0	20.5	105	3402	18.3	19.2	92
	QUINTILE 3	17730	10348	20.4	58.4	102	2998	19.9	16.9	99	3381	19.6	19.1	98	3968	21.4	22.4	107
	QUINTILE 4	17563	10564	20.8	60.1	105	2964	19.7	16.9	99	3656	21.2	20.8	107	3944	21.3	22.5	107
	QUINTILE 5	17757	10070	19.8	56.7	99	2938	19.5	16.5	97	3270	19.0	18.4	94	3861	20.8	21.7	104
MAGAZINES-NEWSPAPERS: DUAL		23278	14030	27.6	60.3	105	4044	26.9	17.4	102	4818	27.9	20.7	106	5168	27.9	22.2	106
MAGAZINE IMPERATIVE		21634	13631	26.8	63.0	110	4288	28.5	19.8	117	4645	26.9	21.5	110	4698	25.3	21.7	104
NEWSPAPER IMPERATIVE		23455	12804	25.2	54.6	95	3654	24.3	15.6	92	3974	23.1	16.9	87	5175	27.9	22.1	105
MAGAZINES-OUTDOOR: DUAL		17482	11129	21.9	63.7	111	3356	22.3	19.2	113	3780	21.9	21.6	111	3993	21.5	22.8	109
MAGAZINE IMPERATIVE		28830	16746	32.9	58.1	101	4847	32.2	16.8	99	5789	33.6	20.1	103	6111	32.9	21.2	101
OUTDOOR IMPERATIVE		26119	15203	29.9	58.2	101	4791	31.8	18.3	108	5169	30.0	19.8	102	5243	28.3	20.1	96
MAGAZINES-RADIO: DUAL		20162	12179	24.0	60.4	105	3576	23.8	17.7	104	4347	25.2	21.6	111	4256	22.9	21.1	101
MAGAZINE IMPERATIVE		26292	15850	31.2	60.3	105	4735	31.5	18.0	106	5238	30.4	19.9	102	5877	31.7	22.4	107
RADIO IMPERATIVE		25308	14549	28.6	57.5	100	4295	28.6	17.0	100	4747	27.5	18.8	96	5508	29.7	21.8	104
MAGAZINES-TELEVISION: DUAL		17312	10562	20.8	61.0	106	3218	21.4	18.6	109	3739	21.7	21.6	111	3605	19.4	20.8	99
MAGAZINE IMPERATIVE		29099	17893	35.2	61.5	107	5193	34.5	17.8	105	5977	34.7	20.5	105	6723	36.2	23.1	110
TELEVISION IMPERATIVE		27505	14576	28.7	53.0	92	4422	29.4	16.1	95	4767	27.7	17.3	89	5387	29.0	19.6	93
NEWSPAPERS-OUTDOOR: DUAL		18628	11535	22.7	61.9	108	3579	23.8	19.2	113	3807	22.1	20.4	105	4149	22.4	22.3	106
NEWSPAPER IMPERATIVE		29178	16004	31.5	54.8	95	4424	29.4	15.2	89	5314	30.8	18.2	93	6267	33.8	21.5	102
OUTDOOR IMPERATIVE		25260	15408	30.3	61.0	106	4856	32.3	19.2	113	5387	31.2	21.3	109	5166	27.9	20.5	98
NEWSPAPERS-RADIO: DUAL		19246	11420	22.5	59.3	103	3347	22.2	17.4	102	3912	22.7	20.3	104	4162	22.4	21.6	103
NEWSPAPER IMPERATIVE		28155	15809	31.1	56.1	98	4510	30.0	16.0	94	5016	29.1	17.8	91	6283	33.9	22.3	106
RADIO IMPERATIVE		25308	15222	29.9	60.1	105	4558	30.3	18.0	106	5330	30.9	21.1	108	5335	28.8	21.1	101
NEWSPAPERS-TELEVISION: DUAL		18615	10531	20.7	56.6	98	3277	21.8	17.6	104	3669	21.3	19.7	101	3585	19.3	19.3	92
NEWSPAPER IMPERATIVE		29207	17078	33.6	58.5	102	4574	30.4	15.7	92	5522	32.0	18.9	97	6983	37.7	23.9	114
TELEVISION IMPERATIVE		25472	14424	28.4	56.6	99	4519	30.0	17.7	104	4875	28.3	19.1	98	5030	27.1	19.7	94
OUTDOOR-RADIO: DUAL		17292	10806	21.3	62.5	109	3388	22.5	19.6	115	3483	20.2	20.1	103	3935	21.2	22.8	109
OUTDOOR IMPERATIVE		26915	15954	31.4	59.3	103	5082	33.8	18.9	111	5392	31.3	20.0	103	5480	29.5	20.4	97
RADIO IMPERATIVE		28938	16185	31.8	55.9	97	4580	30.4	15.8	93	5660	32.8	19.6	100	5946	32.1	20.5	98
OUTDOOR-TELEVISION: DUAL		16112	9879	19.4	61.3	107	3195	21.2	19.8	117	3414	19.8	21.2	109	3270	17.6	20.3	97
OUTDOOR IMPERATIVE		28228	17366	34.2	61.5	107	5124	34.1	18.2	107	5831	33.8	20.7	106	6412	34.6	22.7	108
TELEVISION IMPERATIVE		30024	16047	31.6	53.4	93	4664	31.0	15.5	91	5584	32.4	18.6	95	5799	31.3	19.3	92
RADIO-TELEVISION: DUAL		17803	10677	21.0	60.0	104	3261	21.7	18.3	108	3800	22.0	21.3	110	3617	19.5	20.3	97
RADIO IMPERATIVE		28338	16928	33.3	59.7	104	4908	32.6	17.3	102	5627	32.6	19.9	102	6393	34.5	22.6	108
TELEVISION IMPERATIVE		28445	15488	30.5	54.4	95	4662	31.0	16.4	96	5280	30.6	18.6	95	5546	29.9	19.5	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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	TOTAL U.S. '000	EAT A '000	EAT B % ACROSS DOWN	EAT C % ACROSS %	EAT D ACROSS INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % ACROSS DOWN	HEAVY SIX OR MORE C % ACROSS %	HEAVY SIX OR MORE D ACROSS INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % ACROSS DOWN	MEDIUM THREE - FIVE C % ACROSS %	MEDIUM THREE - FIVE D ACROSS INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % ACROSS DOWN	LIGHT TWO OR LESS C % ACROSS %	LIGHT TWO OR LESS D ACROSS INDX
TOTAL FEMALES	88464	50830	100.0	57.5	100	15043	100.0	17.0	100	17240	100.0	19.5	100	18547	100.0	21.0	100
ATLANTIC MONTHLY	415	*173	0.3	41.7	73	**36	0.2	8.7	51	**47	0.3	11.3	58	**89	0.5	21.4	102
BARRON'S	522	*245	0.5	46.9	82	**80	0.5	15.3	90	**110	0.6	21.1	108	**56	0.3	10.7	51
BETTER HOMES & GARDENS	17429	10492	20.6	60.2	105	3085	20.5	17.7	104	3627	21.0	20.8	107	3780	20.4	21.7	103
BON APPETIT	2772	1431	2.8	51.6	90	342	2.3	12.3	73	476	2.8	17.2	88	613	3.3	22.1	105
BUSINESS WEEK	1469	771	1.5	52.5	91	*255	1.7	17.4	102	*239	1.4	16.3	83	*277	1.5	18.9	90
CAR AND DRIVER	397	*293	0.6	73.8	128	**80	0.5	20.2	119	**105	0.6	26.4	136	**108	0.6	27.2	130
CBS MAGAZINE NETWORK (GROSS)	1633	1133	2.2	69.4	121	305	2.0	18.7	110	471	2.7	28.8	148	358	1.9	21.9	105
CHANGING TIMES	1554	828	1.6	53.3	93	*239	1.6	15.4	90	267	1.5	17.2	88	322	1.7	20.7	99
COLONIAL HOMES	1304	743	1.5	57.0	99	*227	1.5	17.4	102	*216	1.3	16.6	85	301	1.6	23.1	110
CONDE NAST MAG. PKG. (GROSS)	17858	10758	21.2	60.2	105	2949	19.6	16.5	97	4110	23.8	23.0	118	3700	19.9	20.7	99
CONSUMERS DIGEST	1406	888	1.7	63.2	110	*170	1.1	12.1	71	*296	1.7	21.1	108	421	2.3	29.9	143
COSMOPOLITAN	8815	5685	11.2	64.5	112	1779	11.8	20.2	119	2091	12.1	23.7	122	1815	9.8	20.6	98
COUNTRY LIVING	2636	1640	3.2	62.2	108	421	2.8	16.0	94	509	3.0	19.3	99	711	3.8	27.0	129
CUISINE	1554	816	1.6	52.5	91	*137	0.9	8.8	52	339	2.0	21.8	112	340	1.8	21.9	104
CYCLE WORLD	469	*344	0.7	73.3	128	**115	0.8	24.5	144	**111	0.6	23.7	121	**118	0.6	25.2	120
DCI:CREATIVE IDEAS FOR LIV	2631	1684	3.3	64.0	111	513	3.4	19.5	115	418	2.4	15.9	82	753	4.1	28.6	137
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	4267	8.4	60.4	105	1292	8.6	18.3	108	1388	8.1	19.6	101	1587	8.6	22.5	107
DISCOVER	998	658	1.3	65.9	115	*182	1.2	18.2	107	*185	1.1	18.5	95	292	1.6	29.3	140
EBONY	4289	2524	5.0	58.8	102	818	5.4	19.1	112	845	4.9	19.7	101	861	4.6	20.1	96
ESQUIRE	1176	747	1.5	63.5	111	*173	1.2	14.7	87	294	1.7	25.0	128	279	1.5	23.7	113
ESSENCE	2392	1451	2.9	60.7	106	403	2.7	16.8	99	492	2.9	20.6	106	556	3.0	23.2	111
FAMILY CIRCLE	17209	10711	21.1	62.2	108	2941	19.6	17.1	101	3590	20.8	20.9	107	4180	22.5	24.3	116
THE FAMILY HANDYMAN	1184	777	1.5	65.6	114	*174	1.2	14.7	86	297	1.7	25.1	129	307	1.7	25.9	124
FAMILY WEEKLY	12391	7524	14.8	60.7	106	1999	13.3	16.1	95	2511	14.6	20.3	104	3013	16.2	24.3	116
FIELD & STREAM	2438	1585	3.1	65.0	113	504	3.4	20.7	122	483	2.8	19.8	102	598	3.2	24.5	117
FOOD & WINE	614	355	0.7	57.8	101	**89	0.6	14.5	85	**119	0.7	19.4	99	**146	0.8	23.8	113
FORBES	813	431	0.8	53.0	92	**132	0.9	16.2	95	*165	1.0	20.3	104	*134	0.7	16.5	79
FORTUNE	1083	660	1.3	60.9	106	**172	1.1	15.9	93	*282	1.6	26.0	134	*207	1.1	19.1	91
GENTLEMEN'S QUARTERLY	1197	692	1.4	57.8	101	*211	1.4	17.6	104	*240	1.4	20.1	103	*241	1.3	20.1	96
GLAMOUR	6625	4113	8.1	62.1	108	1261	8.4	19.0	112	1465	8.5	22.1	113	1387	7.5	20.9	100
GOLF DIGEST	707	374	0.7	52.9	92	**62	0.4	8.8	52	*171	1.0	24.2	124	**142	0.8	20.1	96
GOLF DIGEST/TENNIS (GROSS)	1316	780	1.5	59.3	103	*166	1.1	12.6	74	295	1.7	22.4	115	*319	1.7	24.2	116
GOLF MAGAZINE	469	*250	0.5	53.3	93	**20	0.1	4.3	25	**87	0.5	18.6	95	**143	0.8	30.5	145
GOLF MAGAZINE/SKI (GROSS)	1060	605	1.2	57.1	99	*130	0.9	12.3	72	*208	1.2	19.6	101	*267	1.4	25.2	120
GOOD HOUSEKEEPING	17784	10921	21.5	61.4	107	2968	19.7	16.7	98	3642	21.1	20.5	105	4312	23.2	24.2	116
HARPER'S BAZAAR	2931	1683	3.3	57.4	100	404	2.7	13.8	81	609	3.5	20.8	107	670	3.6	22.9	109
HEALTH	2199	1351	2.7	61.4	107	331	2.2	15.1	89	543	3.1	24.7	127	478	2.6	21.7	104
HEARST MAG CORP. BUY (GROSS)	49148	30409	59.8	61.9	108	8741	58.1	17.8	105	10487	60.8	21.3	109	11180	60.3	22.7	108
HEARST MAN POWER (GROSS)	2113	1230	2.4	58.2	101	340	2.3	16.1	95	459	2.7	21.7	111	431	2.3	20.4	97
HEARST WOMAN POWER (GROSS)	35062	22280	43.8	63.5	111	6486	43.1	18.5	109	7747	44.9	22.1	113	8047	43.4	23.0	109
HOUSE BEAUTIFUL	3865	2129	4.2	55.1	96	693	4.6	17.9	105	654	3.8	16.9	87	782	4.2	20.2	97
INC.	315	*209	0.4	66.3	115	**46	0.3	14.6	86	**66	0.4	21.0	108	**96	0.5	30.5	145
JET	3690	2158	4.2	58.5	102	699	4.6	18.9	111	724	4.2	19.6	101	735	4.0	19.9	95
LADIES' HOME JOURNAL	12930	8221	16.2	63.6	111	2558	17.0	19.8	116	2796	16.2	21.6	111	2867	15.5	22.2	106
LHJ FAMILY GRP COMBO(GROSS)	18161	11602	22.8	63.9	111	3487	23.2	19.2	113	4045	23.5	22.3	114	4070	21.9	22.4	107
LIFE	5065	2909	5.7	57.4	100	819	5.4	16.2	95	1026	6.0	20.3	104	1065	5.7	21.0	100
L.A. TIMES HOME MAGAZINE	1310	781	1.5	59.6	104	*262	1.7	20.0	118	*166	1.0	12.7	65	353	1.9	26.9	129
MADEMOISELLE	3759	2353	4.6	62.6	109	533	3.5	14.2	83	978	5.7	26.0	134	842	4.5	22.4	107
MC CALL'S	14658	9019	17.7	61.5	107	2732	18.2	18.6	110	2991	17.3	20.4	105	3297	17.8	22.5	107
MC CALL'S/MRK MOTHER (GROSS)	15857	9876	19.4	62.3	108	2998	19.9	18.9	111	3304	19.2	20.8	107	3574	19.3	22.5	108
MECHANIX ILLUSTRATED	809	542	1.1	67.0	117	**110	0.7	13.6	80	*234	1.4	28.9	148	*197	1.1	24.4	116
METROPOLITAN HOME	1009	608	1.2	60.3	105	**76	0.5	7.5	44	293	1.7	29.0	149	239	1.3	23.7	113
MONEY	1707	912	1.8	53.4	93	*221	1.5	12.9	76	311	1.8	18.2	93	381	2.1	22.3	106
MOTHER EARTH NEWS	1123	778	1.5	69.3	121	*241	1.6	21.5	126	*275	1.6	24.5	126	*262	1.4	23.3	111
MS.	932	664	1.3	71.2	124	*193	1.3	20.7	122	264	1.5	28.3	145	*208	1.1	22.3	106
NATIONAL ENQUIRER	11971	7252	14.3	60.6	105	2285	15.2	19.1	112	2758	16.0	23.0	118	2209	11.9	18.5	88
NATIONAL GEOGRAPHIC	10503	6234	12.3	59.4	103	1526	10.1	14.5	85	2174	12.6	20.7	106	2534	13.7	24.1	115
NATIONAL SUNDAY MAGAZINE PKG	54325	31790	62.5	58.5	102	9303	61.8	17.1	101	10628	61.6	19.6	100	11859	63.9	21.8	104
NATURAL HISTORY	626	347	0.7	55.4	96	**123	0.8	19.6	116	*129	0.7	20.6	106	**96	0.5	15.3	73
NEW WOMAN	1992	1373	2.7	68.9	120	248	1.6	12.4	73	672	3.9	33.7	173	453	2.4	22.7	108
NEW YORK INCLUDING CUE	547	242	0.5	44.2	77	**32	0.2	5.9	34	*147	0.9	26.9	138	**62	0.3	11.3	54
THE NEW YORKER	1380	683	1.3	49.5	86	*155	1.0	11.2	66	250	1.5	18.1	93	278	1.5	20.1	96
NEWSWEEK	6925	4095	8.1	59.1	103	1204	8.0	17.4	102	1450	8.4	20.9	107	1441	7.8	20.8	99
THE N.Y. TIMES DAILY EDITION	1363	601	1.2	44.1	77	*186	1.2	13.6	80	214	1.2	15.7	81	201	1.1	14.7	70
THE N.Y. TIMES MAGAZINE	2333	1057	2.1	45.3	79	330	2.2	14.1	83	343	2.0	14.7	75	385	2.1	16.5	79
OMNI	872	492	1.0	56.4	98	**148	1.0	17.0	100	*212	1.2	24.3	125	*131	0.7	15.0	72
ON CABLE	1298	905	1.8	69.7	121	383	2.5	29.5	174	273	1.6	21.0	108	*250	1.3	19.3	92
1001 HOME IDEAS	3032	2030	4.0	67.0	117	598	4.0	19.7	116	707	4.1	23.3	120	725	3.9	23.9	114
ORGANIC GARDENING	1680	1063	2.1	63.3	110	362	2.4	21.5	127	359	2.1	21.4	110	342	1.8	20.4	97
OUTDOOR LIFE	960	632	1.2	65.8	115	*204	1.4	21.3	125	*170	1.0	17.7	91	*258	1.4	26.9	128
PARADE MAGAZINE	26755	15177	29.9	56.7	99	4645	30.9	17.4	102	5200	30.2	19.4	100	5332	28.7	19.9	95

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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	TOTAL U.S. '000	EAT A '000	EAT B % ACROSS DOWN	EAT C %	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY B % ACROSS DOWN	HEAVY C %	HEAVY D INDX	MEDIUM THREE - FIVE A '000	MEDIUM B % ACROSS DOWN	MEDIUM C %	MEDIUM D INDX	LIGHT TWO OR LESS A '000	LIGHT B % ACROSS DOWN	LIGHT C %	LIGHT D INDX
TOTAL FEMALES	88464	50830	100.0	57.5	100	15043	100.0	17.0	100	17240	100.0	19.5	100	18547	100.0	21.0	100
PARENTS	4173	2999	5.9	71.9	125	923	6.1	22.1	130	994	5.8	23.8	122	1082	5.8	25.9	124
PENTHOUSE	973	592	1.2	60.8	106	**116	0.8	11.9	70	*255	1.5	26.2	134	*221	1.2	22.7	108
PEOPLE	13479	8287	16.3	61.5	107	2345	15.6	17.4	102	2995	17.4	22.2	114	2947	15.9	21.9	104
PLAYBOY	2183	1197	2.4	54.8	95	353	2.3	16.2	95	475	2.8	21.8	112	369	2.0	16.9	81
POPULAR HOT RODDING	388	*231	0.5	59.5	104	**57	0.4	14.7	86	**100	0.6	25.8	132	**75	0.4	19.3	92
POPULAR MECHANICS	1037	552	1.1	53.2	93	**138	0.9	13.3	78	*226	1.3	21.8	112	**189	1.0	18.2	87
POPULAR SCIENCE	920	586	1.2	63.7	111	**137	0.9	14.9	88	*195	1.1	21.2	109	*254	1.4	27.6	132
PREVENTION	4071	2135	4.2	52.4	91	606	4.0	14.9	88	642	3.7	15.8	81	888	4.8	21.8	104
PSYCHOLOGY TODAY	1940	1063	2.1	54.8	95	*281	1.9	14.5	85	349	2.0	18.0	92	433	2.3	22.3	106
READER'S DIGEST	24031	14033	27.6	58.4	102	3787	25.2	15.8	93	4707	27.3	19.6	101	5539	29.9	23.0	110
REDBOOK	8464	5674	11.2	67.0	117	1739	11.6	20.5	121	2014	11.7	23.8	122	1921	10.4	22.7	108
ROAD & TRACK	429	*316	0.6	73.7	128	**76	0.5	17.7	104	**159	0.9	37.1	190	**81	0.4	18.9	90
ROLLING STONE	1355	838	1.6	61.8	108	*243	1.6	17.9	105	359	2.1	26.5	136	*235	1.3	17.3	83
RUNNER'S WORLD	329	*214	0.4	65.0	113	**30	0.2	9.1	54	**83	0.5	25.2	129	**101	0.5	30.7	146
SATURDAY EVENING POST	1268	688	1.4	54.3	94	*175	1.2	13.8	81	*252	1.5	19.9	102	261	1.4	20.6	98
SCIENCE 84	702	406	0.8	57.8	101	*138	0.9	19.7	116	**104	0.6	14.8	76	*164	0.9	23.4	111
SCIENCE DIGEST	553	349	0.7	63.1	110	**83	0.6	15.0	88	*125	0.7	22.6	116	**141	0.8	25.5	122
SCIENTIFIC AMERICAN	615	341	0.7	55.4	96	**86	0.6	14.0	82	**84	0.5	13.7	70	*172	0.9	28.0	133
SELF	2683	1766	3.5	65.8	115	442	2.9	16.5	97	746	4.3	27.8	143	578	3.1	21.5	103
SEVENTEEN	3309	2187	4.3	66.1	115	899	6.0	27.2	160	627	3.6	18.9	97	661	3.6	20.0	95
SKI	591	355	0.7	60.1	105	**110	0.7	18.6	109	**122	0.7	20.6	106	**124	0.7	21.0	100
SMITHSONIAN	3039	1580	3.1	52.0	90	437	2.9	14.4	85	546	3.2	18.0	92	597	3.2	19.6	94
SOAP OPERA DIGEST	3683	2391	4.7	64.9	113	891	5.9	24.2	142	808	4.7	21.9	113	692	3.7	18.8	90
SOUTHERN LIVING	4434	2584	5.1	58.3	101	779	5.2	17.6	103	970	5.6	21.9	112	834	4.5	18.8	90
SPORT	701	459	0.9	65.5	114	**172	1.1	24.5	144	*162	0.9	23.1	119	**124	0.7	17.7	84
THE SPORTING NEWS	518	*332	0.7	64.1	112	**116	0.8	22.4	132	**105	0.6	20.3	104	**111	0.6	21.4	102
SPORTS AFIELD	523	329	0.6	62.9	109	**120	0.8	22.9	135	**107	0.6	20.5	105	**102	0.5	19.5	93
SPORTS ILLUSTRATED	3325	2051	4.0	61.7	107	466	3.1	14.0	82	879	5.1	26.4	136	705	3.8	21.2	101
STAR	8567	5431	10.7	63.4	110	1618	10.8	18.9	111	1954	11.3	22.8	117	1859	10.0	21.7	104
SUNDAY	27630	16182	31.8	58.6	102	4897	32.6	17.7	104	5366	31.1	19.4	100	5919	31.9	21.4	102
SUNSET	2219	1376	2.7	62.0	108	*275	1.8	12.4	73	454	2.6	20.5	105	646	3.5	29.1	139
TV GUIDE	24258	15082	29.7	62.2	108	4785	31.8	19.7	116	5121	29.7	21.1	108	5176	27.9	21.3	102
TENNIS	609	406	0.8	66.7	116	**104	0.7	17.1	100	*125	0.7	20.5	105	**177	1.0	29.1	139
TIME	9929	5930	11.7	59.7	104	1623	10.8	16.3	96	2220	12.9	22.4	115	2087	11.3	21.0	100
TOWN & COUNTRY	1062	586	1.2	55.2	96	*148	1.0	13.9	82	*239	1.4	22.5	115	*198	1.1	18.6	89
TRAVEL & LEISURE	1051	537	1.1	51.1	89	*150	1.0	14.3	84	*202	1.2	19.2	99	*185	1.0	17.6	84
TRUE STORY	3946	2500	4.9	63.4	110	885	5.9	22.4	132	884	5.1	22.4	115	731	3.9	18.5	88
U.S.NEWS & WORLD REPORT	3782	2000	3.9	52.9	92	523	3.5	13.8	81	667	3.9	17.6	90	810	4.4	21.4	102
USA TODAY	1874	1109	2.2	59.2	103	269	1.8	14.4	84	471	2.7	25.1	129	369	2.0	19.7	94
US	2213	1465	2.9	66.2	115	445	3.0	20.1	118	583	3.4	26.3	135	438	2.4	19.8	94
VOGUE	4792	2527	5.0	52.7	92	714	4.7	14.9	88	920	5.3	19.2	99	893	4.8	18.6	89
WALL STREET JOURNAL	2045	1085	2.1	53.1	92	*258	1.7	12.6	74	346	2.0	16.9	87	481	2.6	23.5	112
WEIGHT WATCHERS	2364	1420	2.8	60.1	105	378	2.5	16.0	94	580	3.4	24.5	126	462	2.5	19.5	93
WOMAN'S DAY	15182	9391	18.5	61.9	108	2656	17.7	17.5	103	3159	18.3	20.8	107	3576	19.3	23.6	112
WORKING MOTHER	1198	857	1.7	71.5	125	*266	1.8	22.2	131	313	1.8	26.1	134	277	1.5	23.1	110
WORKING WOMAN	1523	1014	2.0	66.6	116	375	2.5	24.6	145	336	1.9	22.1	113	303	1.6	19.9	95
WORLD TENNIS	*183	**98	0.2	53.6	93	**16	0.1	8.7	51	**33	0.2	18.0	93	**50	0.3	27.3	130
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1730	3.4	62.3	108	496	3.3	17.9	105	629	3.6	22.7	116	605	3.3	21.8	104
BLAIR INSERTS	47909	27731	54.6	57.9	101	8278	55.0	17.3	102	9278	53.8	19.4	99	10175	54.9	21.2	101
DAILY NEWSPAPERS																	
READ ANY	56731	32527	64.0	57.3	100	9365	62.3	16.5	97	10861	63.0	19.1	98	12300	66.3	21.7	103
READ ONE	47696	27391	53.9	57.4	100	7828	52.0	16.4	97	9201	53.4	19.3	99	10363	55.9	21.7	104
READ TWO OR MORE	9034	5136	10.1	56.9	99	1537	10.2	17.0	100	1661	9.6	18.4	94	1938	10.4	21.5	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	33744	66.4	58.4	102	9939	66.1	17.2	101	11216	65.1	19.4	100	12588	67.9	21.8	104
READ ONE	50513	29526	58.1	58.5	102	8576	57.0	17.0	100	9921	57.5	19.6	101	11029	59.5	21.8	104
READ TWO OR MORE	7219	4219	8.3	58.4	102	1364	9.1	18.9	111	1296	7.5	18.0	92	1559	8.4	21.6	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.67				31.76				29.29				28.33			
30 DAY REACH	78184	45612	89.7	58.3	102	13513	89.8	17.3	102	15534	90.1	19.9	102	16565	89.3	21.2	101
50 SHWG - 30 DAY AV FREQ	14.80	15.62				16.71				15.51				14.83			
30 DAY REACH	74239	43408	85.4	58.5	102	12849	85.4	17.3	102	14664	85.1	19.8	101	15896	85.7	21.4	102
25 SHWG - 30 DAY AV FREQ	8.05	8.39				8.97				8.31				7.99			
30 DAY REACH	68254	40433	79.5	59.2	103	11968	79.6	17.5	103	13706	79.5	20.1	103	14759	79.6	21.6	103
CABLE TV: HOME WIRED	35215	21797	42.9	61.9	108	6119	40.7	17.4	102	7604	44.1	21.6	111	8075	43.5	22.9	109
HOME NOT WIRED	53250	29033	57.1	54.5	95	8925	59.3	16.8	99	9636	55.9	18.1	93	10473	56.5	19.7	94
HAVE PAY CABLE	17885	11817	23.2	66.1	115	3560	23.7	19.9	117	4082	23.7	22.8	117	4175	22.5	23.3	111

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL FEMALES	88464	50830	100.0	57.5	100	15043	100.0	17.0	100	17240	100.0	19.5	100	18547	100.0	21.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	28393	55.9	59.2	103	8558	56.9	17.8	105	9566	55.5	19.9	102	10268	55.4	21.4	102
10:00 AM - 3:00 PM	33674	20264	39.9	60.2	105	6325	40.7	18.2	107	7051	40.9	20.9	107	7088	38.2	21.0	100
3:00 PM - 7:00 PM	34431	20979	41.3	60.9	106	6329	42.0	18.4	108	7112	41.3	20.7	106	7543	40.7	21.9	104
7:00 PM - MIDNIGHT	17761	10601	20.9	59.7	104	3152	21.0	17.7	104	3498	20.3	19.7	101	3952	21.3	22.3	106
MIDNIGHT - 6:00 AM	10087	6090	12.0	60.4	105	1753	11.7	17.4	102	2033	11.8	20.2	103	2304	12.4	22.8	109
6:00 AM - MIDNIGHT	64318	38456	75.7	59.8	104	11549	76.8	18.0	106	12919	74.9	20.1	103	13988	75.4	21.7	104
ENTIRE DAY	65181	38952	76.6	59.8	104	11741	78.0	18.0	106	13085	75.9	20.1	103	14126	76.2	21.7	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	10775	21.2	61.9	108	3164	21.0	18.2	107	3544	20.6	20.4	104	4066	21.9	23.4	111
ALL NEWS	2520	1242	2.4	49.3	86	301	2.0	11.9	70	419	2.4	16.6	85	522	2.8	20.7	99
AOR/PROGRESSIVE	4419	2705	5.3	61.2	107	881	5.9	19.9	117	867	5.0	19.6	101	957	5.2	21.7	103
BEAUTIFUL MUSIC	6119	3586	7.1	58.6	102	1192	7.9	19.5	115	1102	6.4	18.0	92	1292	7.0	21.1	101
BLACK	2623	1585	3.1	60.4	105	595	4.0	22.7	133	504	2.9	19.2	99	486	2.6	18.5	88
CLASSICAL	1559	847	1.7	54.5	95	*201	1.3	12.9	76	336	1.9	21.6	111	310	1.7	20.0	95
CHR/ROCK	11282	7176	14.1	63.6	111	2291	15.2	20.3	119	2557	14.8	22.7	116	2328	12.6	20.6	98
COUNTRY	13343	8209	16.1	61.5	107	2347	15.6	17.6	103	2736	15.9	20.5	105	3126	16.9	23.4	112
GOLDEN OLDIES	1299	752	1.5	57.9	101	*225	1.5	17.3	102	*325	1.9	25.0	128	*203	1.1	15.6	75
MOR/NOSTALGIA	5241	3019	5.9	57.6	100	741	4.9	14.1	83	949	5.5	18.1	93	1330	7.2	25.4	121
NEWS/TALK	4165	2135	4.2	51.3	89	718	4.8	17.2	101	684	4.0	16.4	84	733	4.0	17.6	84
RELIGIOUS	3324	1706	3.4	51.3	89	557	3.7	16.8	99	553	3.2	16.6	85	595	3.2	17.9	85
SOFT ROCK	609	409	0.8	67.2	117	*115	0.8	18.9	111	**119	0.7	19.5	100	**175	0.9	28.7	137
URBAN CONTEMPORARY	1853	1090	2.1	58.8	102	322	2.1	17.4	102	454	2.6	24.5	126	314	1.7	16.9	81
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2260	4.4	60.7	106	679	4.5	18.2	107	973	5.6	26.1	134	608	3.3	16.3	78
ABC DIRECTION	2488	1425	2.8	57.3	100	412	2.7	16.6	97	502	2.9	20.2	104	511	2.8	20.5	98
ABC ENTERTAINMENT	5129	3057	6.0	59.6	104	1055	7.0	20.6	121	877	5.1	17.1	88	1126	6.1	22.0	105
ABC FM	2498	1652	3.3	66.1	115	451	3.0	18.1	106	625	3.6	25.0	128	576	3.1	23.1	110
ABC INFORMATION	5721	3347	6.6	58.5	102	937	6.2	16.4	96	1118	6.5	19.5	100	1291	7.0	22.6	108
ABC ROCK	2021	1224	2.4	60.6	105	335	2.2	16.6	97	409	2.4	20.2	104	480	2.6	23.8	113
CBS	4756	2539	5.0	53.4	93	609	4.0	12.8	75	775	4.5	16.3	84	1155	6.2	24.3	116
MUTUAL	5272	3289	6.5	62.4	109	802	5.3	15.2	89	1332	7.7	25.3	130	1155	6.2	21.9	104
NBC	4964	2804	5.5	56.5	98	864	5.7	17.4	102	1094	6.3	22.0	113	846	4.6	17.0	81
RADIOAMERICA	2218	1332	2.6	60.1	105	380	2.5	17.1	101	490	2.8	22.1	113	462	2.5	20.8	99
RKO ONE	2565	1734	3.4	67.6	118	605	4.0	23.6	139	517	3.0	20.2	103	612	3.3	23.9	114
RKO TWO	3640	2130	4.2	58.5	102	730	4.9	20.1	118	559	3.2	15.4	79	841	4.5	23.1	110
THE SOURCE	2467	1538	3.0	62.3	109	491	3.3	19.9	117	597	3.5	24.2	124	450	2.4	18.2	87
NON-WIRED : BLAIR	9466	6016	11.8	63.6	111	1703	11.3	18.0	106	1980	11.5	20.9	107	2333	12.6	24.6	118
INTERNET	13616	8350	16.4	61.3	107	2711	18.0	19.9	117	2805	16.3	20.6	106	2834	15.3	20.8	99
KATZ RADIO GROUP	16998	9971	19.6	58.7	102	2988	19.9	17.6	103	3314	19.2	19.5	100	3669	19.8	21.6	103
SUPERNET	11622	6974	13.7	60.0	104	2000	13.3	17.2	101	2354	13.7	20.3	104	2620	14.1	22.5	108
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	5139	10.1	54.5	95	1522	10.1	16.1	95	1869	10.8	19.8	102	1748	9.4	18.5	88
MKDAY 9:00 AM - 1:00 PM	13304	7549	14.9	56.7	99	2392	15.9	18.0	106	2588	15.0	19.5	100	2569	13.9	19.3	92
MKDAY 1:00 PM - 4:30 PM	17591	10036	19.7	57.1	99	3073	20.4	17.5	103	3409	19.8	19.4	99	3554	19.2	20.2	96
MKDAY 4:30 PM - 7:30 PM	24418	13184	25.9	54.0	94	4060	27.0	16.6	98	4560	26.5	18.7	96	4564	24.6	18.7	89
MKDAY 7:30 PM - 8:00 PM	34400	18931	37.2	55.0	96	5656	37.6	16.4	97	6599	38.3	19.2	98	6676	36.0	19.4	93
MKDAY 11:00 PM - 11:30 PM	26120	15220	29.9	58.3	101	4701	31.3	18.0	106	5176	30.0	19.8	102	5343	28.8	20.5	98
MKDAY 11:30 PM - 1:00 AM	8402	5001	9.8	59.5	104	1561	10.4	18.6	109	1748	10.1	20.8	107	1693	9.1	20.1	96
M-SAT 8-11 PM+SUN 7-11 PM	36828	21201	41.7	57.6	100	6238	41.5	16.9	100	7339	42.6	19.9	102	7624	41.1	20.7	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	4274	8.4	59.2	103	1259	8.4	17.4	103	1581	9.2	21.9	112	1434	7.7	19.9	95
ANOTHER WORLD N	4924	2775	5.5	56.4	98	922	6.1	18.7	110	928	5.4	18.8	97	925	5.0	18.8	90
AS THE WORLD TURNS C	5966	3308	6.5	55.4	97	1055	7.0	17.7	104	1055	6.1	17.7	91	1198	6.5	20.1	96
CAPITOL C	3672	2114	4.2	57.6	100	621	4.1	16.9	99	699	4.1	19.0	98	794	4.3	21.6	103
CBS MORN. NEWS 1 C	1590	830	1.6	52.2	91	261	1.7	16.4	97	323	1.9	20.3	104	247	1.3	15.5	74
CBS MORN. NEWS 2 C	1298	638	1.3	49.2	86	185	1.2	14.3	84	226	1.3	17.4	89	227	1.2	17.5	83
DAYS OF OUR LIVES N	6389	3768	7.4	59.0	103	1302	8.7	20.4	120	1170	6.8	18.3	94	1296	7.0	20.3	97
FACTS OF LIFE - DAYTIME N	2526	1389	2.7	55.0	96	478	3.2	18.9	111	491	2.8	19.4	100	421	2.3	16.7	79
FAMILY FEUD A	3427	1887	3.7	55.1	96	627	4.2	18.3	108	641	3.7	18.7	96	620	3.3	18.1	86
GENERAL HOSPITAL A	6870	3886	7.6	56.6	98	1121	7.5	16.3	96	1395	8.1	20.3	104	1370	7.4	19.9	95
GOOD MORNING, AMERICA-730 A	3767	2153	4.2	57.2	99	595	4.0	15.8	93	797	4.6	21.2	109	761	4.1	20.2	96
GOOD MORNING, AMERICA-830 A	3076	1810	3.6	58.8	102	464	3.1	15.1	89	639	3.7	20.8	107	707	3.8	23.0	110
GUIDING LIGHT C	5789	3382	6.7	58.4	102	987	6.6	17.0	100	1160	6.7	20.0	103	1235	6.7	21.3	102
ONE LIFE TO LIVE A	4918	2903	5.7	59.0	103	783	5.2	15.9	94	1109	6.4	22.5	116	1011	5.5	20.6	98
PRESS YOUR LUCK C	2367	1327	2.6	56.1	98	442	2.9	18.7	110	484	2.8	20.4	105	402	2.2	17.0	81
PRICE IS RIGHT 1 C	4727	2544	5.0	53.8	94	716	4.8	15.1	89	912	5.3	19.3	99	916	4.9	19.4	92
PRICE IS RIGHT 2 C	5511	2923	5.8	53.0	92	865	5.8	15.7	92	1035	6.0	18.8	96	1023	5.5	18.6	89
RYAN'S HOPE A	3479	2072	4.1	59.6	104	622	4.1	17.9	105	789	4.6	22.7	116	661	3.6	19.0	91
SALE OF THE CENTURY N	2823	1454	2.9	51.5	90	458	3.0	16.2	95	589	3.4	20.9	107	407	2.2	14.4	69
SEARCH FOR TOMORROW N	2525	1406	2.8	55.7	97	570	3.8	22.6	133	422	2.4	16.7	86	415	2.2	16.4	78
TODAY SHOW 1 N	2979	1537	3.0	51.6	90	470	3.1	15.8	93	502	2.9	16.9	86	565	3.0	19.0	90
TODAY SHOW 2 N	2792	1472	2.9	52.7	92	531	3.5	19.0	112	417	2.4	14.9	77	524	2.8	18.8	90
$25,000 PYRAMID C	2899	1564	3.1	53.9	94	435	2.9	15.0	88	612	3.5	21.1	108	517	2.8	17.8	85
WHEEL OF FORTUNE N	4689	2739	5.4	58.4	102	901	6.0	19.2	113	1016	5.9	21.7	111	822	4.4	17.5	84
YOUNG AND THE RESTLESS C	6231	3390	6.7	54.4	95	1071	7.1	17.2	101	1114	6.5	17.9	92	1205	6.5	19.3	92
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	1070	2.1	54.3	94	379	2.5	19.2	113	279	1.6	14.1	73	412	2.2	20.9	100
NBA PLAYOFF GAME -1 C	1246	699	1.4	56.1	98	171	1.1	13.7	81	213	1.2	17.1	88	314	1.7	25.2	120
NBC MAJOR LEAGUE PRE-GAME N	1140	638	1.3	56.0	97	*223	1.5	19.6	115	*181	1.0	15.9	81	*234	1.3	20.5	98
SPORTSWORLD - SUN N	1328	782	1.5	58.9	102	191	1.3	14.4	85	239	1.4	18.0	92	352	1.9	26.5	126
SUNDAY MORNING C	1645	884	1.7	53.7	94	272	1.8	16.5	97	297	1.7	18.1	93	314	1.7	19.1	91

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EAT REGULAR CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY SIX OR MORE A '000	HEAVY SIX OR MORE B % DOWN	HEAVY SIX OR MORE C % ACROSS	HEAVY SIX OR MORE D INDX	MEDIUM THREE - FIVE A '000	MEDIUM THREE - FIVE B % DOWN	MEDIUM THREE - FIVE C % ACROSS	MEDIUM THREE - FIVE D INDX	LIGHT TWO OR LESS A '000	LIGHT TWO OR LESS B % DOWN	LIGHT TWO OR LESS C % ACROSS	LIGHT TWO OR LESS D INDX
TOTAL FEMALES		88464	50830	100.0	57.5	100	15043	100.0	17.0	100	17240	100.0	19.5	100	18547	100.0	21.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	14667	28.9	52.4	91	4492	29.9	16.1	94	4919	28.5	17.6	90	5256	28.3	18.8	90
NETWORK AFFILIATES - LATE		21966	12660	24.9	57.6	100	3772	25.1	17.2	101	4321	25.1	19.7	101	4567	24.6	20.8	99
INDEPENDENTS - LATE		2247	1150	2.3	51.2	89	380	2.5	16.9	99	378	2.2	16.8	86	391	2.1	17.4	83
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	6968	13.7	60.5	105	2199	14.6	19.1	112	2403	13.9	20.9	107	2367	12.8	20.5	98
ABC MONDAY NIGHT MOVIE	A	6879	3966	7.8	57.7	100	1080	7.2	15.7	92	1358	7.9	19.7	101	1528	8.2	22.2	106
ABC SUNDAY NIGHT MOVIE	A	13690	7952	15.6	58.1	101	2475	16.5	18.1	106	2608	15.1	19.1	98	2869	15.5	21.0	100
ABC WORLD NEWS TONIGHT	A	6589	3371	6.6	51.2	89	951	6.3	14.4	85	1089	6.3	16.5	85	1331	7.2	20.2	96
AFTERMASH	C	6391	3522	6.9	55.1	96	948	6.3	14.8	87	1304	7.6	20.4	105	1269	6.8	19.9	95
ALICE	C	10273	5794	11.4	56.4	98	1649	11.0	16.1	94	2009	11.7	19.6	100	2136	11.5	20.8	99
AMERICAN PARADE	C	7130	3690	7.3	51.8	90	1058	7.0	14.8	87	1205	7.0	16.9	87	1426	7.7	20.0	95
BENSON	A	11665	6492	12.8	55.7	97	2003	13.3	17.2	101	2255	13.1	19.3	99	2234	12.0	19.2	91
BLUE THUNDER	A	5442	3406	6.7	62.6	109	979	6.5	18.0	106	1195	6.9	22.0	113	1232	6.6	22.6	108
CAGNEY & LACEY	C	10565	6330	12.5	59.9	104	1807	12.0	17.1	101	2307	13.4	21.8	112	2216	11.9	21.0	100
CBS EVENING NEWS-DEAN	C	3668	1795	3.5	48.9	85	513	3.4	14.0	82	624	3.6	17.0	87	658	3.5	17.9	86
CBS EVENING NEWS-RATHER	C	7561	3897	7.7	51.5	90	1251	8.3	16.5	97	1298	7.5	17.2	88	1348	7.3	17.8	85
CBS SAT. NEWS-SCHIEFFER	C	3948	1940	3.8	49.1	86	669	4.4	16.9	100	520	3.0	13.2	68	751	4.0	19.0	91
CBS SATURDAY NIGHT MOVIE	C	5966	3516	6.9	58.9	103	924	6.1	15.5	91	1197	6.9	20.1	103	1395	7.5	23.4	112
CBS WEDNESDAY NIGHT MOVIE	C	6529	3634	7.1	55.7	97	1128	7.5	17.3	102	1138	6.6	17.4	89	1369	7.4	21.0	100
CHEERS	N	9842	6001	11.8	61.0	106	1682	11.2	17.1	101	2297	13.3	23.3	120	2023	10.9	20.6	98
DALLAS	C	23935	13907	27.4	58.1	101	3922	26.1	16.4	96	4898	28.4	20.5	105	5087	27.4	21.3	101
DIFF'RENT STROKES	N	7574	4176	8.2	55.1	96	1352	9.0	17.9	105	1351	7.8	17.8	92	1473	7.9	19.4	93
DOUBLE TROUBLE	N	7786	4445	8.7	57.1	99	1260	8.4	16.2	95	1716	10.0	22.0	113	1469	7.9	18.9	90
DUCK FACTORY	N	6290	3823	7.5	60.8	106	1044	6.9	16.6	98	1489	8.6	23.7	121	1290	7.0	20.5	98
DUKES OF HAZZARD	C	6402	3728	7.3	58.2	101	1099	7.3	17.2	101	1298	7.5	20.3	104	1331	7.2	20.8	99
DYNASTY	A	21955	12943	25.5	59.0	103	3819	25.4	17.4	102	4465	25.9	20.3	104	4659	25.1	21.2	101
FACTS OF LIFE	N	8898	5108	10.0	57.4	100	1346	8.9	15.1	89	1995	11.6	22.4	115	1767	9.5	19.9	95
FALCON CREST	C	21877	12735	25.1	58.2	101	3830	25.5	17.5	103	4470	25.9	20.4	105	4436	23.9	20.3	97
FALL GUY	A	10045	6057	11.9	60.3	105	1666	11.1	16.6	98	2136	12.4	21.3	109	2255	12.2	22.4	107
FAMILY TIES	N	8922	5023	9.9	56.3	98	1400	9.3	15.7	92	1995	11.6	22.4	115	1628	8.8	18.2	87
FANTASY ISLAND	A	8288	4725	9.3	57.0	99	1354	9.0	16.3	96	1648	9.6	19.9	102	1723	9.3	20.8	99
FOULUPS,BLEEPS & BLUNDERS	A	9891	5343	10.5	54.0	94	1542	10.3	15.6	92	1838	10.7	18.6	95	1963	10.6	19.8	95
FOUR SEASONS	C	5429	3042	6.0	56.0	98	839	5.6	15.5	91	1082	6.3	19.9	102	1120	6.0	20.6	98
GIMME A BREAK	N	9646	5350	10.5	55.5	97	1595	10.6	16.5	97	2053	11.9	21.3	109	1702	9.2	17.6	84
HART TO HART	A	9983	5640	11.1	56.5	98	1668	11.1	16.7	98	2033	11.8	20.4	104	1939	10.5	19.4	93
HILL STREET BLUES	N	9683	5873	11.6	60.6	106	1683	11.2	17.4	102	2054	11.9	21.2	109	2136	11.5	22.0	105
HOTEL	A	15435	8893	17.5	57.6	100	2660	17.7	17.2	101	3329	19.3	21.6	111	2904	15.7	18.8	90
JEFFERSONS	C	10031	5452	10.7	54.4	95	1635	10.9	16.3	96	1794	10.4	17.9	92	2023	10.9	20.2	96
JENNIFER SLEPT HERE	N	6376	3560	7.0	55.8	97	1180	7.8	18.5	109	1196	6.9	18.8	96	1184	6.4	18.6	89
KATE & ALLIE	C	9951	5735	11.3	57.6	100	1595	10.6	16.0	94	2158	12.5	21.7	111	1983	10.7	19.9	95
KNIGHT RIDER	N	7908	4845	9.5	61.3	107	1637	10.9	20.7	122	1424	8.3	18.0	92	1785	9.6	22.6	108
LOVE BOAT	A	13226	7336	14.4	55.5	97	2268	15.1	17.1	101	2618	15.2	19.8	102	2450	13.2	18.5	88
MAGNUM PI	C	12105	7058	13.9	58.3	101	2067	13.7	17.1	100	2441	14.2	20.2	103	2550	13.7	21.1	100
MAMA'S FAMILY	N	6364	3483	6.9	54.7	95	1078	7.2	16.9	100	1223	7.1	19.2	99	1183	6.4	18.6	89
MASTER, THE	N	3955	2439	4.8	61.7	107	702	4.7	17.7	104	783	4.5	19.8	102	954	5.1	24.1	115
MATT HOUSTON	A	6903	4163	8.2	60.3	105	1367	9.1	19.8	116	1402	8.1	20.3	104	1393	7.5	20.2	96
NBC MONDAY NIGHT MOVIE	N	13443	8119	16.0	60.4	105	2432	16.2	18.1	106	2744	15.9	20.4	105	2943	15.9	21.9	104
NBC NIGHTLY NEWS	N	5585	3061	6.0	54.8	95	836	5.6	15.0	88	1053	6.1	18.9	97	1172	6.3	21.0	100
NBC NIGHTLY NEWS-SAT	N	3688	1772	3.5	48.0	84	530	3.5	14.4	85	637	3.7	17.3	89	606	3.3	16.4	78
NBC NIGHTLY NEWS-SUN	N	3310	1591	3.1	48.1	84	485	3.2	14.7	86	480	2.8	14.5	74	626	3.4	18.9	90
NBC SUNDAY NIGHT MOVIE	N	9238	5430	10.7	58.8	102	1716	11.4	18.6	109	1708	9.9	18.5	95	2005	10.8	21.7	104
NEWHART	C	9876	5882	11.6	59.6	104	1705	11.3	17.3	102	2190	12.7	22.2	114	1987	10.7	20.1	96
ONE DAY AT A TIME	C	7954	4670	9.2	58.7	102	1308	8.7	16.4	97	1778	10.3	22.4	115	1583	8.5	19.9	95
PEOPLE ARE FUNNY	N	5182	2863	5.6	55.2	96	864	5.7	16.7	98	1083	6.3	20.9	107	916	4.9	17.7	84
REAL PEOPLE	N	9674	5302	10.4	54.8	95	1547	10.3	16.0	94	1871	10.9	19.3	99	1884	10.2	19.5	93
REMINGTON STEELE	N	8511	5398	10.6	63.4	110	1604	10.7	18.8	111	1771	10.3	20.8	107	2023	10.9	23.8	113
RIPLEY'S BELIEVE IT - NOT	A	5656	3475	6.8	61.4	107	1117	7.4	19.7	116	1134	6.6	20.0	103	1224	6.6	21.6	103
RIPTIDE	N	7718	4966	9.8	64.3	112	1315	8.7	17.0	100	1782	10.3	23.1	118	1869	10.1	24.2	116
SCARECROW & MRS. KING	C	11058	6172	12.1	55.8	97	1892	12.6	17.1	101	2220	12.9	20.1	103	2060	11.1	18.6	89
SIMON & SIMON	C	11615	6651	13.1	57.3	100	1777	11.8	15.3	90	2266	13.1	19.5	100	2608	14.1	22.5	107
60 MINUTES	C	14326	7413	14.6	51.7	90	2162	14.4	15.1	89	2553	14.8	17.8	91	2698	14.5	18.8	90
ST. ELSEWHERE	N	7670	4762	9.4	62.1	108	1345	8.9	17.5	103	1754	10.2	22.9	117	1663	9.0	21.7	103
THREE'S COMPANY	A	12068	6790	13.4	56.3	98	2028	13.5	16.8	99	2337	13.6	19.4	99	2425	13.1	20.1	96
T.J. HOOKER	A	9735	5593	11.0	57.5	100	1649	11.0	16.9	100	2004	11.6	20.6	106	1940	10.5	19.9	95
TONIGHT SHOW	N	2531	1509	3.0	59.6	104	494	3.3	19.5	115	495	2.9	19.6	100	520	2.8	20.5	98
TRAPPER JOHN, M.D.	C	10374	6083	12.0	58.6	102	1898	12.6	18.3	108	2065	12.0	19.9	102	2120	11.4	20.4	97
TV BLOOPERS & PRAC. JOKES	N	9795	5606	11.0	57.2	100	1657	11.0	16.9	99	2116	12.3	21.6	111	1833	9.9	18.7	89
20/20	A	10009	5825	11.5	58.2	101	1780	11.8	17.8	105	1952	11.3	19.5	100	2093	11.3	20.9	100
WEBSTER	A	11934	6584	13.0	55.2	96	1940	12.9	16.3	96	2390	13.9	20.0	103	2254	12.2	18.9	90
WORLD NEWS - SUN	A	3291	1751	3.4	53.2	93	523	3.5	15.9	93	565	3.3	17.2	88	662	3.6	20.1	96
YELLOW ROSE	N	5196	3060	6.0	58.9	102	903	6.0	17.4	102	1026	6.0	19.7	101	1131	6.1	21.8	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	6069	11.9	63.5	111	1907	12.7	20.0	117	2090	12.1	21.9	112	2072	11.2	21.7	103
BASKETBALL - COLLEGE GAMES		4414	2817	5.5	63.8	111	769	5.1	17.4	102	1061	6.2	24.0	123	987	5.3	22.4	107
BASKETBALL - PRO GAMES		3876	2433	4.8	62.8	109	491	3.3	12.7	74	1003	5.8	25.9	133	939	5.1	24.2	116
BOWLING		4056	2574	5.1	63.5	110	801	5.3	19.7	116	853	4.9	21.0	108	921	5.0	22.7	108
BOXING		4154	2650	5.2	63.8	111	853	5.7	20.5	121	847	4.9	20.4	105	950	5.1	22.9	109
FOOTBALL - COLLEGE GAMES		6754	4222	8.3	62.5	109	1100	7.3	16.3	96	1369	7.9	20.3	104	1752	9.4	25.9	124
FOOTBALL - PRO GAMES		12364	8412	16.5	68.0	118	2474	16.4	20.0	118	2847	16.5	23.0	118	3091	16.7	25.0	119
GOLF		3615	2138	4.2	59.1	103	*507	3.4	14.0	82	767	4.4	21.2	109	864	4.7	23.9	114
POST-SEASON COLL. FOOTBALL		5296	3400	6.7	64.2	112	1146	7.6	21.6	127	1059	6.1	20.0	103	1195	6.4	22.6	108
POST-SEASON PRO FOOTBALL		6693	4446	8.7	66.4	116	1291	8.6	19.3	113	1468	8.5	21.9	113	1687	9.1	25.2	120
TENNIS		3281	2193	4.3	66.8	116	542	3.6	16.5	97	754	4.4	23.0	118	897	4.8	27.3	130
WRESTLING - PROFESSIONAL		3672	2523	5.0	68.7	120	900	6.0	24.5	144	974	5.6	26.5	136	649	3.5	17.7	84

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0154
P-22

	TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	ALMOND JOY A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	BABY RUTH A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	BIT-O-HONEY A '000	B % ACROSS DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	5217	100.0	3.1	100	24015	100.0	14.3	100	18579	100.0	11.1	100	7574	100.0	4.5	100
MALES	79263	1915	36.7	2.4	78	10850	45.2	13.7	96	9566	51.5	12.1	109	3422	45.2	4.3	96
FEMALES	88464	3302	63.3	3.7	120	13165	54.8	14.9	104	9013	48.5	10.2	92	4152	54.8	4.7	104
18 - 24	28671	1191	22.8	4.2	134	4661	19.4	16.3	114	4382	23.6	15.3	138	1985	26.2	6.9	153
25 - 34	39536	1200	23.0	3.0	98	7158	29.8	18.1	126	5438	29.3	13.8	124	2235	29.5	5.7	125
35 - 44	28978	723	13.9	2.5	80	4792	20.0	16.5	115	3490	18.8	12.0	109	1495	19.7	5.2	114
45 - 54	22345	739	14.2	3.3	106	2903	12.1	13.0	91	1746	9.4	7.8	71	658	8.7	2.9	65
55 - 64	22224	690	13.2	3.1	100	2327	9.7	10.5	73	1881	10.1	8.5	76	502	6.6	2.3	50
65 OR OLDER	25973	674	12.9	2.6	83	2174	9.1	8.4	58	1643	8.8	6.3	57	699	9.2	2.7	60
18 - 34	68207	2392	45.9	3.5	113	11819	49.2	17.3	121	9820	52.9	14.4	130	4220	55.7	6.2	137
18 - 49	108058	3483	66.8	3.2	104	18378	76.5	17.0	119	14331	77.1	13.3	120	6065	80.1	5.6	124
25 - 54	90859	2662	51.0	2.9	94	14852	61.8	16.3	114	10673	57.4	11.7	106	4388	57.9	4.8	107
35 - 49	39851	1092	20.9	2.7	88	6559	27.3	16.5	115	4511	24.3	11.3	102	1845	24.4	4.6	103
50 OR OLDER	59669	1733	33.2	2.9	93	5637	23.5	9.4	66	4248	22.9	7.1	64	1509	19.9	2.5	56
GRADUATED COLLEGE	28091	879	16.8	3.1	101	3534	14.7	12.6	88	2419	13.0	8.6	78	888	11.7	3.2	70
ATTENDED COLLEGE	28938	1240	23.8	4.3	138	4454	18.5	15.4	107	4052	21.8	14.0	126	1514	20.0	5.2	116
GRADUATED HIGH SCHOOL	65503	1955	37.5	3.0	96	10149	42.3	15.5	108	7467	40.2	11.4	103	3525	46.5	5.4	119
DID NOT GRADUATE HIGH SCHOOL	45195	1143	21.9	2.5	81	5878	24.5	13.0	91	4640	25.0	10.3	93	1647	21.7	3.6	81
EMPLOYED MALES	56429	1374	26.3	2.4	78	7907	32.9	14.0	98	6962	37.5	12.3	111	2482	32.8	4.4	97
EMPLOYED FEMALES	43971	1731	33.2	3.9	127	7051	29.4	16.0	112	4790	25.8	10.9	98	2121	28.0	4.8	107
EMPLOYED FULL-TIME	87773	2820	54.1	3.2	103	12941	53.9	14.7	103	10003	53.8	11.4	103	4012	53.0	4.6	101
EMPLOYED PART-TIME	12627	*285	5.5	2.3	73	2016	8.4	16.0	112	1748	9.4	13.8	125	591	7.8	4.7	104
NOT EMPLOYED	67327	2111	40.5	3.1	101	9057	37.7	13.5	94	6828	36.8	10.1	92	2971	39.2	4.4	98
PROFESSIONAL/MANAGER	25845	899	17.2	3.5	112	3503	14.6	13.6	95	2477	13.3	9.6	87	864	11.4	3.3	74
TECH/CLERICAL/SALES	30395	1105	21.2	3.6	115	4794	20.0	15.5	108	3555	19.1	11.5	104	1685	22.2	5.5	121
PRECISION/CRAFT	12629	*337	6.5	2.7	86	1823	7.6	14.4	101	1570	8.5	12.4	112	610	8.1	4.8	107
OTHER EMPLOYED	31031	764	14.6	2.5	79	4833	20.1	15.6	109	4149	22.3	13.4	121	1444	19.1	4.7	103
SINGLE	35557	1404	26.9	3.9	127	5522	23.0	15.5	108	5065	27.3	14.2	129	2110	27.9	5.9	131
MARRIED	103585	3189	61.1	3.1	99	14972	62.3	14.5	101	11082	59.6	10.7	97	4469	59.0	4.3	96
DIVORCED/SEPARATED/WIDOWED	28585	624	12.0	2.2	70	3521	14.7	12.3	86	2432	13.1	8.5	77	994	13.1	3.5	77
PARENTS	59295	1617	31.0	2.7	88	10640	44.3	17.9	125	7610	41.0	12.8	116	3449	45.5	5.8	129
WHITE	146081	4743	90.9	3.2	104	20374	84.8	13.9	97	15440	83.1	10.6	95	6523	86.1	4.5	99
BLACK	17974	*356	6.8	2.0	64	3085	12.8	17.2	120	2783	15.0	15.5	140	995	13.1	5.5	123
OTHER	3672	**117	2.2	3.2	102	*556	2.3	15.1	106	**356	1.9	9.7	88	**56	0.7	1.5	34
NORTHEAST-CENSUS	37005	1783	34.2	4.8	155	4406	18.3	11.9	83	3242	17.4	8.8	79	1137	15.0	3.1	68
NORTH CENTRAL	42642	836	16.0	2.0	63	6662	27.7	15.6	109	5098	27.4	12.0	108	2237	29.5	5.2	116
SOUTH	56777	1537	29.5	2.7	87	8237	34.3	14.5	101	6760	36.4	11.9	107	2771	36.6	4.9	108
WEST	31303	1061	20.3	3.4	109	4711	19.6	15.0	105	3479	18.7	11.1	100	1430	18.9	4.6	101
NORTHEAST-MKTG.	38125	1667	32.0	4.4	141	4391	18.3	11.5	80	3156	17.0	8.3	75	1035	13.7	2.7	60
EAST CENTRAL	24794	697	13.4	2.8	90	3643	15.2	14.7	103	2433	13.1	9.8	89	1400	18.5	5.6	125
WEST CENTRAL	28511	645	12.4	2.3	73	4502	18.7	15.8	110	3844	20.7	13.5	122	1568	20.7	5.5	122
SOUTH	48953	1249	23.9	2.6	82	7408	30.8	15.1	106	6279	33.8	12.8	116	2411	31.8	4.9	109
PACIFIC	27344	959	18.4	3.5	113	4071	17.0	14.9	104	2868	15.4	10.5	95	1161	15.3	4.2	94
COUNTY SIZE A	69301	2122	40.7	3.1	98	8840	36.8	12.8	89	7388	39.8	10.7	96	2825	37.3	4.1	90
COUNTY SIZE B	50633	1749	33.5	3.5	111	7585	31.6	15.0	105	5360	28.8	10.6	96	2263	29.9	4.5	99
COUNTY SIZE C	26259	923	17.7	3.5	113	4568	17.4	15.9	111	2980	16.0	11.3	102	1401	18.5	5.3	118
COUNTY SIZE D	21534	*422	8.1	2.0	63	3421	14.2	15.9	111	2851	15.3	13.2	120	1086	14.3	5.0	112
METRO CENTRAL CITY	50014	1717	32.9	3.4	110	7157	29.8	14.3	100	5634	30.3	11.3	102	2431	32.1	4.9	108
METRO SUBURBAN	76832	2386	45.7	3.1	100	10529	43.8	13.7	96	8128	43.7	10.6	96	3063	40.4	4.0	88
NON METRO	40881	1114	21.4	2.7	88	6329	26.4	15.5	108	4817	25.9	11.8	106	2081	27.5	5.1	113
TOP 5 ADI'S	39550	1387	26.6	3.5	113	5145	21.4	13.0	91	4288	23.1	10.8	98	1483	19.6	3.7	83
TOP 10 ADI'S	54877	1829	35.1	3.3	107	6818	28.4	12.4	87	5539	29.8	10.1	91	1940	25.6	3.5	78
TOP 20 ADI'S	77516	2480	47.5	3.2	103	9752	40.6	12.6	88	8084	43.5	10.4	94	3060	40.4	3.9	87
HSHLD INC. $50,000 OR MORE	17257	559	10.7	3.2	104	2399	10.0	13.9	97	2075	11.2	12.0	109	*577	7.6	3.3	74
$40,000 OR MORE	33235	1084	20.8	3.3	105	4560	19.0	13.7	96	3572	19.2	10.7	97	1138	15.0	3.4	76
$30,000 OR MORE	59693	1852	35.5	3.1	100	8526	35.5	14.3	100	6433	34.6	10.8	97	2145	28.3	3.6	80
$25,000 OR MORE	76275	2531	48.5	3.3	107	10725	44.7	14.1	98	8278	44.6	10.9	98	2904	38.3	3.8	84
$20,000 - $24,999	18607	*577	11.1	3.1	100	2791	11.6	15.0	105	2049	11.0	11.0	99	870	11.5	4.7	104
$15,000 - $19,999	17175	542	10.4	3.2	101	2644	11.0	15.4	108	1782	9.6	10.4	94	936	12.4	5.4	121
$10,000 - $14,999	24569	757	14.5	3.1	99	3938	16.4	16.0	112	3034	16.3	12.3	111	1552	20.5	6.3	140
UNDER $10,000	31101	809	15.5	2.6	84	3917	16.3	12.6	88	3436	18.5	11.0	100	1312	17.3	4.2	93
HOUSEHOLD OF 1 PERSON	19441	631	12.1	3.2	104	2112	8.8	10.9	76	1395	7.5	7.2	65	682	9.0	3.5	78
2 PEOPLE	51803	1716	32.9	3.3	106	6076	25.3	11.7	82	4728	25.4	9.1	82	1873	24.7	3.6	80
3 OR 4 PEOPLE	66933	2094	40.1	3.1	101	10524	43.8	15.7	110	8357	45.0	12.5	113	3321	43.8	5.0	110
5 OR MORE PEOPLE	29550	*776	14.9	2.6	84	5303	22.1	17.9	125	4100	22.1	13.9	125	1698	22.4	5.7	127
NO CHILD IN HSHLD	96587	3111	59.6	3.2	104	11322	47.1	11.7	82	9158	49.3	9.5	86	3472	45.8	3.6	80
CHILD(REN) UNDER 2 YRS	10844	*373	7.1	3.4	111	2055	8.6	19.0	132	1845	9.9	17.0	154	847	11.2	7.8	173
2 - 5 YEARS	36358	*559	10.7	2.1	68	4957	20.6	18.8	131	3742	20.1	14.2	128	1503	19.8	5.7	126
6 - 11 YEARS	30453	707	13.6	2.3	75	5913	24.6	19.4	136	4324	23.3	14.2	128	1892	25.0	6.2	138
12 - 17 YEARS	36575	1265	24.2	3.5	111	6534	27.2	17.9	125	4663	25.1	12.7	115	2082	27.5	5.7	126
RESIDENCE OWNED	117770	3588	68.8	3.0	98	16114	67.1	13.7	96	12217	65.8	10.4	94	4966	65.6	4.2	93
VALUE: $50,000 OR MORE	70166	2334	44.7	3.3	107	9400	39.1	13.4	94	6832	36.8	9.7	88	2515	33.2	3.6	79
VALUE: UNDER $50,000	47604	1254	24.0	2.6	85	6714	28.0	14.1	99	5385	29.0	11.3	102	2452	32.4	5.2	114

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5217	100.0	3.1	100	24015	100.0	14.3	100	18579	100.0	11.1	100	7574	100.0	4.5	100
MAGAZINES	QUINTILE 1	34022	1511	29.0	4.4	143	5750	23.9	16.9	118	4269	23.0	12.5	113	2063	27.2	6.1	134
	QUINTILE 2	34800	1209	23.2	3.5	112	5159	21.5	14.8	104	4164	22.4	12.0	108	1744	23.0	5.0	111
	QUINTILE 3	30514	870	16.7	2.9	92	3945	16.4	12.9	90	3186	17.1	10.4	94	1379	18.2	4.5	100
	QUINTILE 4	33324	832	15.9	2.5	80	4746	19.8	14.2	99	3478	18.7	10.4	94	1379	18.2	4.1	92
	QUINTILE 5	35066	794	15.2	2.3	73	4415	18.4	12.6	88	3482	18.7	9.9	90	1009	13.3	2.9	64
NEWSPAPERS	QUINTILE 1	29107	984	18.9	3.4	109	3606	15.0	12.4	87	2826	15.2	9.7	88	1061	14.0	3.6	81
	QUINTILE 2	49095	1578	30.2	3.2	103	6943	28.9	14.1	99	5699	30.7	11.6	105	2413	31.9	4.9	109
	QUINTILE 3	23107	743	14.2	3.2	103	3076	12.8	13.3	93	2524	13.6	10.9	99	1389	18.3	6.0	133
	QUINTILE 4	33556	879	16.8	2.6	84	5292	22.0	15.8	110	3489	18.8	10.4	94	1605	21.2	4.8	106
	QUINTILE 5	32863	1034	19.8	3.1	101	5099	21.2	15.5	108	4041	21.8	12.3	111	1107	14.6	3.4	75
OUTDOOR	QUINTILE 1	33431	1121	21.5	3.4	108	5781	24.1	17.3	121	4310	23.2	12.9	116	1757	23.2	5.3	116
	QUINTILE 2	33478	1128	21.6	3.4	108	4945	20.6	14.8	103	4265	23.0	12.7	115	1639	21.6	4.9	108
	QUINTILE 3	33574	1102	21.1	3.3	106	4924	20.5	14.7	102	3666	19.7	10.9	99	1455	19.2	4.3	96
	QUINTILE 4	33935	979	18.8	2.9	93	4455	18.6	13.1	92	3310	17.8	9.8	88	1450	19.1	4.3	95
	QUINTILE 5	33310	887	17.0	2.7	86	3910	16.3	11.7	82	3029	16.3	9.1	82	1274	16.8	3.8	85
RADIO-DRIVE TIME	QUINTILE 1	33136	924	17.7	2.8	90	5301	22.1	16.0	112	4345	23.4	13.1	118	1417	18.7	4.3	95
	QUINTILE 2	31658	861	16.5	2.7	87	4533	18.9	14.3	100	3556	19.1	11.2	101	1529	20.2	4.8	107
	QUINTILE 3	32541	1226	23.5	3.8	121	4658	19.4	14.3	100	3636	19.6	11.2	101	1562	20.6	4.8	106
	QUINTILE 4	34247	1034	19.8	3.0	97	4884	20.3	14.3	100	3782	20.4	11.0	100	1666	22.0	4.9	108
	QUINTILE 5	36144	1171	22.4	3.2	104	4640	19.3	12.8	90	3260	17.5	9.0	81	1400	18.5	3.9	86
RADIO-MID-DAY	TERCILE 1	45037	1285	24.6	2.9	92	6744	28.1	15.0	105	5701	30.7	12.7	114	1855	24.5	4.1	91
	TERCILE 2	44819	1534	29.4	3.4	110	6455	26.9	14.4	101	4771	25.7	10.6	96	2304	30.4	5.1	114
	TERCILE 3	77872	2398	46.0	3.1	99	10816	45.0	13.9	97	8107	43.6	10.4	94	3415	45.1	4.4	97
RADIO-TOTAL	QUINTILE 1	33763	930	17.8	2.8	89	5283	22.0	15.6	109	4380	23.6	13.0	117	1438	19.0	4.3	94
	QUINTILE 2	33240	1086	20.8	3.3	105	5025	20.9	15.1	106	3908	21.0	11.8	106	1709	22.6	5.1	114
	QUINTILE 3	33408	705	13.5	2.1	68	4508	18.8	13.5	94	3688	19.9	11.0	100	1375	18.2	4.1	91
	QUINTILE 4	34792	1414	27.1	4.1	131	5067	21.1	14.6	102	3655	19.7	10.5	95	1734	22.9	5.0	110
	QUINTILE 5	32524	1081	20.7	3.3	107	4132	17.2	12.7	89	2949	15.9	9.1	82	1319	17.4	4.1	90
TV-PRIME TIME	QUINTILE 1	33090	948	18.2	2.9	92	4449	18.5	13.4	94	3327	17.9	10.1	91	1460	19.3	4.4	98
	QUINTILE 2	33357	1047	20.1	3.1	101	5098	21.2	15.3	107	3942	21.2	11.8	107	1462	19.3	4.4	97
	QUINTILE 3	33980	1141	21.9	3.4	108	4895	20.4	14.4	101	3728	20.1	11.0	99	1580	20.9	4.6	103
	QUINTILE 4	33854	1086	20.8	3.2	103	4938	20.6	14.6	102	3794	20.4	11.2	101	1569	20.7	4.6	103
	QUINTILE 5	33444	994	19.1	3.0	96	4633	19.3	13.9	97	3788	20.4	11.3	102	1503	19.8	4.5	100
TV-DAYTIME	TERCILE 1	49121	1388	26.6	2.8	91	7384	30.7	15.0	105	5394	29.0	11.0	99	2312	30.5	4.7	104
	TERCILE 2	48823	1789	34.3	3.7	118	7084	29.5	14.5	101	5354	28.8	11.0	99	2292	30.3	4.7	104
	TERCILE 3	69782	2040	39.1	2.9	94	9547	39.8	13.7	96	7831	42.1	11.2	101	2970	39.2	4.3	94
TV-TOTAL	QUINTILE 1	33584	898	17.2	2.7	86	4755	19.8	14.2	99	3370	18.1	10.0	91	1566	20.7	4.7	103
	QUINTILE 2	33441	1143	21.9	3.4	110	4680	19.5	14.0	98	3972	21.4	11.9	107	1411	18.6	4.2	93
	QUINTILE 3	33505	993	19.0	3.0	95	4572	19.0	13.6	95	3599	19.4	10.7	97	1522	20.1	4.5	101
	QUINTILE 4	33466	1172	22.5	3.5	113	5025	20.9	15.0	105	3695	19.9	11.0	100	1351	17.8	4.0	89
	QUINTILE 5	33731	1010	19.4	3.0	96	4982	20.7	14.8	103	3943	21.2	11.7	106	1724	22.8	5.1	113
MAGAZINES-NEWSPAPERS: DUAL		44503	1675	32.1	3.8	121	6630	27.6	14.9	104	5366	28.9	12.1	109	2389	31.5	5.4	119
MAGAZINE IMPERATIVE		39363	1547	29.7	3.9	126	6466	26.9	16.4	115	4707	25.3	12.0	108	2146	28.3	5.5	121
NEWSPAPER IMPERATIVE		46441	1164	22.3	2.5	81	5417	22.6	11.7	81	4500	24.2	9.7	87	1814	24.0	3.9	86
MAGAZINES-OUTDOOR: DUAL		33726	1534	29.4	4.5	146	5464	22.8	16.2	113	4406	23.7	13.1	118	2114	27.9	6.3	139
MAGAZINE IMPERATIVE		52846	1722	33.0	3.3	105	7526	31.3	14.2	99	5451	29.3	10.3	93	2492	32.9	4.7	104
OUTDOOR IMPERATIVE		52140	1224	23.5	2.3	75	7723	32.2	14.8	103	6069	32.7	11.6	105	2066	27.3	4.0	88
MAGAZINES-RADIO: DUAL		37081	1288	24.7	3.5	112	6163	25.7	16.6	116	5021	27.0	13.5	122	1960	25.9	5.3	117
MAGAZINE IMPERATIVE		49747	1965	37.7	3.9	127	7250	30.2	14.6	102	5347	28.8	10.7	97	2704	35.7	5.4	120
RADIO IMPERATIVE		49208	1004	19.2	2.0	66	6545	27.3	13.3	93	5282	28.4	10.7	97	1858	24.5	3.8	84
MAGAZINES-TELEVISION: DUAL		33103	1098	21.0	3.3	107	4850	20.2	14.7	102	3846	20.7	11.6	105	1587	21.0	4.8	106
MAGAZINE IMPERATIVE		54575	2098	40.2	3.8	124	8475	35.3	15.5	108	6616	35.6	12.1	109	3025	39.9	5.5	123
TELEVISION IMPERATIVE		53249	1419	27.2	2.7	86	6824	28.4	12.8	90	5233	28.2	9.8	89	1895	25.0	3.6	79
NEWSPAPERS-OUTDOOR: DUAL		36255	1201	23.0	3.3	107	5400	22.5	14.9	104	4155	22.4	11.5	103	1849	24.4	5.1	113
NEWSPAPER IMPERATIVE		55591	1699	32.6	3.1	98	6783	28.2	12.2	85	5663	30.5	10.2	92	2334	30.8	4.2	93
OUTDOOR IMPERATIVE		48319	1594	30.6	3.3	106	8080	33.6	16.7	117	6276	33.8	13.0	117	2398	31.7	5.0	110
NEWSPAPERS-RADIO: DUAL		37242	1201	23.0	3.2	104	5505	22.9	14.8	103	4248	22.9	11.4	103	1762	23.3	4.7	105
NEWSPAPER IMPERATIVE		54423	1821	34.9	3.3	108	6855	28.5	12.6	88	5671	30.5	10.4	94	2599	34.3	4.8	106
RADIO IMPERATIVE		46650	1135	21.8	2.4	78	7269	30.3	15.6	109	5771	31.1	12.4	112	2002	26.4	4.3	95
NEWSPAPERS-TELEVISION: DUAL		35974	1101	21.1	3.1	98	5108	21.3	14.2	99	4357	23.5	12.1	109	1713	22.6	4.8	105
NEWSPAPER IMPERATIVE		56095	1907	36.6	3.4	109	7266	30.3	13.0	90	5872	31.6	10.5	95	2528	33.4	4.5	100
TELEVISION IMPERATIVE		47170	1491	28.6	3.2	102	6784	28.2	14.4	100	4924	26.5	10.4	94	2025	26.7	4.3	95
OUTDOOR-RADIO: DUAL		33748	1055	20.2	3.1	101	5351	22.3	15.9	111	4694	25.3	13.9	126	1673	22.1	5.0	110
OUTDOOR IMPERATIVE		52785	1776	34.0	3.4	108	8212	34.2	15.6	109	5972	32.1	11.3	102	2538	33.5	4.8	106
RADIO IMPERATIVE		52882	1319	25.3	2.5	80	7396	30.8	14.0	98	5481	29.5	10.4	94	2251	29.7	4.3	94
OUTDOOR-TELEVISION: DUAL		32030	1125	21.6	3.5	113	5147	21.4	16.1	112	4069	21.9	12.7	115	1733	22.9	5.4	120
OUTDOOR IMPERATIVE		54626	1883	36.1	3.4	111	8573	35.7	15.7	110	6892	37.1	12.6	114	2642	34.9	4.8	107
TELEVISION IMPERATIVE		54874	1503	28.8	2.7	88	6860	28.6	12.5	87	5161	27.8	9.4	85	2100	27.7	3.8	85
RADIO-TELEVISION: DUAL		33386	1031	19.8	3.1	99	5197	21.6	15.6	109	4129	22.2	12.4	112	1576	20.8	4.7	105
RADIO IMPERATIVE		53810	1505	28.8	2.8	90	7938	33.1	14.8	103	6467	34.8	12.0	108	2429	32.1	4.5	100
TELEVISION IMPERATIVE		54023	1712	32.8	3.2	102	7096	29.5	13.1	92	5366	28.9	9.9	90	2321	30.6	4.3	95

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5217	100.0	3.1	100	24015	100.0	14.3	100	18579	100.0	11.1	100	7574	100.0	4.5	100
ATLANTIC MONTHLY	867	**13	0.2	1.5	48	**68	0.3	7.8	55	**66	0.4	7.6	69	**10	0.1	1.2	26
BARRON'S	1580	**105	2.0	6.6	214	*145	0.6	9.2	64	**48	0.3	3.0	27	**84	1.1	5.3	118
BETTER HOMES & GARDENS	22203	892	17.1	4.0	129	3763	15.7	16.9	118	2783	15.0	12.5	113	1095	14.5	4.9	109
BON APPETIT	3810	*173	3.3	4.5	146	497	2.1	13.0	91	379	2.0	9.9	90	*174	2.3	4.6	101
BUSINESS WEEK	4663	*209	4.0	4.5	144	670	2.8	14.4	100	610	3.3	13.1	118	315	4.2	6.8	150
CAR AND DRIVER	3102	**44	0.8	1.4	46	420	1.7	13.5	95	361	1.9	11.6	105	*161	2.1	5.2	115
CBS MAGAZINE NETWORK (GROSS)	7311	*114	2.2	1.6	50	1303	5.4	17.8	124	1111	6.0	15.2	137	472	6.2	6.5	143
CHANGING TIMES	3400	*108	2.1	3.2	102	381	1.6	11.2	78	388	2.1	11.4	103	*240	3.2	7.1	156
COLONIAL HOMES	1796	**78	1.5	4.3	140	280	1.2	15.6	109	*304	1.6	16.9	153	*187	2.5	10.4	231
CONDE NAST MAG. PKG. (GROSS)	19924	1189	22.8	6.0	192	3168	13.2	15.9	111	2581	13.9	13.0	117	1224	16.2	6.1	136
CONSUMERS DIGEST	3125	**94	1.8	3.0	97	415	1.7	13.3	93	373	2.0	11.9	108	*148	2.0	4.7	105
COSMOPOLITAN	10577	396	7.6	3.7	120	1764	7.3	16.7	116	1244	6.7	11.8	106	713	9.4	6.7	149
COUNTRY LIVING	3746	**145	2.8	3.9	124	525	2.2	14.0	98	446	2.4	11.9	107	**130	1.7	3.5	77
CUISINE	2214	*90	1.7	4.1	131	341	1.4	15.4	108	*202	1.1	9.1	82	**78	1.0	3.5	78
CYCLE WORLD	2394	**41	0.8	1.7	55	421	1.8	17.6	123	328	1.8	13.7	124	**127	1.7	5.3	117
DCI:CREATIVE IDEAS FOR LIV	3068	*167	3.2	5.4	175	516	2.1	16.8	117	389	2.1	12.7	114	*235	3.1	7.7	170
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	435	8.3	4.6	146	1443	6.0	15.1	105	1202	6.5	12.6	114	628	8.3	6.6	146
DISCOVER	2277	**81	1.6	3.6	114	398	1.7	17.5	122	321	1.7	14.1	127	*190	2.5	8.3	185
EBONY	7187	*184	3.5	2.6	82	1205	5.0	16.8	117	1232	6.6	17.1	155	539	7.1	7.5	166
ESQUIRE	2560	**80	1.5	3.1	100	398	1.7	15.5	109	408	2.2	15.9	144	*206	2.7	8.0	178
ESSENCE	3242	*108	2.1	3.3	107	606	2.5	18.7	131	629	3.4	19.4	175	327	4.3	10.1	223
FAMILY CIRCLE	19639	860	16.5	4.4	141	3071	12.8	15.6	109	2305	12.4	11.7	106	976	12.9	5.0	110
THE FAMILY HANDYMAN	3540	**114	2.2	3.2	104	643	2.7	18.2	127	502	2.7	14.2	128	*240	3.2	6.8	150
FAMILY WEEKLY	23924	657	12.6	2.7	88	3816	15.9	16.0	111	2674	14.4	11.2	101	1087	14.4	4.5	101
FIELD & STREAM	9883	293	5.6	3.0	95	1735	7.2	17.6	123	1458	7.8	14.8	133	591	7.8	6.0	132
FOOD & WINE	1030	**33	0.6	3.2	103	*164	0.7	15.9	111	*106	0.6	10.3	93	**79	1.0	7.7	170
FORBES	2679	*159	3.0	5.9	191	325	1.4	12.1	85	263	1.4	9.8	89	**142	1.9	5.3	117
FORTUNE	2931	*166	3.2	5.7	182	444	1.8	15.1	106	346	1.9	11.8	107	*193	2.5	6.6	146
GENTLEMEN'S QUARTERLY	3481	**146	2.8	4.2	135	555	2.3	15.9	111	479	2.6	13.8	124	*225	3.0	6.5	143
GLAMOUR	7163	428	8.2	6.0	192	1119	4.7	15.6	109	898	4.8	12.5	113	494	6.5	6.9	153
GOLF DIGEST	2355	**66	1.3	2.8	90	347	1.4	14.7	103	350	1.9	14.9	134	*142	1.9	6.0	134
GOLF DIGEST/TENNIS (GROSS)	3610	**88	1.7	2.4	78	531	2.2	14.7	103	483	2.6	13.4	121	*211	2.8	5.8	129
GOLF MAGAZINE	2046	**67	1.3	3.3	105	399	1.7	19.5	136	306	1.6	15.0	135	*116	1.5	5.7	126
GOLF MAGAZINE/SKI (GROSS)	3547	*114	2.2	3.2	103	669	2.8	18.9	132	539	2.9	15.2	137	*191	2.5	5.4	119
GOOD HOUSEKEEPING	20353	854	16.4	4.2	135	2974	12.4	14.6	102	2321	12.5	11.4	103	1090	14.4	5.4	119
HARPER'S BAZAAR	3362	*203	3.9	6.0	194	575	2.4	17.1	119	528	2.8	15.7	142	*170	2.2	5.1	112
HEALTH	2987	*143	2.7	4.8	154	564	2.3	18.9	132	375	2.0	12.6	113	*236	3.1	7.9	175
HEARST MAG CORP. BUY (GROSS)	67928	2763	53.0	4.1	131	10748	44.8	15.8	111	8296	44.7	12.2	110	4005	52.9	5.9	131
HEARST MAN POWER (GROSS)	11282	*242	4.6	2.1	69	1741	7.2	15.4	108	1423	7.7	12.6	114	710	9.4	6.3	139
HEARST WOMAN POWER (GROSS)	40514	1716	32.9	4.2	136	6565	27.3	16.2	113	4725	25.4	11.7	105	2347	31.0	5.8	128
HOUSE BEAUTIFUL	4885	*277	5.3	5.7	182	746	3.1	15.3	107	541	2.9	11.1	100	*297	3.9	6.1	135
INC.	1308	**79	1.5	6.0	194	**119	0.5	9.1	64	*186	1.0	14.2	128	**45	0.6	3.4	76
JET	6498	*136	2.6	2.1	67	987	4.1	15.2	106	1049	5.6	16.1	146	445	5.9	6.8	152
LADIES' HOME JOURNAL	14797	576	11.0	3.9	125	2391	10.0	16.2	113	1887	10.2	12.8	115	888	11.7	6.0	133
LHJ FAMILY GRP COMBO(GROSS)	21743	890	17.1	4.1	132	3711	15.5	17.1	119	2820	15.2	13.0	117	1449	19.1	6.7	148
LIFE	9881	384	7.4	3.9	125	1374	5.7	13.9	97	1144	6.2	11.6	105	545	7.2	5.5	122
L.A. TIMES HOME MAGAZINE	2775	**117	2.2	4.2	136	299	1.2	10.8	75	*176	0.9	6.3	57	**82	1.1	3.0	65
MADEMOISELLE	4219	*310	5.9	7.3	236	671	2.8	15.9	111	568	3.1	13.5	122	*228	3.0	5.4	120
MC CALL'S	16422	551	10.6	3.4	108	2718	11.3	16.6	116	1970	10.6	12.0	108	1080	14.3	6.6	146
MC CALL'S/WRK MOTHER (GROSS)	17919	605	11.6	3.4	109	3030	12.6	16.9	118	2213	11.9	12.4	111	1182	15.6	6.6	146
MECHANIX ILLUSTRATED	4433	**108	2.1	2.4	78	699	2.9	15.8	110	524	2.8	11.8	107	*206	2.7	4.6	103
METROPOLITAN HOME	1504	**35	0.7	2.3	75	*251	1.0	16.7	117	*172	0.9	11.4	103	**49	0.6	3.3	72
MONEY	4723	*175	3.4	3.7	119	658	2.7	13.9	97	510	2.7	10.8	97	*200	2.6	4.2	94
MOTHER EARTH NEWS	2325	**125	2.4	5.4	173	440	1.8	18.9	132	287	1.5	12.3	111	*201	2.7	8.6	191
MS.	1189	**47	0.9	4.0	127	*225	0.9	18.9	132	*225	1.2	18.9	171	**103	1.4	8.7	192
NATIONAL ENQUIRER	18892	610	11.7	3.2	104	3060	12.7	16.2	113	2181	11.7	11.5	104	1046	13.8	5.5	123
NATIONAL GEOGRAPHIC	22129	878	16.8	4.0	128	3287	13.7	14.9	104	2452	13.2	11.1	100	914	12.1	4.1	91
NATIONAL SUNDAY MAGAZINE PKG	103750	3437	65.9	3.3	107	14383	59.9	13.9	97	11409	61.4	11.0	99	4860	63.9	4.7	103
NATURAL HISTORY	1379	**42	0.8	3.0	98	*224	0.9	16.2	113	*202	1.1	14.6	132	**72	1.0	5.2	116
NEW WOMAN	2289	**52	1.0	2.3	73	432	1.8	18.9	132	*289	1.6	12.6	114	**113	1.5	4.9	109
NEW YORK INCLUDING CUE	1088	**47	0.9	4.3	139	**81	0.3	7.4	52	*126	0.7	11.6	105	**52	0.7	4.8	106
THE NEW YORKER	2459	*122	2.3	5.0	160	336	1.4	13.7	95	282	1.5	11.5	104	**103	1.4	4.2	93
NEWSWEEK	16527	508	9.7	3.1	99	2284	9.5	13.8	97	1972	10.6	11.9	108	749	9.9	4.5	100
THE N.Y. TIMES DAILY EDITION	2739	*108	2.1	3.9	127	311	1.3	11.4	79	*207	1.1	7.6	68	**50	0.7	1.8	40
THE N.Y. TIMES MAGAZINE	4443	168	3.2	3.8	122	490	2.0	11.0	77	417	2.2	9.4	85	**60	0.8	1.4	30
OMNI	2799	*110	2.1	3.9	126	420	1.7	15.0	105	371	2.0	13.3	120	*197	2.6	7.0	156
ON CABLE	2209	**67	1.3	3.0	98	410	1.7	18.6	130	408	2.2	18.5	167	*161	2.1	7.3	161
1001 HOME IDEAS	3959	*171	3.3	4.3	139	756	3.1	19.1	133	558	3.0	14.1	127	*324	4.3	8.2	181
ORGANIC GARDENING	3111	**85	1.6	2.7	88	691	2.9	22.2	155	414	2.2	13.3	120	*194	2.6	6.2	138
OUTDOOR LIFE	5024	**100	1.9	2.0	64	867	3.6	17.3	121	799	4.3	15.9	144	323	4.3	6.4	142
PARADE MAGAZINE	51292	1882	36.1	3.7	118	7129	29.7	13.9	97	5815	31.3	11.3	102	2487	32.8	4.8	107

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5217	100.0	3.1	100	24015	100.0	14.3	100	16579	100.0	11.1	100	7574	100.0	4.5	100
PARENTS	5298	*178	3.4	3.4	108	1013	4.2	19.1	134	743	4.0	14.0	127	398	5.3	7.5	166
PENTHOUSE	5129	*128	2.5	2.5	80	879	3.7	17.1	120	832	4.5	16.2	146	371	4.9	7.2	160
PEOPLE	21070	924	17.7	4.4	141	3261	13.6	15.5	108	2316	12.5	11.0	99	1277	16.9	6.1	134
PLAYBOY	10562	311	6.0	2.9	95	1746	7.3	16.5	115	1574	8.5	14.9	135	646	8.5	6.1	135
POPULAR HOT RODDING	2498	**61	1.2	2.4	79	408	1.7	16.3	114	449	2.4	18.0	162	*166	2.2	6.6	147
POPULAR MECHANICS	5887	**125	2.4	2.1	68	910	3.8	15.5	108	619	3.7	11.7	106	365	4.8	6.2	137
POPULAR SCIENCE	4317	*151	2.9	3.5	112	634	2.6	14.7	103	494	2.7	11.4	103	220	2.9	5.1	113
PREVENTION	5792	*167	3.2	2.9	93	635	2.6	11.0	77	480	2.6	8.3	75	*158	2.1	2.7	60
PSYCHOLOGY TODAY	3284	*67	1.3	2.0	66	485	2.0	14.8	103	453	2.4	13.8	125	*242	3.2	7.4	163
READER'S DIGEST	40046	1363	26.1	3.4	109	5793	24.1	14.5	101	4337	23.3	10.8	98	1815	24.0	4.5	100
REDBOOK	9584	466	8.9	4.9	156	1827	7.6	19.1	133	1160	6.2	12.1	109	544	7.2	5.7	126
ROAD & TRACK	2590	**50	1.0	1.9	62	441	1.8	17.0	119	330	1.8	12.7	115	**122	1.6	4.7	104
ROLLING STONE	3302	*155	3.0	4.7	151	515	2.1	15.6	109	454	2.4	13.7	124	*280	3.7	8.5	188
RUNNER'S WORLD	1229	**80	1.5	6.5	209	*265	1.1	21.6	151	*180	1.0	14.6	132	**127	1.7	10.3	229
SATURDAY EVENING POST	2110	*111	2.1	5.3	169	233	1.0	11.0	77	*196	1.1	9.3	84	**122	1.6	5.8	128
SCIENCE 84	1543	**54	1.0	3.5	113	260	1.1	16.9	118	*166	0.9	10.8	97	**71	0.9	4.6	102
SCIENCE DIGEST	1747	**39	0.7	2.2	72	*244	1.0	14.0	98	*278	1.5	15.9	144	**104	1.4	6.0	132
SCIENTIFIC AMERICAN	1994	**105	2.0	5.3	169	*218	0.9	10.9	76	*174	0.9	8.7	79	**41	0.5	2.1	46
SELF	3119	*222	4.3	7.1	229	595	2.5	19.1	133	433	2.3	13.9	125	*204	2.7	6.5	145
SEVENTEEN	3923	**119	2.3	3.0	98	706	2.9	18.0	126	646	3.5	16.5	149	*315	4.2	8.0	178
SKI	1501	**48	0.9	3.2	103	270	1.1	18.0	126	*233	1.3	15.5	140	**75	1.0	5.0	111
SMITHSONIAN	5976	289	5.5	4.8	155	766	3.2	12.8	90	581	3.1	9.7	88	236	3.1	3.9	87
SOAP OPERA DIGEST	4228	**126	2.4	3.0	96	800	3.3	18.9	132	610	3.3	14.4	130	335	4.4	7.9	175
SOUTHERN LIVING	6488	*267	5.1	4.1	132	927	3.9	14.3	100	813	4.4	12.5	113	393	5.2	6.1	134
SPORT	3500	**123	2.4	3.5	113	621	2.6	17.7	124	536	2.9	15.3	138	290	3.8	8.3	183
THE SPORTING NEWS	2456	**60	1.2	2.4	79	485	2.0	19.7	138	*330	1.8	13.4	121	*210	2.8	8.6	189
SPORTS AFIELD	3648	**78	1.5	2.1	69	587	2.4	16.1	112	456	2.5	12.5	113	*242	3.2	6.6	147
SPORTS ILLUSTRATED	14484	419	8.0	2.9	93	2183	9.1	15.1	105	1829	9.8	12.6	114	924	12.2	6.4	141
STAR	12661	448	8.6	3.5	114	2007	8.4	15.9	111	1375	7.4	10.9	98	765	10.1	6.0	134
SUNDAY	52799	1572	30.1	3.0	96	6801	28.3	12.9	90	5558	29.9	10.5	95	2404	31.7	4.6	101
SUNSET	3513	**128	2.5	3.6	117	537	2.2	15.3	107	396	2.1	11.3	102	*138	1.8	3.9	87
TV GUIDE	42766	1498	28.7	3.5	113	7041	29.3	16.5	115	5134	27.6	12.0	108	2558	33.8	6.0	132
TENNIS	1254	**23	0.4	1.8	59	*184	0.8	14.7	102	**132	0.7	10.5	95	**69	0.9	5.5	122
TIME	22054	1037	19.9	4.7	151	3232	13.5	14.7	102	2355	12.7	10.7	96	1001	13.2	4.5	101
TOWN & COUNTRY	1555	**94	1.8	6.0	194	*234	1.0	15.0	105	*214	1.2	13.8	124	**120	1.6	7.7	171
TRAVEL & LEISURE	2173	*105	2.0	4.8	155	321	1.3	14.8	103	259	1.4	11.9	108	*113	1.5	5.2	115
TRUE STORY	4636	**143	2.7	3.1	99	907	3.8	19.6	137	624	3.4	13.5	122	392	5.2	8.5	187
U.S.NEWS & WORLD REPORT	10353	409	7.8	4.0	127	1306	5.4	12.6	88	1219	6.6	11.8	106	504	6.7	4.9	108
USA TODAY	4994	*164	3.1	3.3	106	666	2.8	13.3	93	556	3.0	11.1	101	312	4.1	6.2	138
US	3528	*197	3.8	5.6	180	686	2.9	19.4	136	490	2.6	13.9	125	*233	3.1	6.6	146
VOGUE	5424	*229	4.4	4.2	136	783	3.3	14.4	101	682	3.7	12.6	114	298	3.9	5.5	122
WALL STREET JOURNAL	6292	291	5.6	4.6	149	708	2.9	11.3	79	594	3.2	9.4	85	250	3.3	4.0	88
WEIGHT WATCHERS	2762	**69	1.3	2.5	80	425	1.8	15.4	107	380	2.0	13.8	124	**100	1.3	3.6	80
WOMAN'S DAY	16320	668	12.8	4.1	132	2572	10.7	15.8	110	1812	9.8	11.1	100	944	12.5	5.8	128
WORKING MOTHER	1496	**54	1.0	3.6	116	312	1.3	20.9	146	*243	1.3	16.2	147	**102	1.3	6.8	151
WORKING WOMAN	1851	**136	2.6	7.3	236	374	1.6	20.2	141	*267	1.4	14.4	130	**188	2.5	10.2	225
WORLD TENNIS	580	**4	0.1	0.7	22	**74	0.3	12.8	89	**96	0.5	16.6	149	**73	1.0	12.6	279
ZIFF-DAVIS MAG NETWK (GROSS)	12412	362	6.9	2.9	94	1902	7.9	15.3	107	1715	9.2	13.8	125	750	9.9	6.0	134
BLAIR INSERTS	91671	3090	59.2	3.4	108	12160	50.6	13.3	93	9932	53.5	10.8	98	4212	55.6	4.6	102
DAILY NEWSPAPERS																	
READ ANY	109190	3412	65.4	3.1	100	15095	62.9	13.8	97	11598	62.4	10.6	96	5004	66.1	4.6	101
READ ONE	89587	2735	52.4	3.1	98	12585	52.4	14.0	98	9811	52.8	11.0	99	4352	57.5	4.9	108
READ TWO OR MORE	19602	678	13.0	3.5	111	2509	10.4	12.8	89	1788	9.6	9.1	82	652	8.6	3.3	74
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3575	68.5	3.3	105	15106	62.9	13.8	96	12093	65.1	11.0	100	5210	68.8	4.8	105
READ ONE	95074	3015	57.8	3.2	102	13291	55.3	14.0	98	10583	57.0	11.1	100	4667	61.6	4.9	109
READ TWO OR MORE	14588	560	10.7	3.8	123	1816	7.6	12.4	87	1509	8.1	10.3	93	543	7.2	3.7	82
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.06				32.59				31.73				31.47			
30 DAY REACH	149706	4703	90.1	3.1	101	21821	90.9	14.6	102	16960	91.3	11.3	102	6878	90.8	4.6	102
50 SHWG - 30 DAY AV FREQ	15.16	16.40				16.99				16.53				16.49			
30 DAY REACH	142406	4456	85.4	3.1	101	20976	87.3	14.7	103	16317	87.8	11.5	103	6571	86.8	4.6	102
25 SHWG - 30 DAY AV FREQ	8.23	8.56				9.07				8.91				8.83			
30 DAY REACH	131152	4269	81.8	3.3	105	19644	81.8	15.0	105	15108	81.3	11.5	104	6133	81.0	4.7	104
CABLE TV: HOME WIRED	66879	2306	44.2	3.4	111	10230	42.6	15.3	107	7463	40.2	11.2	101	3043	40.2	4.6	101
HOME NOT WIRED	100948	2910	55.8	2.9	93	13785	57.4	13.7	95	11116	59.8	11.0	100	4531	59.8	4.5	99
HAVE PAY CABLE	35034	1310	25.1	3.7	120	5744	23.9	16.4	115	4172	22.5	11.9	108	1651	21.8	4.7	104

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5217	100.0	3.1	100	24015	100.0	14.3	100	18579	100.0	11.1	100	7574	100.0	4.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	75620	2896	55.5	3.0	97	14183	59.1	14.8	104	11239	60.5	11.8	106	4498	59.4	4.7	104
10:00 AM - 3:00 PM	63599	1981	38.0	3.1	100	9662	40.2	15.2	106	7605	40.9	12.0	108	2950	38.9	4.6	103
3:00 PM - 7:00 PM	72097	2189	42.0	3.0	98	10855	45.2	15.1	105	8827	47.5	12.2	111	3469	45.8	4.8	107
7:00 PM - MIDNIGHT	36670	952	18.2	2.6	83	5555	23.1	15.1	106	4641	25.0	12.7	114	1786	23.6	4.9	108
MIDNIGHT - 6:00 AM	21908	682	13.1	3.1	100	3609	15.0	16.5	115	2594	14.0	11.8	107	981	13.0	4.5	99
6:00 AM - MIDNIGHT	127571	3983	76.3	3.1	100	18863	78.5	14.8	103	14948	80.5	11.7	106	6039	79.7	4.7	105
ENTIRE DAY	129239	4026	77.2	3.1	100	19174	79.8	14.8	104	15063	81.1	11.7	105	6109	80.7	4.7	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1113	21.3	3.3	105	5410	22.5	15.9	111	3884	20.9	11.4	103	1698	22.4	5.0	111
ALL NEWS	6062	*183	3.5	3.0	97	624	2.6	10.3	72	494	2.7	8.1	74	*103	1.4	1.7	38
AOR/PROGRESSIVE	11884	402	7.7	3.4	109	1802	7.5	15.2	106	1404	7.6	11.8	107	723	9.5	6.1	135
BEAUTIFUL MUSIC	11180	353	6.8	3.2	102	1491	6.2	13.3	93	1150	6.2	10.3	93	436	5.8	3.9	86
BLACK	4538	**113	2.2	2.5	80	844	3.5	18.6	130	831	4.5	18.3	165	*276	3.6	6.1	135
CLASSICAL	3857	*148	2.8	3.8	123	517	2.2	13.4	94	396	2.1	10.3	93	*123	1.6	3.2	71
CHR/ROCK	21946	774	14.8	3.5	113	3825	15.9	17.4	122	2909	15.7	13.3	120	1009	13.3	4.6	102
COUNTRY	27262	693	13.3	2.5	82	4024	16.8	14.8	103	3371	18.1	12.4	112	1437	19.0	5.3	117
GOLDEN OLDIES	3339	**97	1.9	2.9	93	488	2.0	14.6	102	365	2.0	10.9	99	*109	1.4	3.3	72
MOR/NOSTALGIA	10346	336	6.4	3.2	104	1361	5.7	13.2	92	1207	6.5	11.7	105	463	6.1	4.5	99
NEWS/TALK	8929	172	3.3	1.9	62	1157	4.8	13.0	91	922	5.0	10.3	93	336	4.4	3.8	83
RELIGIOUS	5488	*189	3.6	3.4	111	836	3.5	15.2	106	630	3.4	11.5	104	344	4.5	6.3	139
SOFT ROCK	1232	**60	1.2	4.9	157	*156	0.6	12.7	88	**87	0.5	7.1	64	**61	0.8	5.0	110
URBAN CONTEMPORARY	3184	**72	1.4	2.3	73	485	2.0	15.2	106	465	2.5	14.6	132	**98	1.3	3.1	68
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*122	2.3	1.8	57	1216	5.1	17.6	123	744	4.0	10.8	97	329	4.3	4.8	105
ABC DIRECTION	5212	*112	2.1	2.1	69	746	3.1	14.3	100	767	4.1	14.7	133	302	4.0	5.8	128
ABC ENTERTAINMENT	10385	357	6.8	3.4	111	1541	6.4	14.8	104	1149	6.2	11.1	100	517	6.8	5.0	110
ABC FM	4762	**117	2.2	2.5	79	865	3.6	18.2	127	662	3.6	13.9	126	*240	3.2	5.0	112
ABC INFORMATION	11339	386	7.4	3.4	109	1515	6.3	13.4	93	1148	6.2	10.1	91	475	6.3	4.2	93
ABC ROCK	4878	*223	4.3	4.6	147	798	3.3	16.4	114	636	3.4	13.0	118	*337	4.4	6.9	153
CBS	10709	276	5.3	2.6	83	1464	6.1	13.7	95	1040	5.6	9.7	88	377	5.0	3.5	78
MUTUAL	10251	352	6.7	3.4	110	1471	6.1	14.3	100	1184	6.4	11.6	104	392	5.2	3.8	85
NBC	12243	373	7.1	3.0	98	1597	6.7	13.0	91	1446	7.8	11.8	107	494	6.5	4.0	89
RADIORADIO	4606	*128	2.5	2.8	89	825	3.4	17.9	125	565	3.0	12.3	111	*250	3.3	5.4	120
RKO ONE	5148	*198	3.8	3.8	124	877	3.7	17.0	119	795	4.3	15.4	139	306	4.0	5.9	132
RKO TWO	7313	*209	4.0	2.9	92	874	3.6	12.0	83	752	4.0	10.3	93	355	4.7	4.9	108
THE SOURCE	5981	**148	2.8	2.5	80	916	3.8	15.3	107	651	3.5	10.9	98	*293	3.9	4.9	108
NON-WIRED : BLAIR	19329	502	9.6	2.6	83	3031	12.6	15.7	110	2306	12.4	11.9	108	827	10.9	4.3	95
INTERNET	27139	858	16.4	3.2	102	4052	16.9	14.9	104	3330	17.9	12.3	111	1381	18.2	5.1	113
KATZ RADIO GROUP	36319	1184	22.7	3.3	105	5291	22.0	14.6	102	3905	21.0	10.8	97	1586	20.9	4.4	97
SUPERNET	22361	635	12.2	2.8	91	3447	14.4	15.4	108	2632	14.2	11.8	106	1214	16.0	5.4	120
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	497	9.5	3.4	110	2008	8.4	13.8	97	1586	8.5	10.9	99	709	9.4	4.9	108
MKDAY 9:00 AM - 1:00 PM	18688	506	9.7	2.7	87	2761	11.5	14.8	103	2053	11.1	11.0	99	856	11.3	4.6	101
MKDAY 1:00 PM - 4:30 PM	24061	684	13.1	2.8	91	3573	14.9	14.8	104	2558	13.8	10.6	96	1121	14.8	4.7	103
MKDAY 4:30 PM - 7:30 PM	44079	1338	25.6	3.0	98	5933	24.7	13.5	94	4390	23.6	10.0	90	1859	24.5	4.2	93
MKDAY 7:30 PM - 8:00 PM	61979	1889	36.2	3.0	98	8387	34.9	13.5	95	6485	34.9	10.5	94	2591	34.2	4.2	93
MKDAY 11:00 PM - 11:30 PM	49084	1594	30.6	3.2	104	7111	29.6	14.5	101	5597	30.1	11.4	103	2358	31.1	4.8	106
MKDAY 11:30 PM - 1:00 AM	16560	526	10.1	3.2	102	2473	10.3	14.9	104	1946	10.5	11.8	106	795	10.5	4.8	106
M-SAT 8-11 PM+SUN 7-11 PM	66967	2054	39.4	3.1	99	9553	39.8	14.3	100	7251	39.0	10.8	98	2995	39.5	4.5	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	321	6.2	3.5	111	1438	6.0	15.5	108	1198	6.4	12.9	117	487	6.4	5.3	116
ANOTHER WORLD N	6138	169	3.2	2.8	89	894	3.7	14.6	102	744	4.0	12.1	109	298	3.9	4.9	108
AS THE WORLD TURNS C	7707	150	2.9	1.9	63	1118	4.7	14.5	101	749	4.0	9.7	88	350	4.6	4.5	101
CAPITOL C	4688	98	1.9	2.1	67	803	3.3	17.1	120	483	2.6	10.3	93	264	3.5	5.6	125
CBS MORN. NEWS 1 C	2792	133	2.5	4.8	153	298	1.2	10.7	75	289	1.6	10.4	93	160	2.1	5.7	127
CBS MORN. NEWS 2 C	2071	*112	2.1	5.4	174	246	1.0	11.9	83	164	0.9	7.9	71	*88	1.2	4.2	94
DAYS OF OUR LIVES N	8018	286	5.5	3.6	115	1269	5.3	15.8	111	945	5.1	11.8	106	435	5.7	5.4	120
FACTS OF LIFE - DAYTIME N	3487	*75	1.4	2.2	69	555	2.3	15.9	111	443	2.4	12.7	115	155	2.0	4.4	98
FAMILY FEUD A	4817	106	2.0	2.2	71	726	3.0	15.1	105	530	2.9	11.0	99	178	2.4	3.7	82
GENERAL HOSPITAL A	8333	273	5.2	3.3	105	1195	5.0	14.3	100	904	4.9	10.8	98	402	5.3	4.8	107
GOOD MORNING, AMERICA-730 A	5472	235	4.5	4.3	138	771	3.2	14.1	98	607	3.3	11.1	100	249	3.3	4.6	101
GOOD MORNING, AMERICA-830 A	3965	132	2.5	3.3	107	451	1.9	11.4	79	359	1.9	9.1	82	130	1.7	3.3	73
GUIDING LIGHT C	7542	197	3.8	2.6	84	1085	4.5	14.4	100	739	4.0	9.8	88	340	4.5	4.5	100
ONE LIFE TO LIVE A	6018	145	2.8	2.4	77	935	3.9	15.5	109	697	3.8	11.6	105	282	3.7	4.7	104
PRESS YOUR LUCK C	3589	129	2.5	3.6	116	579	2.4	16.1	113	400	2.2	11.1	101	207	2.7	5.8	128
PRICE IS RIGHT 1 C	7418	142	2.7	1.9	62	1106	4.6	14.9	104	724	3.9	9.8	88	333	4.4	4.5	99
PRICE IS RIGHT 2 C	8276	172	3.3	2.1	67	1178	4.9	14.2	99	793	4.3	9.6	87	379	5.0	4.6	101
RYAN'S HOPE A	4358	*132	2.5	3.0	97	810	3.4	18.6	130	527	2.8	12.1	109	271	3.6	6.2	138
SALE OF THE CENTURY N	3749	*73	1.4	1.9	63	621	2.6	16.6	116	422	2.3	11.3	102	161	2.1	4.3	95
SEARCH FOR TOMORROW N	2884	*122	2.3	4.2	136	487	2.0	16.9	118	346	1.9	12.0	108	*93	1.2	3.2	71
TODAY SHOW 1 N	4869	142	2.7	2.9	94	679	2.8	13.9	97	542	2.9	11.1	100	187	2.5	3.8	85
TODAY SHOW 2 N	4135	151	2.9	3.7	117	562	2.3	13.6	95	472	2.5	11.4	103	190	2.5	4.6	102
$25,000 PYRAMID C	4361	143	2.7	3.3	105	588	2.4	13.5	94	440	2.4	10.1	91	207	2.7	4.7	105
WHEEL OF FORTUNE N	6187	148	2.8	2.4	77	914	3.8	14.8	103	681	3.7	11.0	99	251	3.3	4.1	90
YOUNG AND THE RESTLESS C	8186	154	3.0	1.9	60	1083	4.5	13.2	92	818	4.4	10.0	90	387	5.1	4.7	105
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*178	3.4	3.8	121	618	2.6	13.1	91	488	2.6	10.3	93	180	2.4	3.8	84
NBA PLAYOFF GAME -1 C	5127	*114	2.2	2.2	71	804	3.3	15.7	110	554	3.0	10.8	98	184	2.4	3.6	79
NBC MAJOR LEAGUE PRE-GAME N	3945	**107	2.1	2.7	87	659	2.7	16.7	117	593	3.2	15.0	136	*103	2.4	4.6	103
SPORTSWORLD - SUN N	3370	*132	2.5	3.9	126	490	2.0	14.5	102	345	1.9	10.2	92	*116	1.5	3.4	76
SUNDAY MORNING C	4200	*154	3.0	3.7	118	556	2.3	13.2	92	573	2.8	12.5	112	250	3.3	6.0	132

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0159
P-22

		TOTAL U.S. '000	AFTER EIGHT DINNER MINTS A '000	B % DOWN	C % ACROSS	D INDX	ALMOND JOY A '000	B % DOWN	C % ACROSS	D INDX	BABY RUTH A '000	B % DOWN	C % ACROSS	D INDX	BIT-O-HONEY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5217	100.0	3.1	100	24015	100.0	14.3	100	18579	100.0	11.1	100	7574	100.0	4.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1607	30.8	3.1	99	6583	27.4	12.6	88	5115	27.5	9.8	88	2033	26.8	3.9	86
NETWORK AFFILIATES - LATE		39164	1262	24.2	3.2	104	5659	23.6	14.4	101	4425	23.8	11.3	102	1828	24.1	4.7	103
INDEPENDENTS - LATE		5133	198	3.8	3.9	124	640	2.7	12.5	87	531	2.9	10.3	93	189	2.5	3.7	82
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	498	9.5	2.2	70	3644	15.2	16.0	112	2632	14.2	11.5	104	971	12.8	4.3	94
ABC MONDAY NIGHT MOVIE	A	11258	328	6.3	2.9	94	1507	6.3	13.4	93	1245	6.7	11.1	100	453	6.0	4.0	89
ABC SUNDAY NIGHT MOVIE	A	23600	601	11.5	2.5	82	3407	14.2	14.4	101	2551	13.7	10.8	98	933	12.3	4.0	88
ABC WORLD NEWS TONIGHT	A	12801	358	6.9	2.8	90	1700	7.1	13.3	93	1161	6.2	9.1	82	437	5.8	3.4	76
AFTERMASH	C	10966	*268	5.1	2.4	79	1345	5.6	12.3	86	1026	5.5	9.4	84	496	6.5	4.5	100
ALICE	C	17050	512	9.8	3.0	97	2307	9.6	13.5	95	1608	8.7	9.4	85	742	9.8	4.4	96
AMERICAN PARADE	C	11998	447	8.6	3.7	120	1432	6.0	11.9	83	952	5.1	7.9	72	430	5.7	3.6	79
BENSON	A	19258	581	11.1	3.0	97	2503	10.4	13.0	91	2008	10.8	10.4	94	719	9.5	3.7	83
BLUE THUNDER	A	11478	293	5.6	2.6	82	1764	7.3	15.4	107	1396	7.5	12.2	110	491	6.5	4.3	95
CAGNEY & LACEY	C	18263	504	9.7	2.8	89	2740	11.4	15.0	105	2090	11.2	11.4	103	794	10.5	4.3	96
CBS EVENING NEWS-DEAN	C	7733	*220	4.2	2.8	91	743	3.1	9.6	67	508	2.7	6.6	59	*223	2.9	2.9	64
CBS EVENING NEWS-RATHER	C	15653	490	9.4	3.1	101	1899	7.9	12.1	85	1386	7.5	8.9	80	647	8.5	4.1	92
CBS SAT. NEWS-SCHIEFFER	C	8744	212	4.1	2.4	78	1013	4.2	11.6	81	743	4.0	8.5	77	243	3.2	2.8	62
CBS SATURDAY NIGHT MOVIE	C	12000	311	6.0	2.6	83	1545	6.4	12.9	90	1196	6.4	10.0	90	583	7.7	4.9	108
CBS WEDNESDAY NIGHT MOVIE	C	11522	304	5.8	2.6	85	1646	6.9	14.3	100	1201	6.5	10.4	94	565	7.5	4.9	109
CHEERS	N	16818	476	9.1	2.8	91	2764	11.5	16.4	115	1787	9.6	10.6	96	745	9.8	4.4	98
DALLAS	C	37510	1125	21.6	3.0	96	5162	21.5	13.8	96	3981	21.4	10.6	96	1649	21.8	4.4	97
DIFF'RENT STROKES	N	11258	233	4.5	2.1	67	1560	6.5	13.9	97	1195	6.4	10.6	96	452	6.0	4.0	89
DOUBLE TROUBLE	N	12248	394	7.6	3.2	103	1745	7.3	14.2	100	1405	7.6	11.5	104	536	7.1	4.4	97
DUCK FACTORY	N	11100	271	5.2	2.4	78	1847	7.7	16.6	116	1199	6.5	10.8	98	489	6.5	4.4	98
DUKES OF HAZZARD	C	12353	274	5.3	2.2	71	1825	7.6	14.8	103	1360	7.3	11.0	99	517	6.8	4.2	93
DYNASTY	A	33279	889	17.0	2.7	86	5027	20.9	15.1	106	4061	21.9	12.2	110	1505	19.9	4.5	100
FACTS OF LIFE	N	13410	318	6.1	2.4	76	1962	8.2	14.6	102	1407	7.6	10.5	95	521	6.9	3.9	86
FALCON CREST	C	31093	1005	19.3	3.2	104	4039	16.8	13.0	91	3295	17.7	10.6	96	1418	18.7	4.6	101
FALL GUY	A	18649	528	10.1	2.8	91	2815	11.7	15.1	105	2146	11.6	11.5	104	878	11.6	4.7	104
FAMILY TIES	N	13101	333	6.4	2.5	82	1751	7.3	13.4	93	1368	7.4	10.4	94	619	8.2	4.7	105
FANTASY ISLAND	A	13069	451	8.6	3.5	111	1878	7.8	14.4	100	1621	8.7	12.4	112	541	7.1	4.1	92
FOULUPS,BLEEPS & BLUNDERS	A	16588	395	7.6	2.4	77	2093	8.7	12.6	88	1752	9.4	10.6	95	632	8.3	3.8	84
FOUR SEASONS	C	9302	*262	5.0	2.8	91	1186	4.9	12.7	89	830	4.5	8.9	81	456	6.0	4.9	109
GIMME A BREAK	N	13955	331	6.3	2.4	76	2118	8.8	15.2	106	1590	8.6	11.4	103	657	8.7	4.7	104
HART TO HART	A	15735	494	9.5	3.1	101	2186	9.1	13.9	97	1723	9.3	11.0	99	787	10.4	5.0	111
HILL STREET BLUES	N	18257	608	11.7	3.3	107	2899	12.1	15.9	111	2092	11.3	11.5	103	940	12.4	5.1	114
HOTEL	A	24236	603	11.6	2.5	80	3393	14.1	14.0	98	2583	13.9	10.7	96	1082	14.3	4.5	99
JEFFERSONS	C	17010	474	9.1	2.8	90	2217	9.2	13.0	91	1622	8.7	9.5	86	710	9.4	4.2	92
JENNIFER SLEPT HERE	N	9397	*221	4.2	2.4	76	1237	5.2	13.2	92	977	5.3	10.4	94	406	5.4	4.3	96
KATE & ALLIE	C	16762	509	9.8	3.0	98	2272	9.5	13.6	95	1697	9.1	10.1	91	718	9.5	4.3	95
KNIGHT RIDER	N	13164	493	9.4	3.7	120	2106	8.8	16.0	112	1569	8.4	11.9	108	558	7.4	4.2	94
LOVE BOAT	A	20400	584	11.2	2.9	92	2704	11.3	13.3	93	2079	11.2	10.2	92	860	11.4	4.2	93
MAGNUM PI	C	22543	719	13.8	3.2	103	3206	13.3	14.2	99	2569	13.8	11.4	103	1061	14.0	4.7	104
MAMA'S FAMILY	N	9852	263	5.0	2.7	86	1343	5.6	13.6	95	923	5.0	9.4	85	412	5.4	4.2	93
MASTER, THE	N	8082	188	3.6	2.3	75	1437	6.0	17.8	124	974	5.2	12.1	109	309	4.1	3.8	85
MATT HOUSTON	A	12881	429	8.2	3.3	107	1957	8.1	15.2	106	1465	7.9	11.4	103	567	7.5	4.4	97
NBC MONDAY NIGHT MOVIE	N	23889	790	15.1	3.3	106	3834	16.0	16.0	112	2689	14.5	11.3	102	1135	15.0	4.8	105
NBC NIGHTLY NEWS	N	11156	283	5.4	2.5	82	1600	6.7	14.3	100	1348	7.3	12.1	109	396	5.2	3.5	79
NBC NIGHTLY NEWS-SAT	N	7363	*193	3.7	2.6	84	722	3.0	9.8	68	518	2.8	7.0	64	*194	2.6	2.6	58
NBC NIGHTLY NEWS-SUN	N	6214	*130	2.5	2.1	67	725	3.0	11.7	81	581	3.1	9.3	84	*195	2.6	3.1	69
NBC SUNDAY NIGHT MOVIE	N	17590	499	9.6	2.8	91	2774	11.6	15.8	110	2266	12.2	12.9	116	919	12.1	5.2	116
NEWHART	C	16740	512	9.8	3.1	98	2505	10.4	15.0	105	1752	9.4	10.5	94	763	10.1	4.6	101
ONE DAY AT A TIME	C	11820	341	6.5	2.9	93	1809	7.5	15.3	107	1204	6.5	10.2	92	612	8.1	5.2	115
PEOPLE ARE FUNNY	N	9138	268	5.1	2.9	94	1300	5.4	14.2	99	923	5.0	10.1	91	436	5.8	4.8	106
REAL PEOPLE	N	15979	387	7.4	2.4	78	2149	8.9	13.4	94	1663	9.0	10.4	94	591	7.8	3.7	82
REMINGTON STEELE	N	14395	414	7.9	2.9	92	2180	9.1	15.1	106	1625	8.7	11.3	102	720	9.5	5.0	111
RIPLEY'S BELIEVE IT - NOT	A	11362	347	6.7	3.1	98	1662	6.9	14.6	102	1101	5.9	9.7	87	435	5.7	3.8	85
RIPTIDE	N	13920	334	6.4	2.4	77	2311	9.6	16.6	116	1624	8.7	11.7	105	592	7.8	4.3	94
SCARECROW & MRS. KING	C	17571	601	11.5	3.4	110	2377	9.9	13.5	94	1800	9.7	10.2	92	692	9.1	3.9	87
SIMON & SIMON	C	20208	508	9.7	2.5	81	2651	11.0	13.1	92	2231	12.0	11.0	100	811	10.7	4.0	89
60 MINUTES	C	27668	921	17.7	3.3	107	3243	13.5	11.7	82	2552	13.7	9.2	83	1098	14.5	4.0	88
ST. ELSEWHERE	N	13699	432	8.3	3.2	101	2101	8.7	15.3	107	1721	9.3	12.6	113	742	9.8	5.4	120
THREE'S COMPANY	A	20632	521	10.0	2.5	81	2955	12.3	14.3	100	2330	12.5	11.3	102	909	12.0	4.4	98
T.J. HOOKER	A	17136	581	11.1	3.4	109	2615	10.9	15.3	107	1878	10.1	11.0	99	788	10.4	4.6	102
TONIGHT SHOW	N	4963	181	3.5	3.6	117	668	2.8	13.5	94	560	3.0	11.3	102	247	3.3	5.0	110
TRAPPER JOHN, M.D.	C	16332	536	10.3	3.3	106	2301	9.6	14.1	98	1576	8.5	9.6	87	703	9.3	4.3	95
TV BLOOPERS & PRAC. JOKES	N	18881	541	10.4	2.9	92	3030	12.6	16.0	112	2118	11.4	11.2	101	915	12.1	4.8	107
20/20	A	18315	563	10.8	3.1	99	2564	10.7	14.0	98	1855	10.0	10.1	91	676	8.9	3.7	82
WEBSTER	A	18722	567	10.9	3.0	97	2437	10.1	13.0	91	1909	10.3	10.2	92	710	9.4	3.8	84
WORLD NEWS - SUN	A	5327	*254	4.9	4.8	153	631	2.6	11.8	83	464	2.5	8.7	79	*215	2.8	4.0	89
YELLOW ROSE	N	8370	248	4.8	3.0	95	1326	5.5	15.8	111	920	5.0	11.0	99	410	5.4	4.9	108
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	805	15.4	3.1	100	3382	14.1	13.1	91	3179	17.1	12.3	111	1228	16.2	4.7	105
BASKETBALL - COLLEGE GAMES		14468	*432	8.3	3.0	96	2521	10.5	17.4	122	1920	10.3	13.3	120	907	12.0	6.3	139
BASKETBALL - PRO GAMES		12124	*496	9.5	4.1	132	1882	7.8	15.5	108	1541	8.3	12.7	115	806	10.6	6.6	147
BOWLING		9412	*462	8.9	4.9	158	1536	6.4	16.3	114	1049	5.6	11.1	101	*545	7.2	5.8	128
BOXING		15409	*420	8.1	2.7	88	2472	10.3	16.0	112	2054	11.1	13.3	120	846	11.2	5.5	122
FOOTBALL - COLLEGE GAMES		21400	791	15.2	3.7	119	3602	15.0	16.8	118	2916	15.7	13.6	123	1171	15.5	5.5	121
FOOTBALL - PRO GAMES		35944	1159	22.2	3.2	104	5916	24.6	16.5	115	4633	24.9	12.9	116	2005	26.5	5.6	124
GOLF		9759	*358	6.9	3.7	118	1535	6.4	15.7	110	997	5.4	10.2	92	*309	4.1	3.2	70
POST-SEASON COLL. FOOTBALL		18123	635	12.2	3.5	113	3207	13.4	17.7	124	2585	13.9	14.3	129	912	12.0	5.0	111
POST-SEASON PRO FOOTBALL		22091	777	14.9	3.5	113	3695	15.4	16.7	117	2875	15.5	13.0	117	1180	15.6	5.3	118
TENNIS		6764	*390	7.5	5.8	185	1235	5.1	18.3	128	697	3.8	10.3	93	*406	5.4	6.0	133
WRESTLING - PROFESSIONAL		9695	**286	5.5	2.9	95	1968	8.2	20.3	142	1353	7.3	14.0	126	571	7.5	5.9	130

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	BUTTERFINGER A '000	B % DOWN	C % ACROSS	D INDX	CADBURY A '000	B % DOWN	C % ACROSS	D INDX	CHUNKY A '000	B % DOWN	C % ACROSS	D INDX	CLARK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	18728	100.0	11.2	100	10010	100.0	6.0	100	7126	100.0	4.2	100	4970	100.0	3.0	100
MALES	79263	8641	46.1	10.9	98	4129	41.2	5.2	87	3407	47.8	4.3	101	2448	49.3	3.1	104
FEMALES	88464	10087	53.9	11.4	102	5881	58.8	6.6	111	3719	52.2	4.2	99	2521	50.7	2.8	96
18 - 24	28671	4422	23.6	15.4	138	2136	21.3	7.5	125	1589	22.3	5.5	130	1171	23.6	4.1	138
25 - 34	39536	5607	29.9	14.2	127	2739	27.4	6.9	116	2382	33.4	6.0	142	1294	26.0	3.3	110
35 - 44	28978	3590	19.2	12.4	111	1842	18.4	6.4	107	1257	17.6	4.3	102	990	19.9	3.4	115
45 - 54	22345	2074	11.1	9.3	83	1048	10.5	4.7	79	908	12.7	4.1	96	581	11.7	2.6	88
55 - 64	22224	1627	8.7	7.3	66	1200	12.0	5.4	90	*501	7.0	2.3	53	498	10.0	2.2	76
65 OR OLDER	25973	1409	7.5	5.4	49	1046	10.4	4.0	67	*488	6.8	1.9	44	436	8.8	1.7	57
18 - 34	68207	10028	53.5	14.7	132	4875	48.7	7.1	120	3971	55.7	5.8	137	2465	49.6	3.6	122
18 - 49	108058	14864	79.4	13.8	123	7240	72.3	6.7	112	5774	81.0	5.3	126	3782	76.1	3.5	118
25 - 54	90859	11271	60.2	12.4	111	5629	56.2	6.2	104	4547	63.8	5.0	118	2865	57.6	3.2	106
35 - 49	39851	4836	25.8	12.1	109	2365	23.6	5.9	99	1802	25.3	4.5	106	1317	26.5	3.3	112
50 OR OLDER	59669	3864	20.6	6.5	58	2770	27.7	4.6	78	1352	19.0	2.3	53	1188	23.9	2.0	67
GRADUATED COLLEGE	28091	2326	12.4	8.3	74	1883	18.8	6.7	112	1254	17.6	4.5	105	794	16.0	2.8	95
ATTENDED COLLEGE	28938	4039	21.6	14.0	125	2251	22.5	7.8	130	1448	20.3	5.0	118	1042	21.0	3.6	122
GRADUATED HIGH SCHOOL	65503	8391	44.8	12.8	115	4029	40.2	6.2	103	2891	40.6	4.4	104	1855	37.3	2.8	96
DID NOT GRADUATE HIGH SCHOOL	45195	3973	21.2	8.8	79	1848	18.5	4.1	69	1532	21.5	3.4	80	1280	25.8	2.8	96
EMPLOYED MALES	56429	6666	35.6	11.8	106	2939	29.4	5.2	87	2501	35.1	4.4	104	1731	34.8	3.1	104
EMPLOYED FEMALES	43971	5496	29.3	12.5	112	3179	31.8	7.2	121	2055	28.8	4.7	110	1215	24.4	2.8	93
EMPLOYED FULL-TIME	87773	10431	55.7	11.9	106	5231	52.3	6.0	100	3873	54.4	4.4	104	2507	50.4	2.9	96
EMPLOYED PART-TIME	12627	1730	9.2	13.7	123	887	8.9	7.0	118	684	9.6	5.4	128	*438	8.8	3.5	117
NOT EMPLOYED	67327	6567	35.1	9.8	87	3893	38.9	5.8	97	2569	36.1	3.8	90	2024	40.7	3.0	101
PROFESSIONAL/MANAGER	25845	2511	13.4	9.7	87	1800	18.0	7.0	117	1045	14.7	4.0	95	759	15.3	2.9	99
TECH/CLERICAL/SALES	30895	3871	20.7	12.5	112	2207	22.0	7.1	120	1557	21.8	5.0	119	957	19.3	3.1	105
PRECISION/CRAFT	12629	1492	8.0	11.8	106	640	6.4	5.1	85	621	8.7	4.9	116	*394	7.9	3.1	105
OTHER EMPLOYED	31031	4287	22.9	13.8	124	1471	14.7	4.7	79	1334	18.7	4.3	101	836	16.8	2.7	91
SINGLE	35557	4731	25.3	13.3	119	2552	25.5	7.2	120	2004	28.1	5.6	133	1427	28.7	4.0	135
MARRIED	103385	11285	60.3	10.9	98	6232	62.3	6.0	101	4420	62.0	4.3	100	2927	58.9	2.8	95
DIVORCED/SEPARATED/WIDOWED	28385	2712	14.5	9.5	85	1227	12.3	4.3	72	702	9.9	2.5	58	616	12.4	2.2	73
PARENTS	59295	8240	44.1	13.9	125	3792	37.9	6.4	107	3212	45.1	5.4	128	1973	39.7	3.3	112
WHITE	146081	16082	85.9	11.0	99	8997	89.9	6.2	103	6204	87.1	4.2	100	4143	83.4	2.8	96
BLACK	17974	2264	12.1	12.6	113	665	6.6	3.7	62	802	11.3	4.5	105	747	15.0	4.2	140
OTHER	3672	**382	2.0	10.4	93	**348	3.5	9.5	159	**120	1.7	3.3	77	**80	1.6	2.2	74
NORTHEAST-CENSUS	37005	2238	12.0	6.0	54	3629	36.3	9.8	164	2227	31.3	6.0	142	1490	30.0	4.0	136
NORTH CENTRAL	42642	5846	31.2	13.7	123	2335	23.3	5.5	92	1923	27.0	4.5	106	1875	37.7	4.4	148
SOUTH	56777	6317	33.7	11.1	100	1897	19.0	3.3	56	2033	28.5	3.6	84	1205	24.2	2.1	72
WEST	31303	4327	23.1	13.8	124	2150	21.5	6.9	115	943	13.2	3.0	71	*400	8.0	1.3	43
NORTHEAST-MKTG.	38125	2287	12.2	6.0	54	3417	34.1	9.0	150	2058	28.9	5.4	127	1437	28.9	3.8	127
EAST CENTRAL	24794	2454	13.1	9.9	89	1643	16.4	6.6	111	1339	18.8	5.4	127	1522	30.6	6.1	207
WEST CENTRAL	28511	4588	24.5	16.1	144	1535	15.3	5.4	90	1210	17.0	4.2	100	903	18.2	3.2	107
SOUTH	48953	5836	31.2	11.9	107	1579	15.8	3.2	54	1686	23.7	3.4	81	806	16.2	1.6	56
PACIFIC	27344	3562	19.0	13.0	117	1836	18.3	6.7	113	832	11.7	3.0	72	*303	6.1	1.1	37
COUNTY SIZE A	69301	6357	33.9	9.2	82	4761	47.6	6.9	115	3451	48.4	5.0	117	2333	46.9	3.4	114
COUNTY SIZE B	50633	6029	32.2	11.9	107	3084	30.8	6.1	102	2141	30.0	4.2	100	1453	29.2	2.9	97
COUNTY SIZE C	26259	3127	16.7	11.9	107	1455	14.5	5.5	93	919	12.9	3.5	82	591	11.9	2.3	76
COUNTY SIZE D	21534	3215	17.2	14.9	134	709	7.1	3.3	55	*616	8.6	2.9	67	*594	12.0	2.8	93
METRO CENTRAL CITY	50014	6001	32.0	12.0	107	3500	35.0	7.0	117	2189	30.7	4.4	103	1346	27.1	2.7	91
METRO SUBURBAN	76832	7605	40.6	9.9	89	4775	47.7	6.2	104	3450	48.4	4.5	106	2539	51.1	3.3	112
NON METRO	40881	5122	27.3	12.5	112	1735	17.3	4.2	71	1487	20.9	3.6	86	1085	21.8	2.7	90
TOP 5 ADI'S	39550	3771	20.1	9.5	85	3091	30.9	7.8	131	2290	32.1	5.8	136	1438	28.9	3.6	123
TOP 10 ADI'S	54877	4922	26.3	9.0	80	3903	39.0	7.1	119	2677	37.6	4.9	115	1816	36.5	3.3	112
TOP 20 ADI'S	77516	7172	38.3	9.3	83	5292	52.9	6.8	114	3710	52.1	4.8	113	2526	50.8	3.3	110
HSHLD INC. $50,000 OR MORE	17257	1902	10.2	11.0	99	1122	11.2	6.5	109	682	9.6	4.0	93	*530	10.7	3.1	104
$40,000 OR MORE	33235	3589	19.2	10.8	97	2258	22.6	6.8	114	1501	21.1	4.5	106	886	17.8	2.7	90
$30,000 OR MORE	59693	6654	35.5	11.1	100	4061	40.6	6.8	114	2616	36.7	4.4	103	1814	36.5	3.0	103
$25,000 OR MORE	76275	8525	45.5	11.2	100	5170	51.6	6.8	114	3324	46.6	4.4	103	2377	47.8	3.1	105
$20,000 - $24,999	18607	1932	10.3	10.4	93	1131	11.3	6.1	102	820	11.5	4.4	104	*477	9.6	2.6	87
$15,000 - $19,999	17175	2220	11.9	12.9	116	1376	13.7	8.0	134	826	11.6	4.8	113	*477	9.6	2.8	94
$10,000 - $14,999	24569	3155	16.8	12.8	115	1207	12.1	4.9	82	1009	14.2	4.1	97	819	16.5	3.3	112
UNDER $10,000	31101	2896	15.5	9.3	83	1126	11.2	3.6	61	1147	16.1	3.7	87	820	16.5	2.6	89
HOUSEHOLD OF 1 PERSON	19441	1456	7.8	7.5	67	877	8.8	4.5	76	543	7.6	2.8	66	437	8.8	2.2	76
2 PEOPLE	51803	4653	24.8	9.0	80	2549	25.5	4.9	82	1531	21.5	3.0	70	1309	26.3	2.5	85
3 OR 4 PEOPLE	66933	8486	45.2	12.6	113	5000	50.0	7.5	125	3177	44.6	4.7	112	2111	42.5	3.2	106
5 OR MORE PEOPLE	29550	4153	22.2	14.1	126	1584	15.8	5.4	90	1875	26.3	6.3	149	1113	22.4	3.8	127
NO CHILD IN HSHLD	96587	8826	47.1	9.1	82	5445	54.4	5.6	94	3084	43.3	3.2	75	2504	50.4	2.6	87
CHILD(REN) UNDER 2 YRS	10844	1687	9.0	15.6	139	643	6.4	5.9	99	805	11.3	7.4	175	*368	7.4	3.4	115
2 - 5 YEARS	26358	3683	19.7	14.0	125	1642	16.4	6.2	104	1458	20.5	5.5	130	815	16.4	3.1	104
6 - 11 YEARS	30453	4284	22.9	14.1	126	2019	20.2	6.6	111	1886	26.5	6.2	146	1021	20.5	3.4	113
12 - 17 YEARS	36575	5312	28.4	14.5	130	2194	21.9	6.0	101	1973	27.7	5.4	127	1476	29.7	4.0	136
RESIDENCE OWNED	117770	12700	67.8	10.8	97	6767	67.6	5.7	96	4738	66.5	4.0	95	3454	69.5	2.9	99
VALUE: $50,000 OR MORE	70166	7097	37.9	10.1	91	4578	45.7	6.5	109	2838	39.8	4.0	95	2095	42.2	3.0	101
VALUE: UNDER $50,000	47604	5603	29.9	11.8	105	2189	21.9	4.6	77	1901	26.7	4.0	94	1359	27.3	2.9	96

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	BUTTERFINGER A '000	B % DOWN	C % ACROSS	D INDX	CADBURY A '000	B % DOWN	C % ACROSS	D INDX	CHUNKY A '000	B % DOWN	C % ACROSS	D INDX	CLARK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	18728	100.0	11.2	100	10010	100.0	6.0	100	7126	100.0	4.2	100	4970	100.0	3.0	100
MAGAZINES	QUINTILE 1	34022	4550	24.3	13.4	120	2685	26.8	7.9	132	1741	24.4	5.1	120	1212	24.4	3.6	120
	QUINTILE 2	34800	4145	22.1	11.9	107	2288	22.9	6.6	110	1924	27.0	5.5	130	1329	26.7	3.8	129
	QUINTILE 3	30514	3065	16.4	10.0	90	1735	17.3	5.7	95	1171	16.4	3.8	90	776	15.6	2.5	86
	QUINTILE 4	33324	3973	21.2	11.9	107	1799	18.0	5.4	90	1332	18.7	4.0	94	867	17.4	2.6	88
	QUINTILE 5	35066	2996	16.0	8.5	77	1504	15.0	4.3	72	957	13.4	2.7	64	787	15.8	2.2	76
NEWSPAPERS	QUINTILE 1	29107	2891	15.4	9.9	89	2293	22.9	7.9	132	1326	18.6	4.6	107	1222	24.6	4.2	142
	QUINTILE 2	49095	5199	27.8	10.6	95	3144	31.4	6.4	107	2012	28.2	4.1	96	1324	26.6	2.7	91
	QUINTILE 3	29107	2626	14.0	11.4	102	1624	16.2	7.0	118	1168	16.4	5.1	119	793	16.0	3.4	116
	QUINTILE 4	33556	4243	22.7	12.6	113	1569	15.7	4.7	78	1334	18.7	4.0	94	744	15.0	2.2	75
	QUINTILE 5	32863	3769	20.1	11.5	103	1380	13.8	4.2	70	1285	18.0	3.9	92	887	17.8	2.7	91
OUTDOOR	QUINTILE 1	33431	4596	24.5	13.7	123	2744	27.4	8.2	138	1739	24.4	5.2	122	1163	23.4	3.5	117
	QUINTILE 2	33478	4223	22.5	12.6	113	2066	20.6	6.2	103	1630	22.9	4.9	115	1084	21.8	3.2	109
	QUINTILE 3	33574	3781	20.2	11.3	101	1880	18.8	5.6	94	1239	17.4	3.7	87	990	19.9	2.9	100
	QUINTILE 4	33935	3111	16.6	9.2	82	1712	17.1	5.0	85	1338	18.8	3.9	93	795	16.0	2.3	79
	QUINTILE 5	33310	3018	16.1	9.1	81	1608	16.1	4.8	81	1181	16.6	3.5	83	938	18.9	2.8	95
RADIO-DRIVE TIME	QUINTILE 1	33136	4136	22.1	12.5	112	1843	18.4	5.6	93	1634	22.9	4.9	116	1194	24.0	3.6	122
	QUINTILE 2	31658	3773	20.1	11.9	107	1735	17.3	5.5	92	996	14.0	3.1	74	826	16.6	2.6	88
	QUINTILE 3	32541	3621	19.3	11.1	100	2075	20.7	6.4	107	1633	22.9	5.0	118	963	19.4	3.0	100
	QUINTILE 4	34247	3900	20.8	11.4	102	2161	21.6	6.3	106	1718	24.1	5.0	118	1148	23.1	3.4	113
	QUINTILE 5	36144	3299	17.6	9.1	82	2197	21.9	6.1	102	1145	16.1	3.2	75	839	16.9	2.3	78
RADIO-MID-DAY	TERCILE 1	45037	5250	28.0	11.7	104	2598	26.0	5.8	97	2197	30.8	4.9	115	1555	31.3	3.5	117
	TERCILE 2	44819	4809	25.7	10.7	96	2488	24.9	5.6	93	1876	26.3	4.2	99	1329	26.7	3.0	100
	TERCILE 3	77872	8669	46.3	11.1	100	4924	49.2	6.3	106	3053	42.8	3.9	92	2086	42.0	2.7	90
RADIO-TOTAL	QUINTILE 1	33763	4134	22.1	12.2	110	1964	19.6	5.8	97	1593	22.4	4.7	111	993	20.0	2.9	99
	QUINTILE 2	33240	3954	21.1	11.9	107	2039	20.4	6.1	103	1572	22.1	4.7	111	1251	25.2	3.8	127
	QUINTILE 3	33408	3921	20.9	11.7	105	1891	18.9	5.7	95	1226	17.2	3.7	86	785	15.8	2.3	79
	QUINTILE 4	34792	3751	20.0	10.8	97	2071	20.7	6.0	100	1678	23.5	4.8	114	1126	22.7	3.2	109
	QUINTILE 5	32524	2968	15.8	9.1	82	2045	20.4	6.3	105	1058	14.8	3.3	77	815	16.4	2.5	85
TV-PRIME TIME	QUINTILE 1	33090	3515	18.8	10.6	95	2078	20.8	6.3	105	1644	23.1	5.0	117	1212	24.4	3.7	124
	QUINTILE 2	33357	3883	20.7	11.6	104	2047	20.4	6.1	103	1391	19.5	4.2	98	942	19.0	2.8	95
	QUINTILE 3	33980	3850	20.6	11.3	101	2197	21.9	6.5	108	1384	19.4	4.1	96	960	19.3	2.8	95
	QUINTILE 4	33854	3933	21.0	11.6	104	2173	21.7	6.4	108	1403	19.7	4.1	98	1032	20.8	3.0	103
	QUINTILE 5	33444	3548	18.9	10.6	95	1515	15.1	4.5	76	1304	18.3	3.9	92	824	16.6	2.5	83
TV-DAYTIME	TERCILE 1	49121	5610	30.0	11.4	102	2876	28.7	5.9	98	2143	30.1	4.4	103	1852	37.3	3.8	127
	TERCILE 2	48823	5512	29.4	11.3	101	3159	31.6	6.5	108	1983	27.8	4.1	96	1395	28.1	2.9	96
	TERCILE 3	69782	7606	40.6	10.9	98	3975	39.7	5.7	95	2999	42.1	4.3	101	1723	34.7	2.5	83
TV-TOTAL	QUINTILE 1	33584	3538	18.9	10.5	94	2054	20.5	6.1	102	1496	21.0	4.5	105	1232	24.8	3.7	124
	QUINTILE 2	33441	3674	19.6	11.0	98	1828	18.3	5.5	92	1372	19.3	4.1	97	1041	20.9	3.1	105
	QUINTILE 3	33505	3879	20.7	11.6	104	2212	22.1	6.6	111	1533	21.5	4.6	108	898	18.1	2.7	90
	QUINTILE 4	33466	3819	20.4	11.4	102	1923	19.2	5.7	96	1409	19.8	4.2	99	848	17.1	2.5	86
	QUINTILE 5	33731	3819	20.4	11.3	101	1994	19.9	5.9	99	1316	18.5	3.9	92	951	19.1	2.8	95
MAGAZINES-NEWSPAPERS: DUAL		44503	5160	27.6	11.6	104	3547	35.4	8.0	134	2280	32.0	5.1	121	1616	32.5	3.6	123
MAGAZINE IMPERATIVE		39363	5356	28.6	13.6	122	2267	22.6	5.8	97	2030	28.5	5.2	121	1272	25.6	3.2	109
NEWSPAPER IMPERATIVE		46441	4257	22.7	9.2	82	2763	27.6	5.9	100	1626	22.8	3.5	82	1301	26.2	2.8	95
MAGAZINES-OUTDOOR: DUAL		33726	4759	25.4	14.1	126	2639	26.4	7.8	131	1899	26.6	5.6	133	1264	25.4	3.7	126
MAGAZINE IMPERATIVE		52846	5420	28.9	10.3	92	3083	30.8	5.8	98	2274	31.9	4.3	101	1616	32.5	3.1	103
OUTDOOR IMPERATIVE		52140	5997	32.0	11.5	103	3049	30.5	5.8	98	1992	28.0	3.8	90	1420	28.6	2.7	92
MAGAZINES-RADIO: DUAL		37081	4828	25.8	13.0	117	2364	23.6	6.4	107	2040	28.6	5.5	129	1299	26.1	3.5	118
MAGAZINE IMPERATIVE		49747	5659	30.2	11.4	102	3648	36.4	7.3	123	2377	33.4	4.8	112	1635	32.9	3.3	111
RADIO IMPERATIVE		49208	5430	29.0	11.0	99	2441	24.4	5.0	83	1663	23.3	3.4	80	1294	26.0	2.6	89
MAGAZINES-TELEVISION: DUAL		33103	3603	19.2	10.9	97	2138	21.4	6.5	108	1622	22.8	4.9	115	1264	25.4	3.8	129
MAGAZINE IMPERATIVE		54575	6915	36.9	12.7	113	3877	38.7	7.1	119	2779	39.0	5.1	120	1657	33.3	3.0	102
TELEVISION IMPERATIVE		53249	5439	29.0	10.2	91	2718	27.2	5.1	86	1911	26.8	3.6	84	1377	27.7	2.6	87
NEWSPAPERS-OUTDOOR: DUAL		36255	4361	23.3	12.0	108	2834	28.3	7.8	131	1733	24.3	4.8	113	1475	29.7	4.1	137
NEWSPAPER IMPERATIVE		55591	5049	27.0	9.1	81	3381	33.8	6.1	102	2179	30.6	3.9	92	1457	29.3	2.6	88
OUTDOOR IMPERATIVE		48319	6628	35.4	13.7	123	2818	28.2	5.8	98	2201	30.9	4.6	107	1398	28.1	2.9	98
NEWSPAPERS-RADIO: DUAL		37242	4191	22.4	11.3	101	2619	26.2	7.0	118	1657	23.3	4.4	105	1361	27.4	3.7	123
NEWSPAPER IMPERATIVE		54423	5420	28.9	10.0	89	3840	38.4	7.1	118	2327	32.7	4.3	101	1689	34.0	3.1	105
RADIO IMPERATIVE		46650	6034	32.2	12.9	116	2217	22.1	4.8	80	2062	28.9	4.4	104	1267	25.5	2.7	92
NEWSPAPERS-TELEVISION: DUAL		35974	3648	19.5	10.1	91	2572	25.7	7.1	120	1629	22.9	4.5	107	1441	29.0	4.0	135
NEWSPAPER IMPERATIVE		56095	6073	32.4	10.8	97	3892	38.9	6.9	116	2451	34.4	4.4	103	1627	32.7	2.9	98
TELEVISION IMPERATIVE		47170	5657	30.2	12.0	107	2195	21.9	4.7	78	2006	28.2	4.3	100	1267	25.5	2.7	91
OUTDOOR-RADIO: DUAL		33748	4732	25.3	14.0	126	2246	22.4	6.7	112	1725	24.2	5.1	120	1200	24.1	3.6	120
OUTDOOR IMPERATIVE		52785	6342	33.9	12.0	108	3640	36.4	6.9	116	2281	32.0	4.3	102	1568	31.5	3.0	100
RADIO IMPERATIVE		52882	5460	29.2	10.3	92	2748	27.5	5.2	87	2133	29.9	4.0	95	1487	29.9	2.8	95
OUTDOOR-TELEVISION: DUAL		32030	4441	23.7	13.9	124	2215	22.1	6.9	116	1589	22.3	5.0	117	1182	23.8	3.7	125
OUTDOOR IMPERATIVE		54626	6851	36.6	12.5	112	3668	36.6	6.7	113	2381	33.4	4.4	103	1703	34.3	3.1	105
TELEVISION IMPERATIVE		54874	4991	26.6	9.1	81	2813	28.1	5.1	86	2027	28.4	3.7	87	1535	30.9	2.8	94
RADIO-TELEVISION: DUAL		33386	4005	21.4	12.0	107	2271	22.7	6.8	114	1721	24.2	5.2	121	1257	25.3	3.8	127
RADIO IMPERATIVE		53810	6664	35.6	12.4	111	2944	29.4	5.5	92	2253	31.6	4.2	99	1379	27.7	2.6	86
TELEVISION IMPERATIVE		54023	5397	28.8	10.0	89	2983	29.8	5.5	93	2131	29.9	3.9	93	1636	32.9	3.0	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0162
P-22

	TOTAL U.S. '000	BUTTERFINGER A '000	B % DOWN	C % ACROSS	D INDX	CADBURY A '000	B % DOWN	C % ACROSS	D INDX	CHUNKY A '000	B % DOWN	C % ACROSS	D INDX	CLARK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	18728	100.0	11.2	100	10010	100.0	6.0	100	7126	100.0	4.2	100	4970	100.0	3.0	100
ATLANTIC MONTHLY	867	**62	0.3	7.2	64	**76	0.8	8.8	147	**20	0.3	2.3	54	**58	1.2	6.7	226
BARRON'S	1580	**119	0.6	7.5	67	**109	1.1	6.9	116	**36	0.5	2.3	54	**46	0.9	2.9	98
BETTER HOMES & GARDENS	22203	2986	15.9	13.4	120	1762	17.6	7.9	133	1110	15.6	5.0	118	728	14.6	3.3	111
BON APPETIT	3810	420	2.2	11.0	99	278	2.8	7.3	122	*175	2.5	4.6	108	**101	2.0	2.7	89
BUSINESS WEEK	4663	541	2.9	11.6	104	290	2.9	6.2	104	*231	3.2	5.0	117	*202	4.1	4.3	146
CAR AND DRIVER	3102	346	1.8	11.2	100	*162	1.6	5.2	88	*186	2.6	6.0	141	**94	1.9	3.0	102
CBS MAGAZINE NETWORK (GROSS)	7311	943	5.0	12.9	116	484	4.8	6.6	111	*229	3.2	3.1	74	*248	5.0	3.4	114
CHANGING TIMES	3400	338	1.8	9.9	89	*183	1.8	5.4	90	*177	2.5	5.2	123	**112	2.3	3.3	111
COLONIAL HOMES	1796	*232	1.2	12.9	116	*148	1.5	8.2	138	**85	1.2	4.7	111	**42	0.8	2.3	79
CONDE NAST MAG. PKG. (GROSS)	19924	3027	16.2	15.2	136	1763	17.6	8.8	148	1379	19.4	6.9	163	886	17.8	4.4	150
CONSUMERS DIGEST	3125	306	1.6	9.8	88	*223	2.2	7.1	120	**107	1.5	3.4	81	**76	1.5	2.4	82
COSMOPOLITAN	10577	1659	8.9	15.7	140	916	9.2	8.7	145	652	9.1	6.2	145	458	9.2	4.3	146
COUNTRY LIVING	3746	394	2.1	10.5	94	255	2.5	6.8	114	*186	2.6	5.0	117	**135	2.7	3.6	122
CUISINE	2214	*255	1.4	11.5	103	*146	1.5	6.6	110	**91	1.3	4.1	97	**96	1.9	4.3	146
CYCLE WORLD	2394	295	1.6	12.3	110	*214	2.1	8.9	150	**82	1.2	3.4	81	**52	1.0	2.2	73
DCI:CREATIVE IDEAS FOR LIV	3068	510	2.7	16.6	149	*208	2.1	6.8	114	*194	2.7	6.3	149	**76	1.5	2.5	84
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1269	6.8	13.3	119	557	5.6	5.8	98	429	6.0	4.5	106	*223	4.5	2.3	79
DISCOVER	2277	357	1.9	15.7	140	*160	1.6	7.0	118	**108	1.5	4.7	112	**63	1.3	2.8	93
EBONY	7187	876	4.7	12.2	109	345	3.4	4.8	80	411	5.8	5.7	135	350	7.0	4.9	164
ESQUIRE	2560	341	1.8	13.3	119	*216	2.2	8.4	141	*165	2.3	6.4	152	**72	1.4	2.8	95
ESSENCE	3242	533	2.8	16.4	147	*187	1.9	5.8	97	*226	3.2	7.0	164	**146	2.9	4.5	152
FAMILY CIRCLE	19639	2309	12.3	11.8	105	1641	16.4	8.4	140	1018	14.3	5.2	122	711	14.3	3.6	122
THE FAMILY HANDYMAN	3540	450	2.4	12.7	114	246	2.5	6.9	116	*182	2.6	5.1	121	*210	4.2	5.9	200
FAMILY WEEKLY	23924	2797	14.9	11.7	105	1355	13.5	5.7	95	849	11.9	3.5	84	557	11.2	2.3	79
FIELD & STREAM	9883	1354	7.2	13.7	123	670	6.7	6.8	114	490	6.9	5.0	117	308	6.2	3.1	105
FOOD & WINE	1030	**149	0.8	14.5	130	**39	0.4	3.8	63	**19	0.3	1.8	43	**32	0.6	3.1	105
FORBES	2679	*286	1.5	10.7	96	*274	2.7	10.2	171	*139	2.0	5.2	122	**67	1.3	2.5	84
FORTUNE	2931	429	2.3	14.6	131	*218	2.2	7.4	125	*127	1.8	4.3	102	**147	3.0	5.0	169
GENTLEMEN'S QUARTERLY	3481	457	2.4	13.1	118	*416	4.2	12.0	200	*201	2.8	5.8	136	**124	2.5	3.6	120
GLAMOUR	7163	1129	6.0	15.8	141	606	6.1	8.5	142	505	7.1	7.1	166	*313	6.3	4.4	147
GOLF DIGEST	2355	349	1.9	14.8	133	**105	1.0	4.5	75	**73	1.0	3.1	73	**78	1.6	3.3	112
GOLF DIGEST/TENNIS (GROSS)	3610	459	2.5	12.7	114	*130	1.3	3.6	60	*143	2.0	4.0	93	**106	2.1	2.9	99
GOLF MAGAZINE	2046	*254	1.4	12.4	111	**48	0.5	2.3	39	**67	0.9	3.3	77	**64	1.3	3.1	106
GOLF MAGAZINE/SKI (GROSS)	3547	491	2.6	13.8	124	*112	1.1	3.2	53	*159	2.2	4.5	106	*95	1.9	2.7	90
GOOD HOUSEKEEPING	20353	2545	13.6	12.5	112	1583	15.8	7.8	130	920	12.9	4.5	106	612	12.3	3.0	101
HARPER'S BAZAAR	3362	528	2.8	15.7	141	*263	2.6	7.8	131	*235	3.3	7.0	165	**90	1.8	2.7	90
HEALTH	2987	360	1.9	12.1	108	*209	2.1	7.0	117	*237	3.3	7.9	187	**111	2.2	3.7	125
HEARST MAG CORP. BUY (GROSS)	67928	9133	48.8	13.4	120	5206	52.0	7.7	128	3637	51.0	5.4	126	2438	49.1	3.6	121
HEARST MAN POWER (GROSS)	11282	1525	8.1	13.5	121	778	7.8	6.9	116	560	7.9	5.0	117	451	9.1	4.0	135
HEARST WOMAN POWER (GROSS)	40514	5595	29.9	13.8	124	3275	32.7	8.1	135	2173	30.5	5.4	126	1457	29.3	3.6	121
HOUSE BEAUTIFUL	4885	581	3.1	11.9	107	329	3.3	6.7	113	*277	3.9	5.7	133	*193	3.9	4.0	133
INC.	1308	**158	0.8	12.1	108	**120	1.2	9.2	154	**58	0.8	4.4	104	**15	0.3	1.1	39
JET	6498	793	4.2	12.2	109	320	3.2	4.9	83	362	5.1	5.6	131	296	6.0	4.6	154
LADIES' HOME JOURNAL	14797	2060	11.0	13.9	125	1349	13.5	9.1	153	897	12.6	6.1	143	525	10.6	3.5	120
LHJ FAMILY GRP COMBO(GROSS)	21743	2994	16.0	13.8	123	1798	18.0	8.3	139	1350	18.9	6.2	146	812	16.3	3.7	126
LIFE	9881	1250	6.7	12.7	113	681	6.8	6.9	115	543	7.6	5.5	129	451	9.1	4.6	154
L.A. TIMES HOME MAGAZINE	2775	295	1.6	10.6	95	**120	1.2	4.3	72	**91	1.3	3.3	77	**12	0.2	0.4	15
MADEMOISELLE	4219	550	2.9	13.0	117	395	3.9	9.4	157	*250	3.5	5.9	139	**224	4.5	5.3	179
MC CALL'S	16422	2188	11.7	13.3	119	1219	12.2	7.4	124	684	9.6	4.2	98	530	10.7	3.2	109
MC CALL'S/MRK MOTHER (GROSS)	17919	2434	13.0	13.6	122	1328	13.3	7.4	124	728	10.2	4.1	96	563	11.3	3.1	106
MECHANIX ILLUSTRATED	4433	511	2.7	11.5	103	272	2.7	6.1	103	*213	3.0	4.8	113	*135	2.7	3.0	103
METROPOLITAN HOME	1504	*162	0.9	10.8	96	*212	2.1	14.1	236	**114	1.6	7.6	178	**21	0.4	1.4	47
MONEY	4723	498	2.7	10.5	94	418	4.2	8.9	148	*246	3.5	5.2	123	*197	4.0	4.2	141
MOTHER EARTH NEWS	2325	429	2.3	18.5	165	*227	2.3	9.8	164	*228	3.2	9.8	231	*117	2.4	5.0	170
MS.	1189	*155	0.8	13.0	117	*129	1.3	10.8	182	**143	2.0	12.0	283	**43	0.9	3.6	122
NATIONAL ENQUIRER	18892	2462	13.1	13.0	117	1258	12.6	6.7	112	981	13.8	5.2	122	589	11.9	3.1	105
NATIONAL GEOGRAPHIC	22129	2598	13.9	11.7	105	1905	19.0	8.6	144	928	13.0	4.2	99	637	12.8	2.9	97
NATIONAL SUNDAY MAGAZINE PKG	103750	11452	61.1	11.0	99	7136	71.3	6.9	115	4490	63.0	4.3	102	3278	66.0	3.2	107
NATURAL HISTORY	1379	*164	0.9	11.9	107	*148	1.5	10.7	180	**42	0.6	3.0	72	**39	0.8	2.8	95
NEW WOMAN	2289	395	2.1	17.3	155	*238	2.4	10.4	174	*242	3.4	10.6	249	**58	1.2	2.5	86
NEW YORK INCLUDING CUE	1088	**88	0.5	8.1	72	**56	0.6	5.1	86	**54	0.8	5.0	117	**23	0.5	2.1	71
THE NEW YORKER	2459	301	1.6	12.2	110	216	2.2	8.8	147	**128	1.8	5.2	123	**135	2.7	5.5	185
NEWSWEEK	16527	1965	10.5	11.9	106	1301	13.0	7.9	132	766	10.7	4.6	109	516	10.4	3.1	105
THE N.Y. TIMES DAILY EDITION	2739	*148	0.8	5.4	48	296	3.0	10.8	181	*134	1.9	4.9	115	**110	2.2	4.0	136
THE N.Y. TIMES MAGAZINE	4443	*242	1.3	5.4	49	419	4.2	9.4	158	236	3.3	5.3	125	*221	4.4	5.0	168
OMNI	2799	296	1.6	10.6	95	*182	1.8	6.5	109	*203	2.8	7.3	171	**95	1.9	3.4	115
ON CABLE	2209	263	1.4	11.9	107	*143	1.4	6.5	108	**115	1.6	5.2	123	**112	2.3	5.1	171
1001 HOME IDEAS	3959	575	3.1	14.5	130	*241	2.4	6.1	102	*216	3.0	5.5	128	*177	3.6	4.5	151
ORGANIC GARDENING	3111	398	2.1	12.8	115	*203	2.0	6.5	109	*189	2.7	6.1	143	*162	3.3	5.2	176
OUTDOOR LIFE	5024	747	4.0	14.9	133	266	2.7	5.3	89	*228	3.2	4.5	107	*210	4.2	4.2	141
PARADE MAGAZINE	51292	5604	29.9	10.9	98	3828	38.2	7.5	125	2319	32.5	4.5	106	1886	37.9	3.7	124

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	BUTTERFINGER A '000	B % DOWN	C % ACROSS	D INDX	CADBURY A '000	B % DOWN	C % ACROSS	D INDX	CHUNKY A '000	B % DOWN	C % ACROSS	D INDX	CLARK A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	18728	100.0	11.2	100	10010	100.0	6.0	100	7126	100.0	4.2	100	4970	100.0	3.0	100
PARENTS	5298	798	4.3	15.1	135	405	4.0	7.6	128	360	5.1	6.8	160	*177	3.6	3.3	113
PENTHOUSE	5129	659	3.5	12.8	115	306	3.1	6.0	100	*295	4.1	5.8	135	*203	4.1	4.0	134
PEOPLE	21070	2612	13.9	12.4	111	1555	15.5	7.4	124	1056	14.8	5.0	118	677	13.6	3.2	108
PLAYBOY	10562	1348	7.2	12.8	114	565	5.6	5.3	90	503	7.1	4.8	112	423	8.5	4.0	135
POPULAR HOT RODDING	2498	256	1.4	10.2	92	*124	1.2	5.0	83	**74	1.0	3.0	70	**83	1.7	3.3	112
POPULAR MECHANICS	5887	871	4.7	14.8	133	373	3.7	6.3	106	*312	4.4	5.3	125	*258	5.2	4.4	148
POPULAR SCIENCE	4317	485	2.6	11.2	101	226	2.3	5.2	88	*255	3.6	5.9	139	*154	3.1	3.6	120
PREVENTION	5792	419	2.2	7.2	65	347	3.5	6.0	100	*197	2.8	3.4	80	*125	2.5	2.2	73
PSYCHOLOGY TODAY	3284	312	1.7	9.5	85	299	3.0	9.1	153	*161	2.3	4.9	115	**66	1.3	2.0	68
READER'S DIGEST	40046	4546	24.3	11.4	102	2647	26.4	6.6	111	1721	24.2	4.3	101	1186	23.9	3.0	100
REDBOOK	9584	1391	7.4	14.5	130	776	7.8	8.1	136	601	8.4	6.3	148	388	7.8	4.0	137
ROAD & TRACK	2590	317	1.7	12.2	110	*151	1.5	5.8	98	**50	0.7	1.9	45	**72	1.4	2.8	94
ROLLING STONE	3302	587	3.1	17.8	159	329	3.3	10.0	167	*214	3.0	6.5	153	**125	2.5	3.8	128
RUNNER'S WORLD	1229	**149	0.8	12.1	109	**77	0.8	6.3	105	**85	1.2	6.9	163	**30	0.6	2.4	82
SATURDAY EVENING POST	2110	270	1.4	12.8	115	*150	1.5	7.1	119	**104	1.5	4.9	116	**50	1.0	2.4	80
SCIENCE 84	1543	*205	1.1	13.3	119	**97	1.0	6.3	105	**66	0.9	4.3	101	**42	0.8	2.7	92
SCIENCE DIGEST	1747	*224	1.2	12.8	115	**159	1.6	9.1	153	**56	0.8	3.2	75	**40	0.8	2.3	77
SCIENTIFIC AMERICAN	1994	*202	1.1	10.1	91	*110	1.1	5.5	92	**111	1.6	5.6	131	**48	1.0	2.4	81
SELF	3119	623	3.3	20.0	179	342	3.4	11.0	184	*328	4.6	10.5	248	*162	3.3	5.2	175
SEVENTEEN	3923	772	4.1	19.7	176	*409	4.1	10.4	175	*232	3.3	5.9	139	**164	3.3	4.2	141
SKI	1501	237	1.3	15.8	141	**64	0.6	4.3	71	**92	1.3	6.1	144	**30	0.6	2.0	67
SMITHSONIAN	5976	609	3.3	10.2	91	509	5.1	8.5	143	276	3.9	4.6	109	*181	3.6	3.0	102
SOAP OPERA DIGEST	4228	698	3.7	16.5	148	*293	2.9	6.9	116	*247	3.5	5.8	138	**145	2.9	3.4	116
SOUTHERN LIVING	6488	759	4.1	11.7	105	349	3.5	5.4	90	*235	3.3	3.6	85	*147	3.0	2.3	76
SPORT	3500	433	2.3	12.4	111	*191	1.9	5.5	91	*160	2.2	4.6	108	*165	3.3	4.7	159
THE SPORTING NEWS	2456	429	2.3	17.5	156	**86	0.9	3.5	59	**169	2.4	6.9	162	**117	2.4	4.8	161
SPORTS AFIELD	3648	429	2.3	11.8	105	*246	2.5	6.7	113	*192	2.7	5.3	124	*153	3.1	4.2	142
SPORTS ILLUSTRATED	14484	1846	9.9	12.7	114	823	8.2	5.7	95	666	9.3	4.6	108	631	12.7	4.4	147
STAR	12661	1434	7.7	11.3	101	857	8.6	6.8	113	703	9.9	5.6	131	485	9.8	3.8	129
SUNDAY	52799	5463	29.2	10.3	93	3947	39.4	7.5	125	2478	34.8	4.7	110	1794	36.1	3.4	115
SUNSET	3513	507	2.7	14.4	129	*278	2.8	7.9	133	*166	2.3	4.7	111	**56	1.1	1.6	54
TV GUIDE	42766	5476	29.2	12.8	115	2690	26.9	6.3	105	2079	29.2	4.9	114	1444	29.1	3.4	114
TENNIS	1254	**111	0.6	8.9	79	**25	0.2	2.0	33	**70	1.0	5.6	131	**28	0.6	2.2	75
TIME	22054	2262	12.1	10.3	92	1755	17.5	8.0	133	1092	15.3	5.0	117	758	15.3	3.4	116
TOWN & COUNTRY	1555	*189	1.0	12.2	109	**138	1.4	8.9	149	**68	1.0	4.4	103	**50	1.0	3.2	109
TRAVEL & LEISURE	2173	*200	1.1	9.2	82	*130	1.3	6.0	100	**93	1.3	4.3	101	**57	1.1	2.6	89
TRUE STORY	4636	676	3.6	14.6	131	*133	1.3	2.9	48	**173	2.4	3.7	88	**163	3.3	3.5	119
U.S.NEWS & WORLD REPORT	10353	1065	5.7	10.3	92	741	7.4	7.2	120	464	6.5	4.5	105	402	8.1	3.9	131
USA TODAY	4994	609	3.3	12.2	109	343	3.4	6.9	115	*249	3.5	5.0	117	*201	4.0	4.0	136
US	3528	642	3.4	18.2	163	308	3.1	8.7	146	*223	3.1	6.3	149	**182	3.7	5.2	174
VOGUE	5424	726	3.9	13.4	120	420	4.2	7.7	130	297	4.2	5.5	129	*186	3.7	3.4	116
WALL STREET JOURNAL	6292	622	3.3	9.9	89	393	3.9	6.2	105	230	3.2	3.7	86	*189	3.8	3.0	101
WEIGHT WATCHERS	2762	405	2.2	14.7	131	*207	2.1	7.5	126	**63	0.9	2.3	54	**50	1.0	1.8	61
WOMAN'S DAY	16320	1983	10.6	12.2	109	1408	14.1	8.6	145	899	12.6	5.5	130	488	9.8	3.0	101
WORKING MOTHER	1496	*247	1.3	16.5	148	**110	1.1	7.4	123	**44	0.6	2.9	69	**33	0.7	2.2	74
WORKING WOMAN	1851	*205	1.1	11.1	99	*148	1.5	8.0	134	**111	1.6	6.0	141	**28	0.6	1.5	51
WORLD TENNIS	580	**41	0.2	7.1	63	**13	0.1	2.2	38	**25	0.4	4.3	101	**41	0.8	7.1	239
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1498	8.0	12.1	108	889	8.9	7.2	120	641	9.0	5.2	122	424	8.5	3.4	115
BLAIR INSERTS	91671	9981	53.3	10.9	98	6588	65.8	7.2	120	4114	57.7	4.5	106	3103	62.4	3.4	114
DAILY NEWSPAPERS																	
READ ANY	109190	11584	61.9	10.6	95	7125	71.2	6.5	109	4731	66.4	4.3	102	3401	68.4	3.1	105
READ ONE	89587	9653	51.5	10.8	97	5627	56.2	6.3	105	3947	55.4	4.4	104	2706	54.4	3.0	102
READ TWO OR MORE	19602	1931	10.3	9.9	88	1498	15.0	7.6	128	784	11.0	4.0	94	695	14.0	3.5	120
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	12056	64.4	11.0	98	7560	75.5	6.9	116	4813	67.5	4.4	103	3499	70.4	3.2	108
READ ONE	95074	10517	56.2	11.1	99	6485	64.8	6.8	114	4152	58.3	4.4	103	2897	58.3	3.0	103
READ TWO OR MORE	14588	1540	8.2	10.6	95	1074	10.7	7.4	123	662	9.3	4.5	107	602	12.1	4.1	139
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	32.57				33.86				32.05				31.50			
30 DAY REACH	149706	17420	93.0	11.6	104	9112	91.0	6.1	102	6471	90.8	4.3	102	4410	88.7	2.9	99
50 SHMG - 30 DAY AV FREQ	15.16	17.21				17.88				17.00				16.78			
30 DAY REACH	142406	16513	88.2	11.6	104	8647	86.4	6.1	102	6106	85.7	4.3	101	4140	83.3	2.9	98
25 SHMG - 30 DAY AV FREQ	8.23	9.21				9.50				9.01				8.87			
30 DAY REACH	131152	15424	82.4	11.8	105	8132	81.2	6.2	104	5756	80.8	4.4	103	3916	78.8	3.0	101
CABLE TV: HOME WIRED	66879	8058	43.0	12.0	108	4102	41.0	6.1	103	3119	43.8	4.7	110	2209	44.4	3.3	111
HOME NOT WIRED	100848	10670	57.0	10.6	95	5908	59.0	5.9	98	4007	56.2	4.0	94	2761	55.6	2.7	92
HAVE PAY CABLE	35024	4310	23.0	12.3	110	2347	23.4	6.7	112	1805	25.3	5.2	121	1160	23.3	3.3	112

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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P-22

	TOTAL U.S. '000	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	CADBURY A '000	CADBURY B % DOWN	CADBURY C % ACROSS	CADBURY D INDX	CHUNKY A '000	CHUNKY B % DOWN	CHUNKY C % ACROSS	CHUNKY D INDX	CLARK A '000	CLARK B % DOWN	CLARK C % ACROSS	CLARK D INDX
TOTAL ADULTS	167727	18728	100.0	11.2	100	10010	100.0	6.0	100	7126	100.0	4.2	100	4970	100.0	3.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95520	11182	59.7	11.7	105	5749	57.4	6.0	101	4284	60.1	4.5	105	2994	60.2	3.1	106
10:00 AM - 3:00 PM	63599	7319	39.1	11.5	103	3653	36.5	5.7	96	2973	41.7	4.7	110	2155	43.4	3.4	114
3:00 PM - 7:00 PM	72097	8924	47.7	12.4	111	4412	44.1	6.1	103	3293	46.2	4.6	108	2322	46.7	3.2	109
7:00 PM - MIDNIGHT	36670	4560	24.3	12.4	111	2312	23.1	6.3	106	1710	24.0	4.7	110	1087	21.9	3.0	100
MIDNIGHT - 6:00 AM	21908	2493	13.3	11.4	102	1265	12.8	5.9	98	935	13.1	4.3	100	587	11.8	2.7	90
6:00 AM - MIDNIGHT	127571	14996	80.1	11.8	105	7685	76.8	6.0	101	5846	82.0	4.6	108	4120	82.9	3.2	109
ENTIRE DAY	129239	15147	80.9	11.7	105	7786	77.8	6.0	101	5926	83.2	4.6	108	4140	83.3	3.2	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4281	22.9	12.6	113	2339	23.4	6.9	115	1613	22.6	4.7	112	1111	22.4	3.3	110
ALL NEWS	6062	402	2.1	6.6	59	417	4.2	6.9	115	315	4.4	5.2	122	*176	3.5	2.9	98
AOR/PROGRESSIVE	11884	1595	8.5	13.4	120	941	9.4	7.9	133	697	9.8	5.9	138	418	8.4	3.5	119
BEAUTIFUL MUSIC	11180	1136	6.1	10.2	91	642	6.4	5.7	96	387	5.4	3.5	81	426	8.6	3.8	129
BLACK	4538	621	3.3	13.7	123	*317	3.2	7.0	117	*283	4.0	6.2	147	**109	2.2	2.4	81
CLASSICAL	3857	334	1.8	8.7	78	281	2.8	7.3	122	*133	1.9	3.4	81	*123	2.5	3.2	108
CHR/ROCK	21946	2752	14.7	12.5	112	1640	16.4	7.5	125	1288	18.1	5.9	138	843	17.0	3.8	130
COUNTRY	27262	3618	19.3	13.3	119	1227	12.3	4.5	75	1009	14.2	3.7	87	796	16.0	2.9	99
GOLDEN OLDIES	3339	317	1.7	9.5	85	*185	1.8	5.5	93	*217	3.0	6.5	153	**69	1.4	2.1	70
MOR/NOSTALGIA	10346	1149	6.1	11.1	99	660	6.6	6.4	107	373	5.2	3.6	85	*311	6.3	3.0	101
NEWS/TALK	8929	729	3.9	8.2	73	434	4.3	4.9	81	457	6.4	5.1	120	300	6.0	3.4	113
RELIGIOUS	5488	584	3.1	10.6	95	*184	1.8	3.4	56	*268	3.8	4.9	115	*204	4.1	3.7	125
SOFT ROCK	1232	**137	0.7	11.1	100	**68	0.7	5.5	92	**34	0.5	2.8	65	**84	1.7	6.8	230
URBAN CONTEMPORARY	3184	336	1.8	10.6	95	**189	1.9	5.9	99	*203	2.8	6.4	150	**127	2.6	4.0	135
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	871	4.7	12.6	113	561	5.6	8.1	136	318	4.5	4.6	108	*276	5.6	4.0	135
ABC DIRECTION	5212	639	3.4	12.3	110	266	2.7	5.1	86	*225	3.2	4.3	102	*210	4.2	4.0	136
ABC ENTERTAINMENT	10385	1115	6.0	10.7	96	669	6.7	6.4	108	557	7.8	5.4	126	459	9.2	4.4	149
ABC FM	4762	647	3.5	13.6	122	*224	2.2	4.7	79	*270	3.8	5.7	133	*201	4.0	4.2	142
ABC INFORMATION	11339	1283	6.9	11.3	101	713	7.1	6.3	105	478	6.7	4.2	99	347	7.0	3.1	103
ABC ROCK	4878	647	3.5	13.3	119	328	3.3	6.7	113	274	3.8	5.6	132	*198	4.0	4.1	137
CBS	10709	1000	5.3	9.3	84	705	7.0	6.6	110	378	5.3	3.5	83	267	5.4	2.5	84
MUTUAL	10251	1172	6.3	11.4	102	547	5.5	5.3	89	493	6.9	4.8	113	355	7.1	3.5	117
NBC	12243	1317	7.0	10.8	96	708	7.1	5.8	97	675	9.5	5.5	130	375	7.5	3.1	103
RADIORADIO	4606	659	3.5	14.3	128	326	3.3	7.1	119	304	4.3	6.6	155	*186	3.7	4.0	136
RKO ONE	5148	769	4.1	14.9	134	400	4.0	7.8	130	282	4.0	5.5	129	*208	4.2	4.0	136
RKO TWO	7313	739	3.9	10.1	91	401	4.0	5.5	92	345	4.8	4.7	111	*188	3.8	2.6	87
THE SOURCE	5981	760	4.1	12.7	114	411	4.1	6.9	115	375	5.3	6.3	148	*143	2.9	2.4	81
NON-WIRED : BLAIR	19329	2412	12.9	12.5	112	926	9.3	4.8	80	866	12.2	4.5	105	549	11.0	2.8	96
INTERNET	27139	3386	18.1	12.5	112	1831	18.3	6.7	113	1223	17.2	4.5	106	949	19.1	3.5	118
KATZ RADIO GROUP	36319	3720	19.9	10.2	92	2304	23.0	6.3	106	1847	25.9	5.1	120	1114	22.4	3.1	104
SUPERNET	22361	3115	16.6	13.9	125	1572	15.7	7.0	118	1067	15.0	4.8	112	877	17.6	3.9	132
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1672	8.9	11.5	103	871	8.7	6.0	100	538	7.5	3.7	87	473	9.5	3.3	110
MKDAY 9:00 AM - 1:00 PM	18688	2156	11.5	11.5	103	1114	11.1	6.0	100	742	10.4	4.0	93	717	14.4	3.8	129
MKDAY 1:00 PM - 4:30 PM	24061	2671	14.3	11.1	99	1372	13.7	5.7	96	962	13.5	4.0	94	861	17.3	3.6	121
MKDAY 4:30 PM - 7:30 PM	44079	4321	23.1	9.8	88	2619	26.2	5.9	100	1694	23.8	3.8	90	1295	26.1	2.9	99
MKDAY 7:30 PM - 8:00 PM	61979	6253	33.4	10.1	90	3685	36.8	5.9	100	2497	35.0	4.0	95	1902	38.3	3.1	104
MKDAY 11:00 PM - 11:30 PM	49084	5845	31.2	11.9	107	2964	29.6	6.0	101	2221	31.2	4.5	107	1603	32.3	3.3	110
MKDAY 11:30 PM - 1:00 AM	16560	1954	10.4	11.8	106	1016	10.1	6.1	103	886	12.4	5.4	126	546	11.0	3.3	111
M-SAT 8-11 PM+SUN 7-11 PM	66967	7446	39.8	11.1	100	4191	41.9	6.3	105	2983	41.9	4.5	105	2099	42.2	3.1	106
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1146	6.1	12.4	111	573	5.7	6.2	104	462	6.5	5.0	117	360	7.2	3.9	131
ANOTHER WORLD N	6138	695	3.7	11.3	101	497	5.0	8.1	136	243	3.4	4.0	93	242	4.9	3.9	133
AS THE WORLD TURNS C	7707	781	4.2	10.1	91	336	3.4	4.4	73	200	2.8	2.6	61	216	4.3	2.8	95
CAPITOL C	4688	555	3.0	11.8	106	200	2.0	4.3	71	122	1.7	2.6	61	*189	3.8	4.0	136
CBS MORN. NEWS 1 C	2792	407	2.2	14.6	131	92	0.9	3.3	55	*156	2.2	5.6	132	*103	2.1	3.7	124
CBS MORN. NEWS 2 C	2071	207	1.1	10.0	90	*87	0.9	4.2	70	*82	1.2	4.0	93	*82	1.6	4.0	134
DAYS OF OUR LIVES N	8018	952	5.1	11.9	106	638	6.4	8.0	133	340	4.8	4.2	100	414	8.3	5.2	174
FACTS OF LIFE - DAYTIME N	3487	459	2.5	13.2	118	179	1.8	5.1	86	144	2.0	4.1	97	170	3.4	4.9	165
FAMILY FEUD A	4817	498	2.7	10.3	93	264	2.6	5.5	92	180	2.5	3.7	88	*126	2.5	2.6	88
GENERAL HOSPITAL A	8333	999	5.3	12.0	107	430	4.3	5.2	86	370	5.2	4.4	105	296	6.0	3.6	120
GOOD MORNING, AMERICA-730 A	5472	696	3.7	12.7	114	283	2.8	5.2	87	168	2.4	3.1	72	145	2.9	2.6	89
GOOD MORNING, AMERICA-830 A	3965	457	2.4	11.5	103	203	2.0	5.1	86	123	1.7	3.1	73	*92	1.9	2.3	78
GUIDING LIGHT C	7542	778	4.2	10.3	92	319	3.2	4.2	71	217	3.0	2.9	68	223	4.5	3.0	100
ONE LIFE TO LIVE A	6018	765	4.1	12.7	114	283	2.8	4.7	79	296	4.2	4.9	116	202	4.1	3.4	113
PRESS YOUR LUCK C	3589	423	2.3	11.8	106	167	1.7	4.7	78	185	2.6	5.2	121	155	3.1	4.3	146
PRICE IS RIGHT 1 C	7418	783	4.2	10.6	95	356	3.6	4.8	80	238	3.3	3.2	76	278	5.6	3.7	126
PRICE IS RIGHT 2 C	8276	877	4.7	10.6	95	425	4.2	5.1	86	254	3.6	3.1	72	343	6.9	4.1	140
RYAN'S HOPE A	4358	602	3.2	13.8	124	338	3.4	7.8	130	254	3.6	5.8	137	257	5.2	5.9	199
SALE OF THE CENTURY N	3749	489	2.6	13.0	117	223	2.2	5.9	100	147	2.1	3.9	92	165	3.3	4.4	149
SEARCH FOR TOMORROW N	2884	322	1.7	11.2	100	229	2.3	7.9	133	*120	1.7	4.2	98	**96	1.9	3.3	112
TODAY SHOW 1 N	4869	428	2.3	8.8	79	254	2.5	5.2	87	137	1.9	2.8	66	*161	3.2	3.3	112
TODAY SHOW 2 N	4135	385	2.1	9.3	83	284	2.8	6.9	115	114	1.6	2.8	65	194	3.9	4.7	158
$25,000 PYRAMID C	4361	489	2.6	11.2	100	188	1.9	4.3	72	168	2.4	3.9	91	196	3.9	4.5	152
WHEEL OF FORTUNE N	6187	748	4.0	12.1	108	337	3.3	5.3	89	253	3.6	4.1	96	215	4.3	3.5	117
YOUNG AND THE RESTLESS C	8186	910	4.9	11.1	100	331	3.3	4.0	68	223	3.1	2.7	64	282	5.7	3.4	116
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	508	2.7	10.7	96	277	2.8	5.9	98	247	3.5	5.2	123	*159	3.2	3.4	114
NBA PLAYOFF GAME -1 C	5127	601	3.2	11.7	105	321	3.2	6.3	105	256	3.6	5.0	118	233	4.7	4.5	153
NBC MAJOR LEAGUE PRE-GAME N	3945	617	3.3	15.6	140	*116	1.2	2.9	49	*271	3.8	6.9	162	**153	3.1	3.9	131
SPORTSWORLD - SUN N	3370	419	2.2	12.4	111	273	2.7	8.1	136	*162	2.3	4.8	113	*123	2.5	3.6	123
SUNDAY MORNING C	4200	490	2.6	11.7	104	313	3.1	7.5	125	*189	2.7	4.5	106	*75	1.5	1.8	60

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	CADBURY A '000	CADBURY B % DOWN	CADBURY C % ACROSS	CADBURY D INDX	CHUNKY A '000	CHUNKY B % DOWN	CHUNKY C % ACROSS	CHUNKY D INDX	CLARK A '000	CLARK B % DOWN	CLARK C % ACROSS	CLARK D INDX
TOTAL ADULTS		167727	18728	100.0	11.2	100	10010	100.0	6.0	100	7126	100.0	4.2	100	4970	100.0	3.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	5031	26.9	9.6	86	2867	28.6	5.5	92	1918	26.9	3.7	86	1438	28.9	2.7	93
NETWORK AFFILIATES - LATE		39164	4646	24.8	11.9	106	2359	23.6	6.0	101	1696	23.8	4.3	102	1253	25.2	3.2	108
INDEPENDENTS - LATE		5133	450	2.4	8.8	79	407	4.1	7.9	133	269	3.8	5.2	123	162	3.3	3.2	107
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22425	2619	14.0	11.5	103	1326	13.2	5.8	97	1151	16.2	5.0	119	743	14.9	3.3	110
ABC MONDAY NIGHT MOVIE	A	11258	1309	7.0	11.6	104	720	7.2	6.4	107	418	5.9	3.7	87	239	4.8	2.1	72
ABC SUNDAY NIGHT MOVIE	A	23600	2546	13.6	10.8	97	1474	14.7	6.2	105	1104	15.5	4.7	110	695	14.0	2.9	99
ABC WORLD NEWS TONIGHT	A	12801	1147	6.1	9.0	80	730	7.3	5.7	96	427	6.0	3.3	79	325	6.5	2.5	86
AFTERMASH	C	10966	1054	5.6	9.6	86	673	6.7	6.1	103	415	5.8	3.8	89	*226	4.5	2.1	70
ALICE	C	17050	1906	10.2	11.2	100	1044	10.4	6.1	103	643	9.0	3.8	89	436	8.8	2.6	86
AMERICAN PARADE	C	11998	979	5.2	8.2	73	739	7.4	6.2	103	411	5.8	3.4	81	310	6.2	2.6	87
BENSON	A	19258	1982	10.6	10.3	92	1232	12.3	6.4	107	754	10.6	3.9	92	450	9.1	2.3	79
BLUE THUNDER	A	11478	1305	7.0	11.4	102	729	7.3	6.4	106	516	7.2	4.5	106	344	6.9	3.0	101
CAGNEY & LACEY	C	18263	2272	12.1	12.4	111	1249	12.5	6.8	115	816	11.5	4.5	105	522	10.5	2.9	96
CBS EVENING NEWS-DEAN	C	7733	605	3.2	7.8	70	441	4.4	5.7	96	*261	3.7	3.4	79	*120	2.4	1.6	52
CBS EVENING NEWS-RATHER	C	15653	1449	7.7	9.3	83	820	8.2	5.2	88	548	7.7	3.5	82	348	7.0	2.2	75
CBS SAT. NEWS-SCHIEFFER	C	8744	797	4.3	9.1	82	446	4.5	5.1	85	293	4.1	3.4	79	137	2.8	1.6	53
CBS SATURDAY NIGHT MOVIE	C	12000	1359	7.3	11.3	101	576	5.8	4.8	80	603	8.5	5.0	118	316	6.4	2.6	89
CBS WEDNESDAY NIGHT MOVIE	C	11522	1200	6.4	10.4	93	586	5.9	5.1	85	428	6.0	3.7	87	280	5.6	2.4	82
CHEERS	N	16818	1808	9.7	10.8	96	1317	13.2	7.8	131	696	9.8	4.1	97	536	10.8	3.2	108
DALLAS	C	37510	4142	22.1	11.0	99	2259	22.6	6.0	101	1398	19.6	3.7	88	1064	21.4	2.8	96
DIFF'RENT STROKES	N	11258	1371	7.3	12.2	109	557	5.6	4.9	83	345	4.8	3.1	72	312	6.3	2.8	94
DOUBLE TROUBLE	N	12248	1424	7.6	11.6	104	778	7.8	6.4	106	677	9.5	5.5	130	363	7.3	3.0	100
DUCK FACTORY	N	11100	1113	5.9	10.0	90	735	7.3	6.6	111	561	7.9	5.1	119	384	7.7	3.5	117
DUKES OF HAZZARD	C	12353	1309	7.0	10.6	95	738	7.4	6.0	100	371	5.2	3.0	71	464	9.3	3.8	127
DYNASTY	A	33279	3945	21.1	11.9	106	1862	18.6	5.6	94	1315	18.5	4.0	93	1045	21.0	3.1	106
FACTS OF LIFE	N	13410	1463	7.8	10.9	98	722	7.2	5.4	90	636	8.9	4.7	112	361	7.3	2.7	91
FALCON CREST	C	31093	3661	19.5	11.8	105	1968	19.7	6.3	106	1105	15.5	3.6	84	881	17.7	2.8	96
FALL GUY	A	18649	2069	11.0	11.1	99	995	9.9	5.3	89	848	11.9	4.5	107	618	12.4	3.3	112
FAMILY TIES	N	13101	1510	8.1	11.5	103	732	7.3	5.6	94	699	9.8	5.3	126	392	7.9	3.0	101
FANTASY ISLAND	A	13069	1593	8.5	12.2	109	775	7.7	5.9	99	599	8.4	4.6	108	450	9.1	3.4	116
FOULUPS,BLEEPS & BLUNDERS	A	16588	1603	8.6	9.7	87	1016	10.1	6.1	103	576	8.1	3.5	82	401	8.1	2.4	82
FOUR SEASONS	C	9302	900	4.8	9.7	87	592	5.9	6.4	107	*326	4.6	3.5	82	*183	3.7	2.0	66
GIMME A BREAK	N	13955	1625	8.7	11.6	104	809	8.1	5.8	97	663	9.3	4.8	112	326	6.6	2.3	79
HART TO HART	A	15735	1818	9.7	11.6	103	918	9.2	5.8	98	610	8.6	3.9	91	355	7.1	2.3	76
HILL STREET BLUES	N	18257	2334	12.5	12.8	114	1269	12.7	7.0	116	819	11.5	4.5	106	715	14.4	3.9	132
HOTEL	A	24236	2680	14.3	11.1	99	1252	12.5	5.2	87	796	11.2	3.3	77	692	13.9	2.9	96
JEFFERSONS	C	17010	1748	9.3	10.3	92	882	8.8	5.2	87	604	8.5	3.6	84	420	8.5	2.5	83
JENNIFER SLEPT HERE	N	9397	1091	5.8	11.6	104	481	4.8	5.1	86	306	4.3	3.3	77	270	5.4	2.9	97
KATE & ALLIE	C	16762	1854	9.9	11.1	99	1044	10.4	6.2	104	767	10.8	4.6	108	585	11.8	3.5	118
KNIGHT RIDER	N	13164	1748	9.3	13.3	119	785	7.8	6.0	100	585	8.2	4.4	105	550	11.1	4.2	141
LOVE BOAT	A	20400	2198	11.7	10.8	96	1336	13.3	6.5	110	697	9.8	3.4	80	566	11.4	2.8	94
MAGNUM PI	C	22543	2360	12.6	10.5	94	1385	13.8	6.1	103	946	13.3	4.2	99	609	12.3	2.7	91
MAMA'S FAMILY	N	9852	1175	6.3	11.9	107	581	5.8	5.9	99	370	5.2	3.8	88	328	6.6	3.3	112
MASTER, THE	N	8082	928	5.0	11.5	103	436	4.4	5.4	90	272	3.8	3.4	79	259	5.2	3.2	108
MATT HOUSTON	A	12881	1390	7.4	10.8	97	947	9.5	7.4	123	692	9.7	5.4	126	485	9.8	3.8	127
NBC MONDAY NIGHT MOVIE	N	23889	3104	16.6	13.0	116	1518	15.2	6.4	106	1198	16.8	5.0	118	787	15.8	3.3	111
NBC NIGHTLY NEWS	N	11156	1112	5.9	10.0	89	706	7.1	6.3	106	489	6.9	4.4	103	304	6.1	2.7	92
NBC NIGHTLY NEWS-SAT	N	7363	618	3.3	8.4	75	340	3.4	4.6	77	*250	3.5	3.4	80	*207	4.2	2.8	95
NBC NIGHTLY NEWS-SUN	N	6214	518	2.8	8.3	75	415	4.1	6.7	112	*150	2.1	2.4	57	*184	3.7	3.0	100
NBC SUNDAY NIGHT MOVIE	N	17590	2092	11.2	11.9	107	1080	10.8	6.1	103	1000	14.0	5.7	134	744	15.0	4.2	143
NEWHART	C	16740	1954	10.4	11.7	105	1070	10.7	6.4	107	752	10.6	4.5	106	526	10.6	3.1	106
ONE DAY AT A TIME	C	11820	1338	7.1	11.3	101	842	8.4	7.1	119	476	6.7	4.0	95	311	6.3	2.6	89
PEOPLE ARE FUNNY	N	9138	1199	6.4	13.1	118	540	5.4	5.9	99	389	5.5	4.3	100	286	5.8	3.1	106
REAL PEOPLE	N	15979	1621	8.7	10.1	91	943	9.4	5.9	99	618	8.7	3.9	91	388	7.8	2.4	82
REMINGTON STEELE	N	14395	1573	8.4	10.9	98	833	8.3	5.8	97	668	9.4	4.6	109	521	10.5	3.6	122
RIPLEY'S BELIEVE IT - NOT	A	11362	1301	6.9	11.5	103	808	8.1	7.1	119	458	6.4	4.0	95	325	6.5	2.9	97
RIPTIDE	N	13920	1601	8.5	11.5	103	815	8.1	5.9	98	747	10.5	5.4	126	559	11.2	4.0	136
SCARECROW & MRS. KING	C	17571	2005	10.7	11.4	102	1063	10.6	6.0	101	709	9.9	4.0	95	673	13.5	3.8	129
SIMON & SIMON	C	20208	2136	11.4	10.6	95	967	9.7	4.8	80	822	11.5	4.1	96	556	11.2	2.8	93
60 MINUTES	C	27668	2453	13.1	8.9	79	1605	16.0	5.8	97	1023	14.4	3.7	87	539	10.8	1.9	66
ST. ELSEWHERE	N	13699	1644	8.8	12.0	107	1074	10.7	7.8	131	738	10.4	5.4	127	449	9.0	3.3	111
THREE'S COMPANY	A	20632	2451	13.1	11.9	106	1075	10.7	5.2	87	866	12.2	4.2	99	662	13.3	3.2	108
T.J. HOOKER	A	17136	1823	9.7	10.6	95	1176	11.7	6.9	115	722	10.1	4.2	99	490	9.9	2.9	97
TONIGHT SHOW	N	4963	594	3.2	12.0	107	344	3.4	6.9	116	253	3.6	5.1	120	218	4.4	4.4	148
TRAPPER JOHN, M.D.	C	16332	1849	9.9	11.3	101	884	8.8	5.4	91	685	9.6	4.2	99	368	7.4	2.3	76
TV BLOOPERS & PRAC. JOKES	N	18881	2144	11.4	11.4	102	1051	10.5	5.6	93	749	10.5	4.0	93	470	9.5	2.5	84
20/20	A	18315	2018	10.8	11.0	99	1173	11.7	6.4	107	813	11.4	4.4	104	440	8.9	2.4	81
WEBSTER	A	18722	1901	10.2	10.2	91	1120	11.2	6.0	100	776	10.9	4.1	98	437	8.8	2.3	79
WORLD NEWS - SUN	A	5327	505	2.7	9.5	85	282	2.8	5.3	89	*241	3.4	4.5	106	*193	3.9	3.6	122
YELLOW ROSE	N	8370	977	5.2	11.7	105	432	4.3	5.2	86	371	5.2	4.4	104	265	5.3	3.2	107
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2939	15.7	11.4	102	1517	15.2	5.9	98	1278	17.9	4.9	116	1037	20.9	4.0	135
BASKETBALL - COLLEGE GAMES		14468	1930	10.3	13.3	119	817	8.2	5.6	95	*454	6.4	3.1	74	471	9.5	3.3	110
BASKETBALL - PRO GAMES		12124	1568	8.4	12.9	116	783	7.8	6.5	108	598	8.4	4.9	116	*486	9.8	4.0	135
BOWLING		9412	1361	7.3	14.5	130	*451	4.5	4.8	80	*519	7.3	5.5	130	*306	6.2	3.3	110
BOXING		15409	2108	11.3	13.7	123	942	9.4	6.1	102	963	13.5	6.2	147	642	12.9	4.2	141
FOOTBALL - COLLEGE GAMES		21400	2602	13.9	12.2	109	1256	12.5	5.9	98	739	10.4	3.5	81	612	12.3	2.9	97
FOOTBALL - PRO GAMES		35944	4548	24.3	12.7	113	2375	23.7	6.6	111	1749	24.5	4.9	115	1173	23.6	3.3	110
GOLF		9759	889	4.7	9.1	82	656	6.6	6.7	113	*400	5.6	4.1	96	**275	5.5	2.8	95
POST-SEASON COLL. FOOTBALL		18123	2484	13.3	13.7	123	1209	12.1	6.7	112	861	12.1	4.8	112	707	14.2	3.9	132
POST-SEASON PRO FOOTBALL		22091	2877	15.4	13.0	117	1722	17.2	7.8	131	1070	15.0	4.8	114	789	15.9	3.6	121
TENNIS		6764	808	4.3	11.9	107	417	4.2	6.2	103	*240	3.4	3.5	84	**201	4.0	3.0	100
WRESTLING - PROFESSIONAL		9695	1433	7.7	14.8	132	*657	6.6	6.8	114	605	8.5	6.2	147	*368	7.4	3.8	128

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	FIFTH AVENUE A '000	FIFTH AVENUE B % ACROSS DOWN	FIFTH AVENUE C %	FIFTH AVENUE D INDX	HEATH A '000	HEATH B % ACROSS DOWN	HEATH C %	HEATH D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % ACROSS DOWN	HERSHEY - ALMOND C %	HERSHEY - ALMOND D INDX	HERSHEY KRACKLE A '000	HERSHEY KRACKLE B % ACROSS DOWN	HERSHEY KRACKLE C %	HERSHEY KRACKLE D INDX
TOTAL ADULTS	167727	6314	100.0	3.8	100	8995	100.0	5.4	100	24410	100.0	14.6	100	12261	100.0	7.3	100
MALES	79263	3503	55.5	4.4	117	3938	43.8	5.0	93	11624	47.6	14.7	101	5504	44.9	6.9	95
FEMALES	88464	2811	44.5	3.2	84	5057	56.2	5.7	107	12786	52.4	14.5	99	6757	55.1	7.6	104
18 - 24	28671	1101	17.4	3.8	102	2253	25.0	7.9	147	5200	21.3	18.1	125	3104	25.3	10.8	148
25 - 34	39536	1712	27.1	4.3	115	2710	30.1	6.9	128	6770	27.7	17.1	118	3609	29.4	9.1	125
35 - 44	28978	1358	21.5	4.7	124	1529	17.0	5.3	98	4749	19.5	16.4	113	1978	16.1	6.8	93
45 - 54	22345	1049	16.6	4.7	125	1167	13.0	5.2	97	2956	12.1	13.2	91	1430	11.7	6.4	88
55 - 64	22224	601	9.5	2.7	72	626	7.0	2.8	53	2681	11.0	12.1	83	1099	9.0	4.9	68
65 OR OLDER	25973	*493	7.8	1.9	50	710	7.9	2.7	51	2055	8.4	7.9	54	1043	8.5	4.0	55
18 - 34	68207	2813	44.6	4.1	110	4963	55.2	7.3	136	11970	49.0	17.5	121	6712	54.7	9.8	135
18 - 49	108058	4743	75.1	4.4	117	7153	79.5	6.6	123	18268	74.8	16.9	116	9412	76.8	8.7	119
25 - 54	90859	4119	65.2	4.5	120	5407	60.1	6.0	111	14474	59.3	15.9	109	7016	57.2	7.7	106
35 - 49	39851	1930	30.6	4.8	129	2190	24.3	5.5	102	6298	25.8	15.8	109	2700	22.0	6.8	93
50 OR OLDER	59669	1571	24.9	2.6	70	1842	20.5	3.1	58	6142	25.2	10.3	71	2850	23.2	4.8	65
GRADUATED COLLEGE	28091	827	13.1	2.9	78	1591	17.7	5.7	106	4040	16.6	14.4	99	1727	14.1	6.1	84
ATTENDED COLLEGE	28938	1037	16.4	3.6	95	2151	23.9	7.4	139	4894	20.0	16.9	116	2680	21.9	9.3	127
GRADUATED HIGH SCHOOL	65503	2787	44.1	4.3	113	3821	42.5	5.8	109	10495	43.0	16.0	110	5298	43.2	8.1	111
DID NOT GRADUATE HIGH SCHOOL	45195	1663	26.3	3.7	98	1432	15.9	3.2	59	4980	20.4	11.0	76	2557	20.9	5.7	77
EMPLOYED MALES	56429	2554	40.4	4.5	120	2908	32.3	5.2	96	8516	34.9	15.1	104	3900	31.8	6.9	95
EMPLOYED FEMALES	43971	1580	25.0	3.6	95	2916	32.4	6.6	124	6737	27.6	15.3	105	3601	29.4	8.2	112
EMPLOYED FULL-TIME	87773	3631	57.5	4.1	110	5027	55.9	5.7	107	13245	54.3	15.1	104	6455	52.6	7.4	101
EMPLOYED PART-TIME	12627	*503	8.0	4.0	106	798	8.9	6.3	118	2008	8.2	15.9	109	1046	8.5	8.3	113
NOT EMPLOYED	67327	2181	34.5	3.2	86	3171	35.3	4.7	88	9157	37.5	13.6	93	4760	38.8	7.1	97
PROFESSIONAL/MANAGER	25845	820	13.0	3.2	84	1641	18.2	6.3	118	4200	17.2	16.3	112	1967	16.0	7.6	104
TECH/CLERICAL/SALES	30895	1209	19.1	3.9	104	1949	21.7	6.3	118	5123	21.0	16.6	114	2266	18.5	7.3	100
PRECISION/CRAFT	12629	649	10.3	5.1	137	543	6.0	4.3	80	1880	7.7	14.9	102	1050	8.6	8.3	114
OTHER EMPLOYED	31031	1455	23.0	4.7	125	1693	18.8	5.5	102	4051	16.6	13.1	90	2218	18.1	7.1	98
SINGLE	35557	1508	23.9	4.2	113	2383	26.5	6.7	125	5863	24.0	16.5	113	3070	25.0	8.6	118
MARRIED	103585	3812	60.4	3.7	98	5496	61.1	5.3	99	15338	62.8	14.8	102	7685	62.7	7.4	101
DIVORCED/SEPARATED/WIDOWED	28585	994	15.7	3.5	92	1116	12.4	3.9	73	3209	13.1	11.2	77	1507	12.3	5.3	72
PARENTS	59295	2767	43.8	4.7	124	3529	39.2	6.0	111	10320	42.3	17.4	120	5221	42.6	8.8	120
WHITE	146081	5355	84.8	3.7	97	8199	91.2	5.6	105	21526	88.2	14.7	101	11140	90.9	7.6	104
BLACK	17974	913	14.5	5.1	135	644	7.2	3.6	67	2367	9.7	13.2	90	928	7.6	5.2	71
OTHER	3672	**46	0.7	1.3	33	**152	1.7	4.1	77	*517	2.1	14.1	97	**194	1.6	5.3	72
NORTHEAST-CENSUS	37005	1708	27.1	4.6	123	1004	11.2	2.7	51	4849	19.9	13.1	90	2690	21.9	7.3	99
NORTH CENTRAL	42642	1307	20.7	3.1	81	3635	40.4	8.5	159	7017	28.7	16.5	113	3352	27.3	7.9	108
SOUTH	56777	2443	38.7	4.3	114	2308	25.7	4.1	76	7404	30.3	13.0	90	3885	31.7	6.8	94
WEST	31303	855	13.5	2.7	73	2048	22.8	6.5	122	5140	21.1	16.4	113	2335	19.0	7.5	102
NORTHEAST-MKTG.	38125	1662	26.3	4.4	116	937	10.4	2.5	46	4865	19.9	12.8	88	2574	21.0	6.8	92
EAST CENTRAL	24794	1060	16.8	4.3	114	1928	21.4	7.8	145	3707	15.2	15.0	103	1648	13.4	6.6	91
WEST CENTRAL	28511	803	12.7	2.8	75	2503	27.8	8.8	164	4738	19.4	16.6	114	2635	21.5	9.2	126
SOUTH	48953	2077	32.9	4.2	113	1952	21.7	4.0	74	6602	27.0	13.5	93	3502	28.6	7.2	98
PACIFIC	27344	712	11.3	2.6	69	1677	18.6	6.1	114	4498	18.4	16.4	113	1904	15.5	7.0	95
COUNTY SIZE A	69301	2233	35.4	3.2	86	3930	43.7	5.7	106	9684	39.7	14.0	96	4520	36.9	6.5	89
COUNTY SIZE B	50633	2372	37.6	4.7	124	2710	30.1	5.4	100	7790	31.9	15.4	106	3979	32.5	7.9	108
COUNTY SIZE C	26259	1049	16.6	4.0	106	1244	13.8	4.7	88	3743	15.3	14.3	98	2006	16.4	7.6	105
COUNTY SIZE D	21534	661	10.5	3.1	82	1111	12.4	5.2	96	3192	13.1	14.8	102	1757	14.3	8.2	112
METRO CENTRAL CITY	50014	2224	35.2	4.4	118	2736	30.4	5.5	102	7640	31.3	15.3	105	3474	28.3	6.9	95
METRO SUBURBAN	76832	2702	42.8	3.5	93	4208	46.8	5.5	102	10761	44.1	14.0	96	5578	45.5	7.3	99
NON METRO	40881	1389	22.0	3.4	90	2051	22.8	5.0	94	6009	24.6	14.7	101	3210	26.2	7.9	107
TOP 5 ADI'S	39550	1474	23.3	3.7	99	1922	21.4	4.9	91	5685	23.3	14.4	99	2518	20.5	6.4	87
TOP 10 ADI'S	54877	1826	28.9	3.3	88	2536	28.2	4.6	86	7521	30.8	13.7	94	3446	28.1	6.3	86
TOP 20 ADI'S	77516	2625	41.6	3.4	90	4046	45.0	5.2	97	10977	45.0	14.2	97	5119	41.8	6.6	90
HSHLD INC. $50,000 OR MORE	17257	*479	7.6	2.8	74	1210	13.5	7.0	131	2994	12.3	17.3	119	1352	11.0	7.8	107
$40,000 OR MORE	33235	961	15.2	2.9	77	2040	22.7	6.1	114	5333	21.8	16.0	110	2377	19.4	7.2	98
$30,000 OR MORE	59693	1993	31.6	3.3	89	3791	42.1	6.4	118	9438	38.7	15.8	109	4385	35.8	7.3	100
$25,000 OR MORE	76275	2672	42.3	3.5	93	4624	51.4	6.1	113	11812	48.4	15.5	106	5486	44.7	7.2	98
$20,000 - $24,999	18607	883	14.0	4.7	126	984	10.9	5.3	99	2830	11.6	15.2	105	1454	11.9	7.8	107
$15,000 - $19,999	17175	885	14.0	5.2	137	954	10.6	5.6	104	2664	10.9	15.5	107	1528	12.5	8.9	122
$10,000 - $14,999	24569	895	14.2	3.6	97	1509	16.8	6.1	115	3412	14.0	13.9	95	2065	16.8	8.4	115
UNDER $10,000	31101	979	15.5	3.1	84	924	10.3	3.0	55	3691	15.1	11.9	82	1728	14.1	5.6	76
HOUSEHOLD OF 1 PERSON	19441	521	8.3	2.7	71	788	8.8	4.1	76	2080	8.5	10.7	74	1011	8.2	5.2	71
2 PEOPLE	51803	1581	25.0	3.1	81	2440	27.1	4.7	88	6552	26.8	12.6	87	3115	25.4	6.0	82
3 OR 4 PEOPLE	66933	2766	43.8	4.1	110	3767	41.9	5.6	105	10484	42.9	15.7	108	5686	46.4	8.5	116
5 OR MORE PEOPLE	29550	1446	22.9	4.9	130	2001	22.2	6.8	126	5293	21.7	17.9	123	2450	20.0	8.3	113
NO CHILD IN HSHLD	96587	2933	46.5	3.0	81	4543	50.5	4.7	88	11959	49.0	12.4	85	6005	49.0	6.2	85
CHILD(REN) UNDER 2 YRS	10844	*398	6.3	3.7	97	814	9.0	7.5	140	2121	8.7	19.6	134	1011	8.2	9.3	128
2 - 5 YEARS	26358	1103	17.5	4.2	111	1703	18.9	6.5	120	4944	20.3	18.8	129	2496	20.4	9.5	130
6 - 11 YEARS	30453	1458	23.1	4.8	127	2093	23.3	6.9	128	5502	22.5	18.1	124	2752	22.4	9.0	124
12 - 17 YEARS	36575	1875	29.7	5.1	136	2197	24.4	6.0	112	6071	24.9	16.6	114	3121	25.5	8.5	117
RESIDENCE OWNED	117770	4235	67.1	3.6	96	6153	68.4	5.2	97	16457	67.4	14.0	96	8303	67.7	7.1	96
VALUE: $50,000 OR MORE	70166	2204	34.9	3.1	83	3786	42.1	5.4	101	9900	40.6	14.1	97	4605	37.6	6.6	90
VALUE: UNDER $50,000	47604	2032	32.2	4.3	113	2367	26.3	5.0	93	6557	26.9	13.8	95	3698	30.2	7.8	106

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0167
P-22

		TOTAL U.S. '000	FIFTH AVENUE A '000	FIFTH AVENUE B % DOWN	FIFTH AVENUE C % ACROSS	FIFTH AVENUE D INDX	HEATH A '000	HEATH B % DOWN	HEATH C % ACROSS	HEATH D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX	HERSHEY KRACKLE A '000	HERSHEY KRACKLE B % DOWN	HERSHEY KRACKLE C % ACROSS	HERSHEY KRACKLE D INDX
TOTAL ADULTS		167727	6314	100.0	3.8	100	8995	100.0	5.4	100	24410	100.0	14.6	100	12261	100.0	7.3	100
MAGAZINES	QUINTILE 1	34022	1534	24.3	4.5	120	2666	29.6	7.8	146	5593	22.9	16.4	113	2815	23.0	8.3	113
	QUINTILE 2	34800	1660	26.3	4.8	127	1912	21.3	5.5	102	5553	22.7	16.0	110	2711	22.1	7.8	107
	QUINTILE 3	30514	977	15.5	3.2	85	1313	14.6	4.3	80	4230	17.3	13.9	95	2209	18.0	7.2	99
	QUINTILE 4	33324	1082	17.1	3.2	86	1774	19.7	5.3	99	4951	20.3	14.9	102	2596	21.2	7.8	107
	QUINTILE 5	35066	1061	16.8	3.0	80	1331	14.8	3.8	71	4083	16.7	11.6	80	1931	15.7	5.5	75
NEWSPAPERS	QUINTILE 1	29107	1071	17.0	3.7	98	1433	15.9	4.9	92	4364	17.9	15.0	103	2023	16.5	7.0	95
	QUINTILE 2	49095	1994	31.6	4.1	108	2757	30.7	5.6	105	7267	29.8	14.8	102	3564	29.1	7.3	99
	QUINTILE 3	23107	983	15.6	4.3	113	1323	14.7	5.7	107	3374	13.8	14.6	100	1755	14.3	7.6	104
	QUINTILE 4	33556	1011	16.0	3.0	80	1966	21.9	5.9	109	5062	20.7	15.1	104	2309	18.8	6.9	94
	QUINTILE 5	32863	1256	19.9	3.8	102	1517	16.9	4.6	86	4343	17.8	13.2	91	2610	21.3	7.9	109
OUTDOOR	QUINTILE 1	33431	1558	24.7	4.7	124	2096	23.3	6.3	117	5492	22.5	16.4	113	3033	24.7	9.1	124
	QUINTILE 2	33478	1467	23.2	4.4	116	2157	24.0	6.4	120	5213	21.4	15.6	107	2605	21.2	7.8	106
	QUINTILE 3	33574	1245	19.7	3.7	99	1610	17.9	4.8	89	4886	20.0	14.6	100	2443	19.9	7.3	100
	QUINTILE 4	33935	1041	16.5	3.1	81	1668	18.5	4.9	92	4524	18.5	13.3	92	2074	16.9	6.1	84
	QUINTILE 5	33310	1004	15.9	3.0	80	1464	16.3	4.4	82	4296	17.6	12.9	89	2107	17.2	6.3	87
RADIO-DRIVE TIME	QUINTILE 1	33136	1539	24.4	4.6	123	1932	21.5	5.8	109	5134	21.0	15.5	106	2664	21.7	8.0	110
	QUINTILE 2	31658	1164	18.4	3.7	98	1809	20.1	5.7	107	4573	18.7	14.4	99	2231	18.2	7.0	96
	QUINTILE 3	32541	1133	17.9	3.5	92	1666	18.5	5.1	95	4450	18.2	13.7	94	2625	21.4	8.1	110
	QUINTILE 4	34247	1313	20.8	3.8	102	1878	20.9	5.5	102	5235	21.4	15.3	105	2460	20.1	7.2	98
	QUINTILE 5	36144	1165	18.5	3.2	86	1709	19.0	4.7	88	5018	20.6	13.9	95	2281	18.6	6.3	86
RADIO-MID-DAY	TERCILE 1	45037	1960	31.0	4.4	116	2577	28.6	5.7	107	6820	27.9	15.1	104	3453	28.2	7.7	105
	TERCILE 2	44819	1657	26.2	3.7	98	2540	28.2	5.7	106	6573	26.9	14.7	101	3663	29.9	8.2	112
	TERCILE 3	77872	2698	42.7	3.5	92	3877	43.1	5.0	93	11017	45.1	14.1	97	5146	42.0	6.6	90
RADIO-TOTAL	QUINTILE 1	33763	1462	23.2	4.3	115	2035	22.6	6.0	112	5518	22.6	16.3	112	2811	22.9	8.3	114
	QUINTILE 2	33240	1389	22.0	4.2	111	2116	23.5	6.4	119	4459	18.3	13.4	92	2644	21.6	8.0	109
	QUINTILE 3	33408	1012	16.0	3.0	80	1562	17.4	4.7	87	4720	19.3	14.1	97	2050	16.7	6.1	84
	QUINTILE 4	34792	1414	22.4	4.1	108	1764	19.6	5.1	95	5097	20.9	14.6	101	2883	23.5	8.3	113
	QUINTILE 5	32524	1037	16.4	3.2	85	1519	16.9	4.7	87	4616	18.9	14.2	98	1872	15.3	5.8	79
TV-PRIME TIME	QUINTILE 1	33090	1381	21.9	4.2	111	1754	19.5	5.3	99	4588	18.8	13.9	95	2449	20.0	7.4	101
	QUINTILE 2	33357	1294	20.5	3.9	103	1814	20.2	5.4	101	4946	20.3	14.8	102	2650	21.6	7.9	109
	QUINTILE 3	33980	1334	21.1	3.9	104	1942	21.6	5.7	107	4977	20.4	14.6	101	2489	20.3	7.3	100
	QUINTILE 4	33854	1317	20.9	3.9	103	1804	20.1	5.3	99	5181	21.2	15.3	105	2544	20.7	7.5	103
	QUINTILE 5	33444	988	15.6	3.0	78	1681	18.7	5.0	94	4718	19.3	14.1	97	2130	17.4	6.4	87
TV-DAYTIME	TERCILE 1	49121	1985	31.4	4.0	107	2479	27.6	5.0	94	7304	29.9	14.9	102	3699	30.2	7.5	103
	TERCILE 2	48823	1653	26.2	3.4	90	2973	33.1	6.1	114	7277	29.8	14.9	102	3940	32.1	8.1	110
	TERCILE 3	69782	2676	42.4	3.8	102	3543	39.4	5.1	95	9828	40.3	14.1	97	4622	37.7	6.6	91
TV-TOTAL	QUINTILE 1	33584	1461	23.1	4.4	116	1673	18.6	5.0	93	4729	19.4	14.1	97	2681	21.9	8.0	109
	QUINTILE 2	33441	1332	21.1	4.0	106	1766	19.6	5.3	98	4796	19.6	14.3	99	2425	19.8	7.3	99
	QUINTILE 3	33505	1241	19.7	3.7	98	1764	19.6	5.3	98	4622	18.9	13.8	95	2369	19.3	7.1	97
	QUINTILE 4	33466	1088	17.2	3.3	86	1851	20.6	5.5	103	4967	20.3	14.8	102	2476	20.2	7.4	101
	QUINTILE 5	33731	1193	18.9	3.5	94	1940	21.6	5.8	107	5296	21.7	15.7	108	2310	18.8	6.8	94
MAGAZINES-NEWSPAPERS: DUAL		44503	1832	29.0	4.1	109	2646	29.4	5.9	111	7070	29.0	15.9	109	3504	28.6	7.9	108
MAGAZINE IMPERATIVE		39363	1808	28.6	4.6	122	2435	27.1	6.2	115	6323	25.9	16.1	110	3235	26.4	8.2	112
NEWSPAPER IMPERATIVE		46441	1527	24.2	3.3	87	2204	24.5	4.7	88	6398	26.2	13.8	95	2992	24.4	6.4	88
MAGAZINES-OUTDOOR: DUAL		33726	1550	24.5	4.6	122	2332	25.9	6.9	129	5772	23.6	17.1	118	2882	23.5	8.5	117
MAGAZINE IMPERATIVE		52846	2070	32.8	3.9	104	2792	31.0	5.3	99	7803	32.0	14.8	101	3846	31.4	7.3	100
OUTDOOR IMPERATIVE		52140	1982	31.4	3.8	101	2643	29.4	5.1	95	7447	30.5	14.3	98	4016	32.8	7.7	105
MAGAZINES-RADIO: DUAL		37081	1621	25.7	4.4	116	2304	25.6	6.2	116	5938	24.3	16.0	110	3243	26.4	8.7	120
MAGAZINE IMPERATIVE		49747	2182	34.6	4.4	117	2985	33.2	6.0	112	7869	32.2	15.8	109	3603	29.4	7.2	99
RADIO IMPERATIVE		49208	1598	25.3	3.2	86	2533	28.2	5.1	96	6568	26.9	13.3	92	3357	27.4	6.8	93
MAGAZINES-TELEVISION: DUAL		33103	1528	24.2	4.6	123	1956	21.7	5.9	110	5298	21.7	16.0	110	2439	19.9	7.4	101
MAGAZINE IMPERATIVE		54575	2131	33.8	3.9	104	3415	38.0	6.3	117	8360	34.2	15.3	105	4263	34.8	7.8	107
TELEVISION IMPERATIVE		53249	1824	28.9	3.4	91	2262	25.1	4.2	79	6757	27.7	12.7	87	3741	30.5	7.0	96
NEWSPAPERS-OUTDOOR: DUAL		36255	1741	27.6	4.8	128	2309	25.7	6.4	119	5535	22.7	15.3	105	2954	24.1	8.1	111
NEWSPAPER IMPERATIVE		55591	1833	29.0	3.3	88	2526	28.1	4.5	85	7923	32.5	14.3	98	3571	29.1	6.4	88
OUTDOOR IMPERATIVE		48319	1974	31.3	4.1	109	2851	31.7	5.9	110	7581	31.1	15.7	108	4072	33.2	8.4	115
NEWSPAPERS-RADIO: DUAL		37242	1652	26.2	4.4	118	2283	25.4	6.1	114	5823	23.9	15.6	107	3112	25.4	8.4	114
NEWSPAPER IMPERATIVE		54423	2022	32.0	3.7	99	2705	30.1	5.0	93	7768	31.8	14.3	98	3429	28.0	6.3	86
RADIO IMPERATIVE		46650	1693	26.8	3.6	96	2656	29.5	5.7	106	6568	26.9	14.1	97	3528	28.8	7.6	103
NEWSPAPERS-TELEVISION: DUAL		35974	1531	24.2	4.3	113	2130	23.7	5.9	110	5693	23.3	15.8	109	2874	23.4	8.0	109
NEWSPAPER IMPERATIVE		56095	2013	31.9	3.6	95	2905	32.3	5.2	97	8105	33.2	14.4	99	3830	31.2	6.8	93
TELEVISION IMPERATIVE		47170	1797	28.5	3.8	101	2353	26.2	5.0	93	6317	25.9	13.4	92	3526	28.8	7.5	102
OUTDOOR-RADIO: DUAL		33748	1626	25.8	4.8	128	2259	25.1	6.7	125	5025	20.6	14.9	102	2802	22.9	8.3	114
OUTDOOR IMPERATIVE		52785	2082	33.0	3.9	105	2856	31.8	5.4	101	8229	33.7	15.6	107	4140	33.8	7.8	107
RADIO IMPERATIVE		52882	1708	27.1	3.2	86	2644	29.4	5.0	93	7383	30.2	14.0	96	3654	29.8	6.9	95
OUTDOOR-TELEVISION: DUAL		32030	1651	26.1	5.2	137	1926	21.4	6.0	112	5414	22.2	16.9	116	3125	25.5	9.8	133
OUTDOOR IMPERATIVE		54626	2051	32.5	3.8	100	3367	37.4	6.2	115	8255	33.8	15.1	104	3964	32.3	7.3	99
TELEVISION IMPERATIVE		54874	1822	28.9	3.3	88	2473	27.5	4.5	84	6873	28.2	12.5	86	3340	27.2	6.1	83
RADIO-TELEVISION: DUAL		33386	1575	24.9	4.7	125	1927	21.4	5.8	108	4775	19.6	14.3	98	2771	22.6	8.3	114
RADIO IMPERATIVE		53810	1983	31.4	3.7	98	3154	35.1	5.9	109	7888	32.3	14.7	101	4025	32.8	7.5	102
TELEVISION IMPERATIVE		54023	2025	32.1	3.7	100	2527	28.1	4.7	87	7665	31.4	14.2	97	3716	30.3	6.9	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0168
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	TOTAL U.S. '000	FIFTH AVENUE A '000	FIFTH AVENUE B % DOWN	FIFTH AVENUE C % ACROSS	FIFTH AVENUE D INDX	HEATH A '000	HEATH B % DOWN	HEATH C % ACROSS	HEATH D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX	HERSHEY KRACKLE A '000	HERSHEY KRACKLE B % DOWN	HERSHEY KRACKLE C % ACROSS	HERSHEY KRACKLE D INDX
TOTAL ADULTS	167727	6314	100.0	3.8	100	8995	100.0	5.4	100	24410	100.0	14.6	100	12261	100.0	7.3	100
ATLANTIC MONTHLY	867	**11	0.2	1.3	34	**78	0.9	9.0	168	**84	0.3	9.7	67	**33	0.3	3.8	52
BARRON'S	1580	**23	0.4	1.5	39	**126	1.4	8.0	149	*133	0.5	8.4	58	**112	0.9	7.1	97
BETTER HOMES & GARDENS	22203	970	15.4	4.4	116	1423	15.8	6.4	120	3660	15.0	16.5	113	1757	14.3	7.9	108
BON APPETIT	3810	*152	2.4	4.0	106	209	2.3	5.5	102	462	1.9	12.1	83	*203	1.7	5.3	73
BUSINESS WEEK	4663	*184	2.9	3.9	105	347	3.9	7.4	139	618	2.5	13.3	91	253	2.1	5.4	74
CAR AND DRIVER	3102	**141	2.2	4.5	121	*228	2.5	7.4	137	387	1.6	12.5	86	*238	1.9	7.7	105
CBS MAGAZINE NETWORK (GROSS)	7311	280	4.4	3.8	102	452	5.0	6.2	115	1077	4.4	14.7	101	569	4.6	7.8	106
CHANGING TIMES	3400	**131	2.1	3.9	102	*199	2.2	5.9	109	372	1.5	10.9	75	*187	1.5	5.5	75
COLONIAL HOMES	1796	**71	1.1	4.0	105	*132	1.5	7.3	137	328	1.3	18.3	125	*180	1.5	10.0	137
CONDE NAST MAG. PKG. (GROSS)	19924	627	9.9	3.1	84	1860	20.7	9.3	174	3383	13.9	17.0	117	1629	13.3	8.2	112
CONSUMERS DIGEST	3125	**107	1.7	3.4	91	*156	1.7	5.0	93	359	1.5	11.5	79	*177	1.4	5.7	77
COSMOPOLITAN	10577	413	6.5	3.9	104	814	9.0	7.7	144	1766	7.2	16.7	115	922	7.5	8.7	119
COUNTRY LIVING	3746	*173	2.7	4.6	123	254	2.8	6.8	126	562	2.3	15.0	103	*243	2.0	6.5	89
CUISINE	2214	**83	1.3	3.7	100	*129	1.4	5.8	109	378	1.5	17.1	117	*179	1.5	8.1	111
CYCLE WORLD	2394	**59	0.9	2.5	65	*168	1.9	7.0	131	361	1.5	15.1	104	*133	1.1	5.6	76
DCI:CREATIVE IDEAS FOR LIV	3068	**119	1.9	3.9	103	*238	2.6	7.8	145	684	2.8	22.3	153	*241	2.0	7.9	107
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	426	6.7	4.5	118	607	6.7	6.4	118	1683	6.9	17.6	121	673	5.5	7.0	96
DISCOVER	2277	**55	0.9	2.4	64	*163	1.8	7.2	133	344	1.4	15.1	104	*230	1.9	10.1	138
EBONY	7187	371	5.9	5.2	137	366	4.1	5.1	95	992	4.1	13.8	95	431	3.5	6.0	82
ESQUIRE	2560	*119	1.9	4.6	123	*228	2.5	8.9	166	383	1.6	15.0	103	*163	1.3	6.4	87
ESSENCE	3242	*192	3.0	5.9	157	*209	2.3	6.4	120	549	2.2	16.9	116	*201	1.6	6.2	85
FAMILY CIRCLE	19639	931	14.7	4.7	126	1244	13.8	6.3	118	3357	13.8	17.1	117	1661	13.5	8.5	116
THE FAMILY HANDYMAN	3540	*158	2.5	4.5	119	*281	3.1	7.9	148	505	2.1	14.3	98	282	2.3	8.0	109
FAMILY WEEKLY	23924	1038	16.4	4.3	115	1242	13.8	5.2	97	3741	15.3	15.6	107	1818	14.8	7.6	104
FIELD & STREAM	9883	492	7.8	5.0	132	645	7.2	6.5	122	1492	6.1	15.1	104	812	6.6	8.2	112
FOOD & WINE	1030	**24	0.4	2.3	62	**72	0.8	7.0	130	*115	0.5	11.2	77	**41	0.3	4.0	54
FORBES	2679	**69	1.1	2.6	68	*236	2.6	8.8	164	305	1.2	11.4	78	*188	1.5	7.0	96
FORTUNE	2931	**118	1.9	4.0	107	323	3.6	11.0	205	346	1.4	11.8	81	*189	1.5	6.4	88
GENTLEMEN'S QUARTERLY	3481	*200	3.2	5.7	153	*247	2.7	7.1	132	666	2.7	19.1	131	*361	2.9	10.4	142
GLAMOUR	7163	*251	4.0	3.5	93	682	7.6	9.5	178	1215	5.0	17.0	117	689	5.6	9.6	132
GOLF DIGEST	2355	**61	1.0	2.6	69	*101	1.1	4.3	80	289	1.2	12.3	84	*186	1.5	7.9	108
GOLF DIGEST/TENNIS (GROSS)	3610	**100	1.6	2.8	74	*177	2.0	4.9	91	458	1.9	12.7	87	*225	1.8	6.2	85
GOLF MAGAZINE	2046	**46	0.7	2.2	60	*124	1.4	6.1	113	302	1.2	14.8	101	*201	1.6	9.8	134
GOLF MAGAZINE/SKI (GROSS)	3547	**76	1.2	2.1	57	204	2.3	5.8	107	529	2.2	14.9	102	280	2.3	7.9	108
GOOD HOUSEKEEPING	20353	764	12.1	3.8	100	1305	14.5	6.4	120	3211	13.2	15.8	108	1702	13.9	8.4	114
HARPER'S BAZAAR	3362	**123	1.9	3.7	97	*333	3.7	9.9	185	579	2.4	17.2	118	*294	2.4	8.7	120
HEALTH	2987	**167	2.6	5.6	149	*199	2.2	6.7	124	443	1.8	14.8	102	*199	1.6	6.7	91
HEARST MAG CORP. BUY (GROSS)	67928	2879	45.6	4.2	113	4877	54.2	7.2	134	10952	44.9	16.1	111	5754	46.9	8.5	116
HEARST MAN POWER (GROSS)	11282	629	10.0	5.6	148	610	6.8	5.4	101	1709	7.0	15.1	104	880	7.2	7.8	107
HEARST WOMAN POWER (GROSS)	40514	1617	25.6	4.0	106	2897	32.2	7.2	133	6627	27.1	16.4	112	3600	29.4	8.9	122
HOUSE BEAUTIFUL	4885	*197	3.1	4.0	107	452	5.0	9.3	173	773	3.2	15.8	109	354	2.9	7.2	99
INC.	1308	**32	0.5	2.4	65	**89	1.0	6.8	127	*140	0.6	10.7	74	**89	0.7	6.8	93
JET	6498	383	6.1	5.9	157	331	3.7	5.1	95	948	3.9	14.6	100	401	3.3	6.2	84
LADIES' HOME JOURNAL	14797	654	10.4	4.4	117	1008	11.2	6.8	127	2707	11.1	18.3	126	1387	11.3	9.4	128
LHJ FAMILY GRP COMBO(GROSS)	21743	994	15.7	4.6	121	1588	17.7	7.3	136	3877	15.9	17.8	123	1899	15.5	8.7	119
LIFE	9881	348	5.5	3.5	94	658	7.3	6.7	124	1582	6.5	16.0	110	734	6.0	7.4	102
L.A. TIMES HOME MAGAZINE	2775	**30	0.5	1.1	29	*153	1.7	5.5	103	338	1.4	12.2	84	*180	1.5	6.5	89
MADEMOISELLE	4219	*125	2.0	3.0	79	372	4.1	8.8	164	793	3.2	18.8	129	350	2.9	8.3	113
MC CALL'S	16422	577	9.1	3.5	93	1037	11.5	6.3	118	2720	11.1	16.6	114	1349	11.0	8.2	112
MC CALL'S/WRK MOTHER (GROSS)	17919	614	9.7	3.4	91	1118	12.4	6.2	116	2955	12.1	16.5	113	1539	12.6	8.6	117
MECHANIX ILLUSTRATED	4433	*250	4.0	5.6	150	*262	2.9	5.9	110	748	3.1	16.9	116	*239	1.9	5.4	74
METROPOLITAN HOME	1504	**13	0.2	0.9	23	**110	1.2	7.3	136	*192	0.8	12.8	88	**118	1.0	7.8	107
MONEY	4723	*229	3.6	4.8	129	414	4.6	8.8	163	610	2.5	12.9	89	314	2.6	6.6	91
MOTHER EARTH NEWS	2325	**109	1.7	4.7	125	*332	3.7	14.3	266	422	1.7	18.2	125	*190	1.5	8.2	112
MS.	1189	**82	1.3	6.9	183	**100	1.1	8.4	157	*203	0.8	17.1	117	**95	0.8	8.0	109
NATIONAL ENQUIRER	18892	857	13.6	4.5	121	1123	12.5	5.9	111	2838	11.6	15.0	103	1556	12.7	8.2	113
NATIONAL GEOGRAPHIC	22129	830	13.1	3.8	100	1323	14.7	6.0	111	3385	13.9	15.3	105	1622	13.2	7.3	100
NATIONAL SUNDAY MAGAZINE PKG	103750	3986	63.1	3.8	102	5756	64.0	5.5	103	15408	63.1	14.9	102	7537	61.5	7.3	99
NATURAL HISTORY	1379	**35	0.6	2.5	67	**112	1.2	8.1	151	*212	0.9	15.4	106	**67	0.5	4.9	66
NEW WOMAN	2289	**84	1.3	3.7	97	*222	2.5	9.7	181	401	1.6	17.5	120	*206	1.7	9.0	123
NEW YORK INCLUDING CUE	1088	**28	0.4	2.6	68	**45	0.5	4.1	77	**85	0.3	7.8	54	**36	0.3	3.3	45
THE NEW YORKER	2459	**74	1.2	3.0	80	*130	1.4	5.3	99	288	1.2	11.7	80	*149	1.2	6.1	83
NEWSWEEK	16527	635	10.1	3.8	102	1086	12.1	6.6	123	2348	9.6	14.2	98	1199	9.8	7.3	99
THE N.Y. TIMES DAILY EDITION	2739	**36	0.6	1.3	35	**64	0.7	2.3	44	397	1.6	14.5	100	*174	1.4	6.4	87
THE N.Y. TIMES MAGAZINE	4443	**115	1.8	2.6	69	*87	1.0	2.0	37	581	2.4	13.1	90	*209	1.7	4.7	64
OMNI	2799	**58	0.9	2.1	55	*236	2.6	8.4	157	421	1.7	15.0	103	*207	1.7	7.4	101
ON CABLE	2209	**93	1.5	4.2	112	*188	2.1	8.5	159	514	2.1	23.3	160	*185	1.5	8.4	115
1001 HOME IDEAS	3959	*174	2.8	4.4	117	381	4.2	9.6	179	727	3.0	18.4	126	314	2.6	7.9	108
ORGANIC GARDENING	3111	*128	2.0	4.1	109	*177	2.0	5.7	106	551	2.3	17.7	122	*256	2.1	8.2	113
OUTDOOR LIFE	5024	*290	4.6	5.8	153	301	3.3	6.0	112	735	3.0	14.6	101	428	3.5	8.5	117
PARADE MAGAZINE	51292	1978	31.3	3.9	102	2772	30.8	5.4	101	7481	30.6	14.6	100	3763	30.7	7.3	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	FIFTH AVENUE A '000	B % DOWN	C % ACROSS	D INDX	HEATH A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY - ALMOND A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	6314	100.0	3.8	100	8995	100.0	5.4	100	24410	100.0	14.6	100	12261	100.0	7.3	100
PARENTS	5298	*181	2.9	3.4	91	458	5.1	8.6	161	1072	4.4	20.2	139	447	3.6	8.4	115
PENTHOUSE	5129	291	4.6	5.7	151	369	4.1	7.2	134	871	3.6	17.0	117	442	3.6	8.6	118
PEOPLE	21070	889	14.1	4.2	112	1491	16.6	7.1	132	3324	13.6	15.8	108	1940	15.8	9.2	126
PLAYBOY	10562	617	9.8	5.8	155	638	7.1	6.0	113	1815	7.4	17.2	118	843	6.9	8.0	109
POPULAR HOT RODDING	2498	**84	1.3	3.4	89	*232	2.6	9.3	173	426	1.7	17.1	117	*228	1.9	9.1	125
POPULAR MECHANICS	5887	377	6.0	6.4	170	296	3.3	5.0	94	944	3.9	16.0	110	456	3.7	7.7	106
POPULAR SCIENCE	4317	*213	3.4	4.9	131	*262	2.9	6.1	113	709	2.9	16.4	113	359	2.9	8.3	114
PREVENTION	5792	*144	2.3	2.5	66	301	3.3	5.2	97	622	2.5	10.7	74	*330	2.7	5.7	78
PSYCHOLOGY TODAY	3284	**80	1.3	2.4	65	*145	1.6	4.4	82	465	1.9	14.2	97	*203	1.7	6.2	85
READER'S DIGEST	40046	1529	24.2	3.8	101	2308	25.7	5.8	107	6084	24.9	15.2	104	3044	24.8	7.6	104
REDBOOK	9584	440	7.0	4.6	122	778	8.6	8.1	151	1650	6.8	17.2	118	976	8.0	10.2	139
ROAD & TRACK	2590	*152	2.4	5.9	156	*161	1.8	6.2	116	418	1.7	16.1	111	*261	2.1	10.1	138
ROLLING STONE	3302	**141	2.2	4.3	113	331	3.7	10.0	187	706	2.9	21.4	147	477	3.9	14.4	198
RUNNER'S WORLD	1229	**19	0.3	1.5	41	**130	1.4	10.6	197	*207	0.8	16.8	116	**143	1.2	11.6	159
SATURDAY EVENING POST	2110	**88	1.4	4.2	111	*131	1.5	6.2	116	300	1.2	14.2	98	*148	1.2	7.0	96
SCIENCE 84	1543	**42	0.7	2.7	72	**36	0.4	2.3	44	*182	0.7	11.8	81	**111	0.9	7.2	98
SCIENCE DIGEST	1747	**54	0.9	3.1	82	**61	0.7	3.5	65	*177	0.7	10.1	70	*125	1.0	7.2	98
SCIENTIFIC AMERICAN	1994	**70	1.1	3.5	93	**78	0.9	3.9	73	296	1.2	14.8	102	**111	0.9	5.6	76
SELF	3119	**104	1.6	3.3	89	409	4.5	13.1	245	634	2.6	20.3	140	*229	1.9	7.3	100
SEVENTEEN	3923	**144	2.3	3.7	98	*332	3.7	8.5	158	804	3.3	20.5	141	*332	2.7	8.5	116
SKI	1501	**30	0.5	2.0	53	**80	0.9	5.3	99	*227	0.9	15.1	104	**79	0.6	5.3	72
SMITHSONIAN	5976	*229	3.6	3.8	102	335	3.7	5.6	105	879	3.6	14.7	101	416	3.4	7.0	95
SOAP OPERA DIGEST	4228	*162	2.6	3.8	102	*336	3.7	7.9	148	672	2.8	15.9	109	461	3.8	10.9	149
SOUTHERN LIVING	6488	*307	4.9	4.7	126	369	4.1	5.7	106	999	4.1	15.4	106	431	3.5	6.6	91
SPORT	3500	*192	3.0	5.5	146	*168	1.9	4.8	90	509	2.1	14.5	100	*245	2.0	7.0	96
THE SPORTING NEWS	2456	**85	1.3	3.5	92	**125	1.4	5.1	95	446	1.8	18.2	125	*204	1.7	8.3	114
SPORTS AFIELD	3648	*198	3.1	5.4	144	*252	2.8	6.9	129	588	2.4	16.1	111	299	2.4	8.2	112
SPORTS ILLUSTRATED	14484	669	10.6	4.6	123	798	8.9	5.5	103	2205	9.0	15.2	105	1086	8.9	7.5	103
STAR	12661	539	8.5	4.3	113	860	9.6	6.8	127	1810	7.4	14.3	98	912	7.4	7.2	99
SUNDAY	52799	2023	32.0	3.8	102	3043	33.8	5.8	107	7725	31.6	14.6	101	3791	30.9	7.2	98
SUNSET	3513	**116	1.8	3.3	88	*329	3.7	9.4	175	593	2.4	16.9	116	*391	3.2	11.1	152
TV GUIDE	42766	1786	28.3	4.2	111	2372	26.4	5.5	103	6907	28.3	16.2	111	3694	30.1	8.6	118
TENNIS	1254	**39	0.6	3.1	83	**75	0.8	6.0	112	*169	0.7	13.5	93	**39	0.3	3.1	43
TIME	22054	737	11.7	3.3	89	1398	15.5	6.3	118	3477	14.2	15.8	108	1714	14.0	7.8	106
TOWN & COUNTRY	1555	**50	0.8	3.2	85	*182	2.0	11.7	218	239	1.0	15.4	106	**128	1.0	8.2	113
TRAVEL & LEISURE	2173	**73	1.2	3.4	89	*106	1.2	4.9	91	381	1.6	17.5	120	*141	1.1	6.5	89
TRUE STORY	4636	*207	3.3	4.5	119	359	4.0	7.7	144	794	3.3	17.1	118	439	3.6	9.5	130
U.S.NEWS & WORLD REPORT	10353	493	7.8	4.8	126	585	6.5	5.7	105	1447	5.9	14.0	96	708	5.8	6.8	94
USA TODAY	4994	*245	3.9	4.9	130	294	3.3	5.9	110	785	3.2	15.7	108	345	2.8	6.9	95
US	3528	*184	2.9	5.2	139	317	3.5	9.0	168	649	2.7	18.4	126	398	3.2	11.3	154
VOGUE	5424	*147	2.3	2.7	72	397	4.4	7.3	136	740	3.0	13.6	94	362	3.0	6.7	91
WALL STREET JOURNAL	6292	*173	2.7	2.7	73	398	4.4	6.3	118	782	3.2	12.4	85	348	2.8	5.5	76
WEIGHT WATCHERS	2762	**122	1.9	4.4	117	*175	1.9	6.3	118	374	1.5	13.5	93	*119	1.0	4.3	59
WOMAN'S DAY	16320	604	9.6	3.7	98	1012	11.3	6.2	116	2798	11.5	17.1	118	1423	11.6	8.7	119
WORKING MOTHER	1496	**36	0.6	2.4	64	**81	0.9	5.4	101	*235	1.0	15.7	108	*190	1.5	12.7	174
WORKING WOMAN	1851	**76	1.2	4.1	109	**171	1.9	9.2	172	316	1.3	17.1	117	*180	1.5	9.7	133
WORLD TENNIS	580	**22	0.3	3.8	101	**35	0.4	6.0	113	**93	0.4	16.0	110	**34	0.3	5.9	80
ZIFF-DAVIS MAG NETWK (GROSS)	12412	578	9.2	4.7	124	759	8.4	6.1	114	1984	8.1	16.0	110	1071	8.7	8.6	118
BLAIR INSERTS	91671	3517	55.7	3.8	102	5168	57.5	5.6	105	13454	55.1	14.7	101	6563	53.5	7.2	98
DAILY NEWSPAPERS																	
READ ANY	109190	4205	66.6	3.9	102	5844	65.0	5.4	100	16230	66.5	14.9	102	7708	62.9	7.1	97
READ ONE	89587	3518	55.7	3.9	104	4881	54.3	5.4	102	13282	54.4	14.8	102	6337	51.7	7.1	97
READ TWO OR MORE	19602	687	10.9	3.5	93	963	10.7	4.9	92	2948	12.1	15.0	103	1371	11.2	7.0	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	107661	4233	67.0	3.9	103	6112	67.9	5.6	104	16305	66.8	14.9	102	7952	64.9	7.3	99
READ ONE	95074	3667	58.1	3.9	102	5350	59.5	5.6	105	14079	57.7	14.8	102	6887	56.2	7.2	99
READ TWO OR MORE	14588	566	9.0	3.9	103	762	8.5	5.2	97	2227	9.1	15.3	105	1064	8.7	7.3	100
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	28.80	31.34				31.25				31.07				34.19			
30 DAY REACH	149706	5786	91.6	3.9	103	8155	90.7	5.4	102	22114	90.6	14.8	101	11180	91.2	7.5	102
50 SHHG - 30 DAY AV FREQ	15.16	16.44				16.45				16.28				17.99			
30 DAY REACH	142406	5518	87.4	3.9	103	7757	86.2	5.4	102	21154	86.7	14.9	102	10660	86.9	7.5	102
25 SHHG - 30 DAY AV FREQ	8.23	8.58				8.84				8.78				9.64			
30 DAY REACH	131152	5275	83.5	4.0	107	7213	80.2	5.5	103	19568	80.2	14.9	103	9974	81.3	7.6	104
CABLE TV: HOME WIRED	66879	2917	46.2	4.4	116	4226	47.0	6.3	118	10466	42.9	15.6	108	5251	42.8	7.9	107
HOME NOT WIRED	100848	3397	53.8	3.4	89	4769	53.0	4.7	88	13943	57.1	13.8	95	7010	57.2	7.0	95
HAVE PAY CABLE	35024	1765	28.0	5.0	134	2531	28.1	7.2	135	5822	23.9	16.6	114	2928	23.9	8.4	114

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	FIFTH AVENUE A '000	FIFTH AVENUE B % ACROSS DOWN	FIFTH AVENUE C %	FIFTH AVENUE D INDX	HEATH A '000	HEATH B % ACROSS DOWN	HEATH C %	HEATH D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % ACROSS DOWN	HERSHEY - ALMOND C %	HERSHEY - ALMOND D INDX	HERSHEY KRACKLE A '000	HERSHEY KRACKLE B % ACROSS DOWN	HERSHEY KRACKLE C %	HERSHEY KRACKLE D INDX
TOTAL ADULTS	167727	6314	100.0	3.8	100	8995	100.0	5.4	100	24410	100.0	14.6	100	12261	100.0	7.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95420	3885	61.5	4.1	108	5187	57.7	5.4	101	14205	58.2	14.9	102	7042	57.4	7.4	101
10:00 AM - 3:00 PM	63599	2657	42.1	4.2	111	3788	42.1	6.0	111	9502	38.9	14.9	103	5042	41.1	7.9	108
3:00 PM - 7:00 PM	72097	2988	47.3	4.1	110	4139	46.0	5.7	107	10979	45.0	15.2	105	5635	46.0	7.8	107
7:00 PM - MIDNIGHT	36670	1459	23.1	4.0	106	2172	24.1	5.9	110	5654	23.2	15.4	106	3163	25.8	8.6	118
MIDNIGHT - 6:00 AM	21908	900	14.3	4.1	109	1291	14.4	5.9	110	3384	13.9	15.4	106	1711	14.0	7.8	107
6:00 AM - MIDNIGHT	127571	5092	80.6	4.0	106	7183	79.9	5.6	105	18861	77.3	14.8	102	9805	80.0	7.7	105
ENTIRE DAY	129239	5171	81.9	4.0	106	7243	80.5	5.6	105	19029	78.0	14.7	101	9945	81.1	7.7	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1324	21.0	3.9	103	2243	24.9	6.6	123	5105	20.9	15.0	103	2732	22.3	8.0	110
ALL NEWS	6062	*204	3.2	3.4	89	*221	2.5	3.6	68	778	3.2	12.8	88	272	2.2	4.5	61
AOR/PROGRESSIVE	11884	430	6.8	3.6	96	823	9.1	6.9	129	2053	8.4	17.3	119	1080	8.8	9.1	124
BEAUTIFUL MUSIC	11180	460	7.3	4.1	109	443	4.9	4.0	74	1746	7.2	15.6	107	870	7.1	7.8	106
BLACK	4538	*272	4.3	6.0	159	*224	2.5	4.9	92	787	3.2	17.3	119	307	2.5	6.8	93
CLASSICAL	3857	*123	1.9	3.2	85	*194	2.2	5.0	94	533	2.2	13.8	95	*201	1.6	5.2	71
CHR/ROCK	21946	989	15.7	4.5	120	1454	16.2	6.6	124	3661	15.0	16.7	115	2173	17.7	9.9	135
COUNTRY	27262	1297	20.5	4.8	126	1591	17.7	5.8	109	3735	15.3	13.7	94	2009	16.4	7.4	101
GOLDEN OLDIES	3339	**138	2.2	4.1	110	**113	1.3	3.4	63	345	1.4	10.3	71	*247	2.0	7.4	101
MOR/NOSTALGIA	10346	435	6.9	4.2	112	568	6.3	5.5	102	1437	5.9	13.9	95	702	5.7	6.8	93
NEWS/TALK	8929	344	5.4	3.9	102	483	5.4	5.4	101	1200	4.9	13.4	92	537	4.4	6.0	82
RELIGIOUS	5488	*209	3.3	3.8	101	*298	3.3	5.4	101	848	3.5	15.5	106	545	4.4	9.9	136
SOFT ROCK	1232	**30	0.5	2.4	65	**67	0.7	5.4	101	*142	0.6	11.5	79	**40	0.3	3.2	44
URBAN CONTEMPORARY	3184	**139	2.2	4.4	116	**126	1.4	4.0	74	437	1.8	13.7	94	*195	1.6	6.1	84
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*227	3.6	3.3	87	469	5.2	6.8	127	1126	4.6	16.3	112	541	4.4	7.8	107
ABC DIRECTION	5212	*247	3.9	4.7	126	*263	2.9	5.0	94	1003	4.1	19.2	132	401	3.3	7.7	105
ABC ENTERTAINMENT	10385	610	9.7	5.9	156	486	5.4	4.7	87	1525	6.2	14.7	101	761	6.2	7.3	100
ABC FM	4762	*224	3.5	4.7	125	351	3.9	7.4	137	780	3.2	16.4	113	425	3.5	8.9	122
ABC INFORMATION	11339	523	8.3	4.6	123	516	5.7	4.6	85	1608	6.6	14.2	97	787	6.4	6.9	95
ABC ROCK	4878	*147	2.3	3.0	80	372	4.1	7.6	142	645	2.6	13.2	91	463	3.8	9.5	130
CBS	10709	379	6.0	3.5	94	672	7.5	6.3	117	1568	6.4	14.6	101	643	5.2	6.0	82
MUTUAL	10251	447	7.1	4.4	116	565	6.3	5.5	103	1480	6.1	14.4	99	689	5.6	6.7	92
NBC	12243	421	6.7	3.4	91	727	8.1	5.9	111	1584	6.5	12.9	89	867	7.1	7.1	97
RADIORADIO	4606	*230	3.6	5.0	133	255	2.8	5.5	103	628	2.6	13.6	94	374	3.1	8.1	111
RKO ONE	5148	348	5.5	6.8	180	384	4.3	7.5	139	931	3.8	18.1	124	534	4.4	10.4	142
RKO TWO	7313	*261	4.1	3.6	95	397	4.4	5.4	101	1070	4.4	14.6	101	548	4.5	7.5	103
THE SOURCE	5981	*282	4.5	4.7	125	308	3.4	5.1	96	779	3.2	13.0	89	520	4.2	8.7	119
NON-WIRED : BLAIR	19329	622	9.9	3.2	85	1077	12.0	5.6	104	2931	12.0	15.2	104	1422	11.6	7.4	101
INTERNET	27139	1124	17.8	4.1	110	1625	18.1	6.0	112	4121	16.9	15.2	104	2334	19.0	8.6	118
KATZ RADIO GROUP	36319	1469	23.3	4.0	107	2138	23.8	5.9	110	5389	22.1	14.8	102	2492	20.3	6.9	94
SUPERNET	22361	1009	16.0	4.5	120	1551	17.2	6.9	129	3440	14.1	15.4	106	2018	16.5	9.0	123
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	689	10.9	4.7	126	719	8.0	4.9	92	2183	8.9	15.0	103	1132	9.2	7.8	107
MKDAY 9:00 AM - 1:00 PM	18688	745	11.8	4.0	106	954	10.6	5.1	95	2592	10.6	13.9	95	1352	11.0	7.2	99
MKDAY 1:00 PM - 4:30 PM	24061	871	13.8	3.6	96	1207	13.4	5.0	94	3478	14.2	14.5	99	1902	15.5	7.9	108
MKDAY 4:30 PM - 7:30 PM	44079	1729	27.4	3.9	104	2088	23.2	4.7	88	6132	25.1	13.9	96	3093	25.2	7.0	96
MKDAY 7:30 PM - 8:00 PM	61979	2484	39.3	4.0	106	2924	32.5	4.7	88	8507	34.9	13.7	94	4475	36.5	7.2	99
MKDAY 11:00 PM - 11:30 PM	49084	2048	32.4	4.2	111	2804	31.2	5.7	107	7181	29.4	14.6	101	3849	31.4	7.8	107
MKDAY 11:30 PM - 1:00 AM	16560	655	10.4	4.0	105	987	11.0	6.0	111	2585	10.6	15.6	107	1425	11.6	8.6	118
M-SAT 8-11 PM+SUN 7-11 PM	66967	2630	41.7	3.9	104	3624	40.3	5.4	101	9632	39.5	14.4	99	5011	40.9	7.5	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	427	6.8	4.6	122	635	7.1	6.9	128	1367	5.6	14.7	101	817	6.7	8.8	121
ANOTHER WORLD N	6138	248	3.9	4.0	107	234	2.6	3.8	71	841	3.4	13.7	94	430	3.5	7.0	96
AS THE WORLD TURNS C	7707	213	3.4	2.8	73	301	3.3	3.9	73	1053	4.3	13.7	94	517	4.2	6.7	92
CAPITOL C	4688	193	3.1	4.1	109	194	2.2	4.1	77	612	2.5	13.1	90	363	3.0	7.7	106
CBS MORN. NEWS 1 C	2792	171	2.7	6.1	163	139	1.5	5.0	93	396	1.6	14.2	97	204	1.7	7.3	100
CBS MORN. NEWS 2 C	2071	117	1.9	5.6	150	91	1.0	4.4	82	251	1.0	12.1	83	182	1.5	8.8	120
DAYS OF OUR LIVES N	8018	284	4.5	3.5	94	512	5.7	6.4	119	1237	5.1	15.4	106	758	6.2	9.5	129
FACTS OF LIFE - DAYTIME N	3487	143	2.3	4.1	109	164	1.8	4.7	88	427	1.7	12.2	84	240	2.0	6.9	94
FAMILY FEUD A	4817	170	2.7	3.5	94	193	2.1	4.0	75	548	2.2	11.4	78	323	2.6	6.7	92
GENERAL HOSPITAL A	8333	310	4.9	3.7	99	450	5.0	5.4	101	1295	5.3	15.5	107	718	5.9	8.6	118
GOOD MORNING, AMERICA-730 A	5472	198	3.1	3.6	96	302	3.4	5.5	103	858	3.5	15.7	108	506	4.1	9.2	126
GOOD MORNING, AMERICA-830 A	3965	*104	1.6	2.6	70	164	1.8	4.1	77	523	2.1	13.2	91	277	2.3	7.0	96
GUIDING LIGHT C	7542	229	3.6	3.0	81	309	3.4	4.1	76	920	3.8	12.2	84	601	4.9	8.0	109
ONE LIFE TO LIVE A	6018	237	3.8	3.9	105	365	4.1	6.1	113	989	4.1	16.4	113	532	4.3	8.8	121
PRESS YOUR LUCK C	3589	139	2.2	3.9	103	221	2.5	6.2	115	433	1.8	12.1	83	289	2.4	8.1	110
PRICE IS RIGHT 1 C	7418	314	5.0	4.2	112	277	3.1	3.7	70	1010	4.1	13.6	94	406	3.3	5.5	75
PRICE IS RIGHT 2 C	8276	315	5.0	3.8	101	331	3.7	4.0	75	1111	4.6	13.4	92	449	3.7	5.4	74
RYAN'S HOPE A	4358	276	4.4	6.3	168	339	3.8	7.8	145	584	2.4	13.4	92	264	2.2	6.1	83
SALE OF THE CENTURY N	3749	229	3.6	6.1	162	203	2.3	5.4	101	448	1.8	11.9	82	205	1.7	5.5	75
SEARCH FOR TOMORROW N	2884	*80	1.3	2.8	74	*99	1.1	3.4	64	505	2.1	17.5	120	280	2.3	9.7	133
TODAY SHOW 1 N	4869	260	4.1	5.3	142	188	2.1	3.9	72	690	2.8	14.2	97	353	2.9	7.2	99
TODAY SHOW 2 N	4135	201	3.2	4.9	129	163	1.8	3.9	74	639	2.6	15.5	106	267	2.2	6.5	88
$25,000 PYRAMID C	4361	197	3.1	4.5	120	248	2.8	5.7	106	511	2.1	11.7	81	357	2.9	8.2	112
WHEEL OF FORTUNE N	6187	209	3.3	3.4	90	348	3.9	5.6	105	709	2.9	11.5	79	337	2.7	5.4	75
YOUNG AND THE RESTLESS C	8186	284	4.5	3.5	92	369	4.1	4.5	84	959	3.9	11.7	80	535	4.4	6.5	89
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	186	2.9	3.9	105	242	2.7	5.1	95	693	2.8	14.7	101	366	3.0	7.7	106
NBA PLAYOFF GAME -1 C	5127	229	3.6	4.5	119	212	2.4	4.1	77	688	2.8	13.4	92	397	3.2	7.7	106
NBC MAJOR LEAGUE PRE-GAME N	3945	*247	3.9	6.3	166	*178	2.0	4.5	84	547	2.2	13.9	95	431	3.5	10.9	149
SPORTSWORLD - SUN N	3370	*133	2.1	3.9	105	179	2.0	5.3	99	448	1.9	13.9	95	275	2.2	8.2	112
SUNDAY MORNING C	4200	*196	3.1	4.7	124	*230	2.6	5.5	102	567	2.3	13.5	93	307	2.5	7.3	100

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	FIFTH AVENUE A '000	FIFTH AVENUE B % DOWN	FIFTH AVENUE C % ACROSS	FIFTH AVENUE D INDX	HEATH A '000	HEATH B % DOWN	HEATH C % ACROSS	HEATH D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX	HERSHEY KRACKLE A '000	HERSHEY KRACKLE B % DOWN	HERSHEY KRACKLE C % ACROSS	HERSHEY KRACKLE D INDX
TOTAL ADULTS		167727	6314	100.0	3.8	100	8995	100.0	5.4	100	24410	100.0	14.6	100	12261	100.0	7.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2077	32.9	4.0	106	2294	25.5	4.4	82	6814	27.9	13.0	90	3421	27.9	6.5	89
NETWORK AFFILIATES - LATE		39164	1598	25.3	4.1	108	2223	24.7	5.7	106	5605	23.0	14.3	98	3061	25.0	7.8	107
INDEPENDENTS - LATE		5133	154	2.4	3.0	80	243	2.7	4.7	88	661	2.7	12.9	88	415	3.4	8.1	111
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1003	15.9	4.4	117	1150	12.8	5.0	94	3233	13.2	14.2	97	1792	14.6	7.9	107
ABC MONDAY NIGHT MOVIE	A	11258	330	5.2	2.9	78	590	6.6	5.2	98	1654	6.8	14.7	101	901	7.3	8.0	109
ABC SUNDAY NIGHT MOVIE	A	23600	875	13.9	3.7	98	1446	16.1	6.1	114	3299	13.5	14.0	96	1902	15.5	8.1	110
ABC WORLD NEWS TONIGHT	A	12801	491	7.8	3.8	102	592	6.6	4.6	86	1687	6.9	13.2	91	900	7.3	7.0	96
AFTERMASH	C	10966	*321	5.1	2.9	78	559	6.2	5.1	95	1478	6.1	13.5	93	628	5.1	5.7	78
ALICE	C	17050	708	11.2	4.2	110	820	9.1	4.8	90	2350	9.6	13.8	95	975	8.0	5.7	78
AMERICAN PARADE	C	11998	362	5.7	3.0	80	525	5.8	4.4	82	1485	6.1	12.4	85	801	6.5	6.7	91
BENSON	A	19258	753	11.9	3.9	104	884	9.8	4.6	86	2810	11.5	14.6	100	1309	10.7	6.8	93
BLUE THUNDER	A	11478	545	8.6	4.7	126	601	6.7	5.2	98	1820	7.5	15.9	109	947	7.7	8.3	113
CAGNEY & LACEY	C	18263	691	10.9	3.8	101	1012	11.3	5.5	103	2576	10.6	14.1	97	1179	9.6	6.5	88
CBS EVENING NEWS-DEAN	C	7733	*303	4.8	3.9	104	385	4.3	5.0	93	869	3.6	11.2	77	481	3.9	6.2	85
CBS EVENING NEWS-RATHER	C	15653	609	9.6	3.9	103	693	7.7	4.4	83	1975	8.1	12.6	87	968	7.9	6.2	85
CBS SAT. NEWS-SCHIEFFER	C	8744	339	5.4	3.9	103	408	4.5	4.7	87	991	4.1	11.3	78	607	5.0	6.9	95
CBS SATURDAY NIGHT MOVIE	C	12000	481	7.6	4.0	106	658	7.3	5.5	102	1699	7.0	14.2	97	854	7.0	7.1	97
CBS WEDNESDAY NIGHT MOVIE	C	11522	449	7.1	3.9	104	573	6.4	5.0	93	1550	6.3	13.5	92	775	6.3	6.7	92
CHEERS	N	16818	621	9.8	3.7	98	906	10.1	5.4	100	2291	9.4	13.6	94	1384	11.3	8.2	113
DALLAS	C	37510	1347	21.3	3.6	95	2168	24.1	5.8	108	5151	21.1	13.7	94	2882	23.5	7.7	105
DIFF'RENT STROKES	N	11258	431	6.8	3.8	102	495	5.5	4.4	82	1519	6.2	13.5	93	713	5.8	6.3	87
DOUBLE TROUBLE	N	12248	440	7.0	3.6	95	658	7.3	5.4	100	1855	7.6	15.1	104	1186	9.7	9.7	132
DUCK FACTORY	N	11100	387	6.1	3.5	93	580	6.4	5.2	97	1547	6.3	13.9	96	893	7.3	8.0	110
DUKES OF HAZZARD	C	12353	466	7.4	3.8	100	579	6.4	4.7	87	1712	7.0	13.9	95	946	7.7	7.7	105
DYNASTY	A	33279	1360	21.5	4.1	109	1886	21.0	5.7	106	4987	20.4	15.0	103	2328	19.0	7.0	96
FACTS OF LIFE	N	13410	456	7.2	3.4	90	667	7.4	5.0	93	1798	7.4	13.4	92	1047	8.5	7.8	107
FALCON CREST	C	31093	1165	18.5	3.7	100	1820	20.2	5.9	109	4416	18.1	14.2	98	2426	19.8	7.8	107
FALL GUY	A	18649	917	14.5	4.9	131	934	10.4	5.0	93	2609	10.7	14.0	96	1658	13.5	8.9	122
FAMILY TIES	N	13101	566	9.0	4.3	115	627	7.0	4.8	89	1522	6.2	11.6	80	1194	9.7	9.1	125
FANTASY ISLAND	A	13069	493	7.8	3.8	100	635	7.1	4.9	91	1832	7.5	14.0	96	1048	8.5	8.0	110
FOULUPS,BLEEPS & BLUNDERS	A	16588	465	7.4	2.8	74	767	8.5	4.6	86	2234	9.2	13.5	93	999	8.1	6.0	82
FOUR SEASONS	C	9302	*290	4.6	3.1	83	497	5.5	5.3	100	1179	4.8	12.7	87	579	4.7	6.2	85
GIMME A BREAK	N	13955	693	11.0	5.0	132	582	6.5	4.2	78	1668	6.8	12.0	82	1078	8.8	7.7	106
HART TO HART	A	15735	502	8.0	3.2	85	853	9.5	5.4	101	2362	9.7	15.0	103	1299	10.6	8.3	113
HILL STREET BLUES	N	18257	645	10.2	3.5	94	1300	14.5	7.1	133	2639	10.8	14.5	99	1421	11.6	7.8	106
HOTEL	A	24236	964	15.3	4.0	106	1397	15.5	5.8	107	3325	13.6	13.7	94	1718	14.0	7.1	97
JEFFERSONS	C	17010	657	10.4	3.9	103	814	9.0	4.8	89	2261	9.3	13.3	91	930	7.6	5.5	75
JENNIFER SLEPT HERE	N	9397	300	4.8	3.2	85	443	4.9	4.7	88	1197	4.9	12.7	88	517	4.2	5.5	75
KATE & ALLIE	C	16762	631	10.0	3.8	100	957	10.6	5.7	106	2447	10.0	14.6	100	1180	9.6	7.0	96
KNIGHT RIDER	N	13164	604	9.6	4.6	122	727	8.1	5.5	103	1983	8.1	15.1	104	1001	8.2	7.6	104
LOVE BOAT	A	20400	695	11.0	3.4	91	985	11.0	4.8	90	2758	11.3	13.5	93	1423	11.6	7.0	95
MAGNUM PI	C	22543	824	13.1	3.7	97	1223	13.6	5.4	101	3180	13.0	14.1	97	1453	11.9	6.4	88
MAMA'S FAMILY	N	9852	403	6.4	4.1	109	399	4.4	4.0	76	1408	5.8	14.3	98	688	5.6	7.0	96
MASTER, THE	N	8082	339	5.4	4.2	111	328	3.6	4.1	76	1262	5.2	15.6	107	611	5.0	7.6	103
MATT HOUSTON	A	12881	659	10.4	5.1	136	798	8.9	6.2	116	1907	7.8	14.8	102	955	7.8	7.4	101
NBC MONDAY NIGHT MOVIE	N	23889	928	14.7	3.9	103	1313	14.6	5.5	102	3640	14.9	15.2	105	2087	17.0	8.7	120
NBC NIGHTLY NEWS	N	11156	384	6.1	3.4	91	568	6.3	5.1	95	1464	6.0	13.1	90	812	6.6	7.3	100
NBC NIGHTLY NEWS-SAT	N	7363	*203	3.2	2.8	73	*256	2.8	3.5	65	973	4.0	13.2	91	537	4.4	7.3	100
NBC NIGHTLY NEWS-SUN	N	6214	*210	3.3	3.4	90	363	4.0	5.8	109	757	3.1	12.2	84	293	2.4	4.7	65
NBC SUNDAY NIGHT MOVIE	N	17590	865	13.7	4.9	131	892	9.9	5.1	95	2802	11.5	15.9	109	1628	13.3	9.3	127
NEWHART	C	16740	644	10.2	3.8	102	958	10.7	5.7	107	2490	10.2	14.9	102	1131	9.2	6.8	92
ONE DAY AT A TIME	C	11820	469	7.4	4.0	105	458	5.1	3.9	72	1740	7.1	14.7	101	837	6.8	7.1	97
PEOPLE ARE FUNNY	N	9138	328	5.2	3.6	95	465	5.2	5.1	95	1314	5.4	14.4	99	700	5.7	7.7	105
REAL PEOPLE	N	15979	502	8.0	3.1	83	605	6.7	3.8	71	2100	8.6	13.1	90	1037	8.5	6.5	89
REMINGTON STEELE	N	14395	608	9.6	4.2	112	998	11.1	6.9	129	1926	7.9	13.4	92	1089	8.9	7.6	103
RIPLEY'S BELIEVE IT - NOT	A	11362	453	7.2	4.0	106	697	7.7	6.1	114	1727	7.1	15.2	104	855	7.0	7.5	103
RIPTIDE	N	13920	771	12.2	5.5	147	838	9.3	6.0	112	2162	8.9	15.5	107	1073	8.8	7.7	105
SCARECROW & MRS. KING	C	17571	636	10.1	3.6	96	1030	11.5	5.9	109	2538	10.4	14.4	99	1159	9.5	6.6	90
SIMON & SIMON	C	20208	754	11.9	3.7	99	934	10.4	4.6	86	2602	10.7	12.9	88	1261	10.3	6.2	85
60 MINUTES	C	27668	919	14.6	3.3	88	1174	13.1	4.2	79	3549	14.5	12.8	88	1642	13.4	5.9	81
ST. ELSEWHERE	N	13699	539	8.5	3.9	105	901	10.0	6.6	123	2196	9.0	16.0	110	1172	9.6	8.6	117
THREE'S COMPANY	A	20632	701	11.1	3.4	90	1022	11.4	5.0	92	2894	11.9	14.0	96	1586	12.9	7.7	105
T.J. HOOKER	A	17136	681	10.8	4.0	106	888	9.9	5.2	97	2568	10.5	15.0	103	1214	9.9	7.1	97
TONIGHT SHOW	N	4963	186	2.9	3.7	100	281	3.1	5.7	106	787	3.2	15.9	109	465	3.8	9.4	128
TRAPPER JOHN, M.D.	C	16332	637	10.1	3.9	104	847	9.4	5.2	97	2286	9.4	14.0	96	918	7.5	5.6	77
TV BLOOPERS & PRAC. JOKES	N	18881	591	9.4	3.1	83	961	10.7	5.1	95	2758	11.3	14.6	100	1613	13.2	8.5	117
20/20	A	18315	702	11.1	3.8	102	987	11.0	5.4	100	2645	10.8	14.4	99	1412	11.5	7.7	105
WEBSTER	A	18722	753	11.9	4.0	107	882	9.8	4.7	88	2679	11.0	14.3	98	1308	10.7	7.0	96
WORLD NEWS - SUN	A	5327	*227	3.6	4.3	113	*183	2.0	3.4	64	693	2.8	13.0	89	320	2.6	6.0	82
YELLOW ROSE	N	8370	427	6.8	5.1	136	454	5.0	5.4	101	1202	4.9	14.4	99	645	5.3	7.7	105
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1504	23.8	5.8	155	1563	17.4	6.0	113	3951	16.2	15.3	105	1857	15.1	7.2	98
BASKETBALL - COLLEGE GAMES		14468	760	12.0	5.3	140	830	9.2	5.7	107	2244	9.2	15.5	107	874	7.1	6.0	83
BASKETBALL - PRO GAMES		12124	726	11.5	6.0	159	753	8.4	6.2	116	1770	7.3	14.6	100	753	6.1	6.2	85
BOWLING		9412	*488	7.7	5.2	138	555	6.2	5.9	110	1223	5.0	13.0	89	*507	4.1	5.4	74
BOXING		15409	654	10.4	4.2	113	1082	12.0	7.0	131	2457	10.1	15.9	110	1125	9.2	7.3	100
FOOTBALL - COLLEGE GAMES		21400	1041	16.5	4.9	129	1512	16.8	7.1	132	3352	13.7	15.7	108	1342	10.9	6.3	86
FOOTBALL - PRO GAMES		35944	1833	29.0	5.1	135	2478	27.5	6.9	129	6126	25.1	17.0	117	2804	22.9	7.8	107
GOLF		9759	*352	5.6	3.6	96	753	8.4	7.7	144	1456	6.0	14.9	103	647	5.3	6.6	91
POST-SEASON COLL. FOOTBALL		18123	921	14.6	5.1	135	1197	13.3	6.6	123	2842	11.6	15.7	108	1431	11.7	7.9	108
POST-SEASON PRO FOOTBALL		22091	1091	17.3	4.9	131	1542	17.1	7.0	130	3840	15.7	17.4	119	1681	13.7	7.6	104
TENNIS		6764	*404	6.4	6.0	159	*408	4.5	6.0	112	966	4.0	14.3	98	*390	3.2	5.8	79
WRESTLING - PROFESSIONAL		9695	683	10.8	7.0	187	549	6.1	5.7	106	1736	7.1	17.9	123	1056	8.6	10.9	149

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
#-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0172
P-22

	TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	23407	100.0	14.0	100	5730	100.0	3.4	100	11188	100.0	6.7	100	23006	100.0	13.7	100
MALES	79263	10750	45.9	13.6	97	2948	51.4	3.7	109	4325	38.7	5.5	82	10096	43.9	12.7	93
FEMALES	88464	12657	54.1	14.3	103	2782	48.6	3.1	92	6863	61.3	7.8	116	12911	56.1	14.6	106
18 - 24	28671	4929	21.1	17.2	123	1672	29.2	5.8	171	2986	26.7	10.4	156	6535	28.4	22.8	166
25 - 34	39586	6109	26.1	15.5	111	1802	31.4	4.6	133	3503	31.3	8.9	133	7231	31.4	18.3	133
35 - 44	28978	4200	17.9	14.5	104	997	17.4	3.4	101	2205	19.7	7.6	114	3864	16.8	13.3	97
45 - 54	22345	3081	13.2	13.8	99	559	9.8	2.5	73	1043	9.3	4.7	70	1982	8.6	8.9	65
55 - 64	22224	2541	10.9	11.4	82	*391	6.8	1.8	51	870	7.8	3.9	59	1777	7.7	8.0	58
65 OR OLDER	25973	2547	10.9	9.8	70	*308	5.4	1.2	35	582	5.2	2.2	34	1617	7.0	6.2	45
18 - 34	68207	11038	47.2	16.2	116	3474	60.6	5.1	149	6489	58.0	9.5	143	13766	59.8	20.2	147
18 - 49	108058	16791	71.7	15.5	111	4727	82.5	4.4	128	9356	83.6	8.7	130	18647	81.1	17.3	126
25 - 54	90859	13389	57.2	14.7	106	3358	58.6	3.7	108	6751	60.3	7.4	111	13077	56.8	14.4	105
35 - 49	39851	5753	24.6	14.4	103	1253	21.9	3.1	92	2867	25.6	7.2	108	4882	21.2	12.3	89
50 OR OLDER	59669	6616	28.3	11.1	79	1003	17.5	1.7	49	1833	16.4	3.1	46	4359	18.9	7.3	53
GRADUATED COLLEGE	28091	3882	16.6	13.8	99	919	16.0	3.3	96	1833	16.4	6.5	98	2876	12.5	10.2	75
ATTENDED COLLEGE	28938	4637	19.8	16.0	115	1131	19.7	3.9	114	2681	24.0	9.3	139	4279	18.6	14.8	108
GRADUATED HIGH SCHOOL	65503	9597	41.0	14.7	105	2376	41.5	3.6	106	4520	40.4	6.9	103	10319	44.9	15.8	115
DID NOT GRADUATE HIGH SCHOOL	45195	5290	22.6	11.7	84	1304	22.8	2.9	84	2155	19.3	4.8	71	5532	24.0	12.2	89
EMPLOYED MALES	56429	7677	32.8	13.6	97	2079	36.3	3.7	108	3227	28.8	5.7	86	7322	31.8	13.0	95
EMPLOYED FEMALES	43971	6329	27.0	14.4	103	1767	30.8	4.0	118	3909	34.9	8.9	133	6988	30.4	15.9	116
EMPLOYED FULL-TIME	87773	12116	51.8	13.8	99	3373	58.9	3.8	112	6053	54.1	6.9	103	12098	52.6	13.8	100
EMPLOYED PART-TIME	12627	1890	8.1	15.0	107	*473	8.3	3.7	110	1083	9.7	8.6	129	2211	9.6	17.5	128
NOT EMPLOYED	67327	9401	40.2	14.0	100	1884	32.9	2.8	82	4052	36.2	6.0	90	8697	37.8	12.9	94
PROFESSIONAL/MANAGER	25845	3831	16.4	14.8	106	853	14.9	3.3	97	1992	17.8	7.7	116	2704	11.8	10.5	76
TECH/CLERICAL/SALES	30895	4300	18.4	13.9	100	1252	21.8	4.1	119	2625	23.5	8.5	127	4858	21.1	15.7	115
PRECISION/CRAFT	12629	1914	8.2	15.2	109	530	9.2	4.2	123	730	6.5	5.8	87	1728	7.5	13.7	100
OTHER EMPLOYED	31031	3961	16.9	12.8	91	1212	21.2	3.9	114	1788	16.0	5.8	86	5020	21.8	16.2	118
SINGLE	35557	5787	24.7	16.3	117	1824	31.8	5.1	150	3290	29.4	9.3	139	6491	28.2	18.3	133
MARRIED	103585	14698	62.8	14.2	102	3185	55.6	3.1	90	6367	56.9	6.1	92	13624	59.2	13.2	96
DIVORCED/SEPARATED/WIDOWED	28585	2922	12.5	10.2	73	721	12.6	2.5	74	1531	13.7	5.4	80	2892	12.6	10.1	74
PARENTS	59295	9272	39.6	15.6	112	2304	40.2	3.9	114	5198	46.5	8.8	131	10294	44.7	17.4	127
WHITE	146081	20868	89.2	14.3	102	5008	87.4	3.4	100	9958	89.0	6.8	102	20091	87.3	13.8	100
BLACK	17974	1903	8.1	10.6	76	585	10.2	3.3	95	1108	9.9	6.2	92	2541	11.0	14.1	103
OTHER	3672	*636	2.7	17.3	124	**136	2.4	3.7	108	**122	1.1	3.3	50	**374	1.6	10.2	74
NORTHEAST-CENSUS	37005	5726	24.5	15.5	111	832	14.5	2.2	66	3030	27.1	8.2	123	5582	24.3	15.1	110
NORTH CENTRAL	42642	6259	26.7	14.7	105	1986	34.7	4.7	136	2605	23.3	6.1	92	6512	28.3	15.3	111
SOUTH	56777	7367	31.5	13.0	93	1639	28.6	2.9	84	2715	24.3	4.8	72	6778	29.5	11.9	87
WEST	31303	4054	17.3	13.0	93	1272	22.2	4.1	119	2838	25.4	9.1	136	4135	18.0	13.2	96
NORTHEAST-MKTG.	38125	5500	23.5	14.4	103	691	12.1	1.8	53	2795	25.0	7.3	110	5129	22.3	13.5	98
EAST CENTRAL	24794	3652	15.6	14.7	106	1169	20.4	4.7	138	1599	14.3	6.4	97	3823	16.6	15.4	112
WEST CENTRAL	28511	4314	18.4	15.1	108	1305	22.8	4.6	134	1953	17.5	6.8	103	4332	18.8	15.2	111
SOUTH	48953	6547	28.0	13.4	96	1462	25.5	3.0	87	2348	21.0	4.8	72	6132	26.7	12.5	91
PACIFIC	27344	3393	14.5	12.4	89	1103	19.2	4.0	118	2493	22.3	9.1	137	3590	15.6	13.1	96
COUNTY SIZE A	69301	9776	41.8	14.1	101	2582	45.1	3.7	109	4676	41.8	6.7	101	9305	40.4	13.4	98
COUNTY SIZE B	50633	7331	31.3	14.5	104	1875	32.7	3.7	108	3862	34.5	7.6	114	7513	32.7	14.8	108
COUNTY SIZE C	26259	3743	16.0	14.3	102	717	12.5	2.7	80	1811	16.2	6.9	103	3577	15.5	13.6	99
COUNTY SIZE D	21534	2556	10.9	11.9	85	*556	9.7	2.6	76	839	7.5	3.9	58	2612	11.4	12.1	88
METRO CENTRAL CITY	50014	6929	29.6	13.9	99	2117	36.9	4.2	124	3832	34.3	7.7	115	7365	32.0	14.7	107
METRO SUBURBAN	76832	11205	47.9	14.6	105	2598	45.3	3.4	99	5226	46.7	6.8	102	10526	45.8	13.7	100
NON METRO	40881	5273	22.5	12.9	92	1015	17.7	2.5	73	2129	19.0	5.2	78	5115	22.2	12.5	91
TOP 5 ADI'S	39550	5653	24.2	14.3	102	1193	20.8	3.0	88	2851	25.5	7.2	108	5883	25.6	14.9	108
TOP 10 ADI'S	54877	7494	32.0	13.7	98	1638	28.6	3.0	87	3664	32.7	6.7	100	7338	31.9	13.4	97
TOP 20 ADI'S	77516	10816	46.2	14.0	100	2646	46.2	3.4	100	5281	47.2	6.8	102	10504	45.7	13.6	99
HSHLD INC. $50,000 OR MORE	17257	2897	12.4	16.8	120	*507	8.8	2.9	86	1326	11.9	7.7	115	2078	9.0	12.0	88
$40,000 OR MORE	33235	5275	22.5	15.9	114	1041	18.2	3.1	92	2373	21.2	7.1	107	4118	17.9	12.4	90
$30,000 OR MORE	59693	9296	39.7	15.6	112	2083	36.4	3.5	102	4203	37.6	7.0	106	7652	33.3	12.8	93
$25,000 OR MORE	76275	11329	48.4	14.9	106	2565	44.8	3.4	98	5270	47.1	6.9	104	9997	43.5	13.1	96
$20,000 - $24,999	18607	2555	10.9	13.7	98	643	11.2	3.5	101	1380	12.3	7.4	111	2879	12.5	15.5	113
$15,000 - $19,999	17175	2793	11.9	16.3	117	637	11.1	3.7	109	1372	12.3	8.0	120	2678	11.6	15.6	114
$10,000 - $14,999	24569	3292	14.1	13.4	96	1075	18.8	4.4	128	1588	14.2	6.5	97	3694	16.1	15.0	110
UNDER $10,000	31101	3438	14.7	11.1	79	810	14.1	2.6	76	1578	14.1	5.1	76	3757	16.3	12.1	88
HOUSEHOLD OF 1 PERSON	19441	1840	7.9	9.5	68	444	7.7	2.3	67	869	7.8	4.5	67	1549	6.7	8.0	58
2 PEOPLE	51803	6237	26.6	12.0	86	1511	26.4	2.9	85	2700	24.1	5.2	78	5449	23.7	10.5	77
3 OR 4 PEOPLE	66933	11044	47.2	16.5	118	2496	43.6	3.7	109	5116	45.7	7.6	115	10545	45.8	15.8	115
5 OR MORE PEOPLE	29550	4285	18.3	14.5	104	1280	22.3	4.3	127	2504	22.4	8.5	127	5464	23.8	18.5	135
NO CHILD IN HSHLD	96587	12359	52.8	12.8	92	2795	48.8	2.9	85	5048	45.1	5.2	78	10346	45.0	10.7	78
CHILD(REN) UNDER 2 YRS	10844	1746	7.5	16.1	115	*565	9.9	5.2	153	1091	9.8	10.1	151	2418	10.5	22.3	163
2 - 5 YEARS	26358	4057	17.3	15.4	110	1049	18.3	4.0	116	2503	22.4	9.5	142	5304	23.1	20.1	147
6 - 11 YEARS	30453	4613	19.7	15.1	109	1290	22.5	4.2	124	2787	24.9	9.2	137	5625	24.5	18.5	135
12 - 17 YEARS	36575	5767	24.6	15.8	113	1392	24.3	3.8	111	3014	26.9	8.2	124	5896	25.6	16.1	118
RESIDENCE OWNED	117770	16509	70.5	14.0	100	3413	59.6	2.9	85	7396	66.1	6.3	94	14905	64.8	12.7	92
VALUE: $50,000 OR MORE	70166	10250	43.8	14.6	105	2046	35.7	2.9	85	4836	43.2	6.9	103	8290	36.0	11.8	86
VALUE: UNDER $50,000	47604	6260	26.7	13.2	94	1367	23.9	2.9	84	2559	22.9	5.4	81	6614	28.7	13.9	101

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	23407	100.0	14.0	100	5730	100.0	3.4	100	11188	100.0	6.7	100	23006	100.0	13.7	100
MAGAZINES	QUINTILE 1	34022	5564	23.8	16.4	117	1454	25.4	4.3	125	3126	27.9	9.2	138	5547	24.1	16.3	119
	QUINTILE 2	34800	5286	22.6	15.2	109	1323	23.1	3.8	111	2624	23.5	7.5	113	5158	22.4	14.8	108
	QUINTILE 3	30514	3964	16.9	13.0	93	967	16.9	3.2	93	1726	15.4	5.7	85	3516	15.3	11.5	84
	QUINTILE 4	33324	4754	20.3	14.3	102	1198	20.9	3.6	105	2084	18.6	6.3	94	4615	20.1	13.8	101
	QUINTILE 5	35066	3838	16.4	10.9	78	787	13.7	2.2	66	1629	14.6	4.6	70	4169	18.1	11.9	87
NEWSPAPERS	QUINTILE 1	29107	4480	19.1	15.4	110	844	14.7	2.9	85	2125	19.0	7.3	109	3626	15.8	12.5	91
	QUINTILE 2	49095	6975	29.8	14.2	102	1758	30.7	3.6	105	3167	28.3	6.5	97	6523	28.4	13.3	97
	QUINTILE 3	23107	3340	14.3	14.5	104	970	16.9	4.2	123	1765	15.8	7.6	115	3351	14.6	14.5	106
	QUINTILE 4	33556	4657	19.9	13.9	99	940	16.4	2.8	82	2233	20.0	6.7	100	4898	21.3	14.6	106
	QUINTILE 5	32863	3954	16.9	12.0	86	1217	21.2	3.7	108	1899	17.0	5.8	87	4608	20.0	14.0	102
OUTDOOR	QUINTILE 1	33431	5756	24.6	17.2	123	1400	24.4	4.2	123	2734	24.4	8.2	123	5407	23.5	16.2	118
	QUINTILE 2	33478	4706	20.1	14.1	101	1265	22.1	3.8	111	2548	22.8	7.6	114	4923	21.4	14.7	107
	QUINTILE 3	33574	4672	20.0	13.9	100	1038	18.1	3.1	90	2133	19.1	6.4	95	4826	21.0	14.4	105
	QUINTILE 4	33935	4297	18.4	12.7	91	1213	21.2	3.6	105	2076	18.6	6.1	92	4317	18.8	12.7	93
	QUINTILE 5	33310	3976	17.0	11.9	86	815	14.2	2.4	72	1697	15.2	5.1	76	3533	15.4	10.6	77
RADIO-DRIVE TIME	QUINTILE 1	33136	4550	19.4	13.7	98	1342	23.4	4.0	119	2213	19.8	6.7	100	4808	20.9	14.5	106
	QUINTILE 2	31658	4357	18.6	13.8	99	849	14.8	2.7	79	2089	18.7	6.6	99	4409	19.2	13.9	102
	QUINTILE 3	32541	4812	20.6	14.8	106	1402	24.5	4.3	126	2263	20.2	7.0	104	5073	22.1	15.6	114
	QUINTILE 4	34247	4869	20.8	14.2	102	1110	19.4	3.2	95	2505	22.4	7.3	110	4691	20.4	13.7	100
	QUINTILE 5	36144	4819	20.6	13.3	96	1027	17.9	2.8	83	2118	18.9	5.9	88	4026	17.5	11.1	81
RADIO-MID-DAY	TERCILE 1	45037	6621	28.3	14.7	105	1874	32.7	4.2	122	3139	28.1	7.0	104	6994	30.4	15.5	113
	TERCILE 2	44819	6096	26.0	13.6	97	1554	27.1	3.5	101	3185	28.5	7.1	107	6094	26.5	13.6	99
	TERCILE 3	77872	10689	45.7	13.7	98	2302	40.2	3.0	87	4865	43.5	6.2	94	9918	43.1	12.7	93
RADIO-TOTAL	QUINTILE 1	33763	4843	20.7	14.3	103	1409	24.6	4.2	122	2197	19.6	6.5	98	5438	23.6	16.1	117
	QUINTILE 2	33240	4969	21.2	14.9	107	1262	22.0	3.8	111	2600	23.2	7.8	117	4813	20.9	14.5	106
	QUINTILE 3	33408	4314	18.4	12.9	93	985	17.2	2.9	86	1925	17.2	5.8	86	4305	18.7	12.9	94
	QUINTILE 4	34792	5028	21.5	14.5	104	1162	20.3	3.3	98	2551	22.8	7.3	110	4772	20.7	13.7	100
	QUINTILE 5	32524	4253	18.2	13.1	94	912	15.9	2.8	82	1915	17.1	5.9	88	3678	16.0	11.3	82
TV-PRIME TIME	QUINTILE 1	33090	4711	20.1	14.2	102	972	17.0	2.9	86	2022	18.1	6.1	92	4413	19.2	13.3	97
	QUINTILE 2	33357	4913	21.0	14.7	106	1367	23.9	4.1	120	2210	19.8	6.6	99	4672	20.3	14.0	102
	QUINTILE 3	33980	4545	19.4	13.4	96	1056	18.4	3.1	91	2371	21.2	7.0	105	4709	20.5	13.9	101
	QUINTILE 4	33854	4862	20.8	14.4	103	1084	18.9	3.2	94	2470	22.1	7.3	109	4694	20.4	13.9	101
	QUINTILE 5	33444	4375	18.7	13.1	94	1251	21.8	3.7	109	2115	18.9	6.3	95	4519	19.6	13.5	99
TV-DAYTIME	TERCILE 1	49121	6988	29.9	14.2	102	1598	27.9	3.3	95	3045	27.2	6.2	93	7039	30.6	14.3	104
	TERCILE 2	48823	6712	28.7	13.7	99	1772	30.9	3.6	106	3574	31.9	7.3	110	7060	30.7	14.5	105
	TERCILE 3	69782	9706	41.5	13.9	100	2360	41.2	3.4	99	4570	40.8	6.5	98	8907	38.7	12.8	93
TV-TOTAL	QUINTILE 1	33584	5103	21.8	15.2	109	1099	19.2	3.3	96	2065	18.5	6.1	92	4584	19.9	13.6	100
	QUINTILE 2	33441	4354	18.6	13.0	93	1154	20.1	3.5	101	2125	19.0	6.4	95	4596	20.0	13.7	100
	QUINTILE 3	33505	4437	19.0	13.2	95	1071	18.7	3.2	94	1971	17.6	5.9	88	4301	18.7	12.8	94
	QUINTILE 4	33466	4527	19.3	13.5	97	1140	19.9	3.4	100	2621	23.4	7.8	117	5032	21.9	15.0	110
	QUINTILE 5	33731	4987	21.3	14.8	106	1266	22.1	3.8	110	2407	21.5	7.1	107	4493	19.5	13.3	97
MAGAZINES-NEWSPAPERS: DUAL		44503	7050	30.1	15.8	114	1764	30.8	4.0	116	3601	32.2	8.1	121	6522	28.3	14.7	107
MAGAZINE IMPERATIVE		39363	5707	24.4	14.5	104	1551	27.1	3.9	115	3127	27.9	7.9	119	6179	26.9	15.7	114
NEWSPAPER IMPERATIVE		46441	6287	26.9	13.5	97	1402	24.5	3.0	88	2651	23.7	5.7	86	5323	23.1	11.5	84
MAGAZINES-OUTDOOR: DUAL		33726	5501	23.5	16.3	117	1499	26.2	4.4	130	2981	26.6	8.8	133	5621	24.4	16.7	122
MAGAZINE IMPERATIVE		52846	7338	31.3	13.9	99	1793	31.3	3.4	99	3632	32.5	6.9	103	6957	30.2	13.2	96
OUTDOOR IMPERATIVE		52140	7282	31.1	14.0	100	1724	30.1	3.3	97	3311	29.6	6.4	95	7102	30.9	13.6	99
MAGAZINES-RADIO: DUAL		37081	6117	26.1	16.5	118	1434	25.0	3.9	113	2977	26.6	8.0	120	5726	24.9	15.4	113
MAGAZINE IMPERATIVE		49747	7235	30.9	14.5	104	1847	32.2	3.7	109	3794	33.9	7.6	114	6893	30.0	13.9	101
RADIO IMPERATIVE		49208	6174	26.4	12.5	90	1708	29.8	3.5	102	2655	23.7	5.4	81	6652	28.9	13.5	99
MAGAZINES-TELEVISION: DUAL		33103	4959	21.2	15.0	107	1215	21.2	3.7	107	2335	20.9	7.1	106	4752	20.7	14.4	105
MAGAZINE IMPERATIVE		54575	8127	34.7	14.9	107	2105	36.7	3.9	113	4440	39.7	8.1	122	7935	34.5	14.5	106
TELEVISION IMPERATIVE		53249	6710	28.7	12.6	90	1534	26.8	2.9	84	2652	23.7	5.0	75	6627	28.8	12.4	91
NEWSPAPERS-OUTDOOR: DUAL		36255	5538	23.7	15.3	109	1479	25.8	4.1	119	2995	26.8	8.3	124	5398	23.5	14.9	109
NEWSPAPER IMPERATIVE		55591	7685	32.8	13.8	99	1683	29.4	3.0	89	3260	29.1	5.9	88	6568	28.5	11.8	86
OUTDOOR IMPERATIVE		48319	7131	30.5	14.8	106	1846	32.2	3.8	112	3552	31.7	7.4	110	7691	33.4	15.9	116
NEWSPAPERS-RADIO: DUAL		37242	6001	25.6	16.1	115	1478	25.8	4.0	116	2655	23.7	7.1	107	5272	22.9	14.2	103
NEWSPAPER IMPERATIVE		54423	7346	31.4	13.5	97	1642	28.7	3.0	88	3731	33.3	6.9	103	6688	29.1	12.3	90
RADIO IMPERATIVE		46650	5984	25.6	12.8	92	1753	30.6	3.8	110	3140	28.1	6.7	101	7312	31.8	15.7	114
NEWSPAPERS-TELEVISION: DUAL		35974	5248	22.4	14.6	105	1232	21.5	3.4	100	2243	20.0	6.2	93	5135	22.3	14.3	104
NEWSPAPER IMPERATIVE		56095	8228	35.2	14.7	105	1889	33.0	3.4	99	4020	35.9	7.2	107	7124	31.0	12.7	93
TELEVISION IMPERATIVE		47170	6238	26.7	13.2	95	1617	28.2	3.4	100	3035	27.1	6.4	96	6457	28.1	13.7	100
OUTDOOR-RADIO: DUAL		33748	5099	21.8	15.1	108	1558	27.2	4.6	135	2672	23.9	7.9	119	5525	24.0	16.4	119
OUTDOOR IMPERATIVE		52785	7899	33.7	15.0	107	1635	28.5	3.1	91	3745	33.5	7.1	106	7350	31.9	13.9	102
RADIO IMPERATIVE		52882	7055	30.1	13.3	96	1736	30.3	3.3	96	3165	28.3	6.0	90	7005	30.4	13.2	97
OUTDOOR-TELEVISION: DUAL		32030	4852	20.7	15.1	109	1335	23.3	4.2	122	2501	22.4	7.8	117	4988	21.7	15.6	114
OUTDOOR IMPERATIVE		54626	8170	34.9	15.0	107	2012	35.1	3.7	108	4110	36.7	7.5	113	8412	36.6	15.4	112
TELEVISION IMPERATIVE		54874	7188	30.7	13.1	94	1527	26.6	2.8	81	2910	26.0	5.3	80	6604	28.7	12.0	88
RADIO-TELEVISION: DUAL		33386	5136	21.9	15.4	110	1369	23.9	4.1	120	2285	20.4	6.8	103	4929	21.4	14.8	108
RADIO IMPERATIVE		53810	7374	31.5	13.7	98	1957	34.2	3.6	106	3785	33.8	7.0	105	7875	34.2	14.6	107
TELEVISION IMPERATIVE		54023	7033	30.0	13.0	93	1592	27.8	2.9	86	3084	27.6	5.7	86	6833	29.7	12.6	92

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	23407	100.0	14.0	100	5730	100.0	3.4	100	11188	100.0	6.7	100	23006	100.0	13.7	100
ATLANTIC MONTHLY	867	**91	0.4	10.5	75	**4	0.1	0.5	14	**55	0.5	6.3	95	**36	0.2	4.2	30
BARRON'S	1580	*215	0.9	13.6	98	**60	1.0	3.8	111	**85	0.8	5.4	81	**127	0.6	8.0	59
BETTER HOMES & GARDENS	22203	3386	14.5	15.3	109	790	13.8	3.6	104	1646	14.7	7.4	111	3404	14.8	15.3	112
BON APPETIT	3810	416	1.8	10.9	78	*110	1.9	2.9	85	321	2.9	8.4	126	346	1.5	9.1	66
BUSINESS WEEK	4663	727	3.1	15.6	112	*232	4.0	5.0	146	*262	2.3	5.6	84	575	2.5	12.3	90
CAR AND DRIVER	3102	370	1.6	11.9	85	**81	1.4	2.6	76	302	2.7	9.7	146	412	1.8	13.3	97
CBS MAGAZINE NETWORK (GROSS)	7311	994	4.2	13.6	97	268	4.7	3.7	107	584	5.2	8.0	120	1131	4.9	15.5	113
CHANGING TIMES	3400	425	1.8	12.5	90	**141	2.5	4.1	121	*246	2.2	7.2	108	354	1.5	10.4	76
COLONIAL HOMES	1796	*285	1.2	15.9	114	**64	1.1	3.6	104	*252	2.3	14.0	210	*236	1.0	13.1	96
CONDE NAST MAG. PKG. (GROSS)	19924	3455	14.8	17.3	124	1109	19.4	5.6	163	2226	19.9	11.2	167	3933	17.1	19.7	144
CONSUMERS DIGEST	3125	428	1.8	13.7	98	**87	1.5	2.8	81	*212	1.9	6.8	102	400	1.7	12.8	93
COSMOPOLITAN	10577	1764	7.5	16.7	120	365	6.4	3.5	101	1039	9.3	9.8	147	2155	9.4	20.4	149
COUNTRY LIVING	3746	560	2.4	14.9	107	**100	1.7	2.7	78	308	2.8	8.2	123	497	2.2	13.3	97
CUISINE	2214	319	1.4	14.4	103	**48	0.8	2.2	63	*191	1.7	8.6	129	336	1.5	15.2	111
CYCLE WORLD	2394	*297	1.3	12.4	89	**95	1.7	4.0	116	*163	1.5	6.8	102	340	1.5	14.2	104
DCI:CREATIVE IDEAS FOR LIV	3068	509	2.2	16.6	119	**107	1.9	3.5	102	*305	2.7	9.9	149	574	2.5	18.7	136
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1374	5.9	14.4	103	336	5.9	3.5	103	656	5.9	6.9	103	1330	5.8	13.9	101
DISCOVER	2277	388	1.7	17.0	122	**100	1.7	4.4	129	*172	1.5	7.6	113	337	1.5	14.8	108
EBONY	7187	981	4.2	13.6	98	319	5.6	4.4	130	574	5.1	8.0	120	1155	5.0	16.1	117
ESQUIRE	2560	368	1.6	14.4	103	*122	2.1	4.8	139	*254	2.3	9.9	149	371	1.6	14.5	106
ESSENCE	3242	360	1.5	11.1	80	*207	3.6	6.4	187	345	3.1	10.6	160	632	2.7	19.5	142
FAMILY CIRCLE	19639	3315	14.2	16.9	121	804	14.0	4.1	120	1641	14.7	8.4	125	3155	13.7	16.1	117
THE FAMILY HANDYMAN	3540	549	2.3	15.5	111	*164	2.9	4.6	136	302	2.7	8.5	128	585	2.5	16.5	120
FAMILY WEEKLY	23924	3491	14.9	14.6	105	786	13.7	3.3	96	1681	15.0	7.0	105	3148	13.7	13.2	96
FIELD & STREAM	9883	1510	6.5	15.3	109	410	7.2	4.1	121	646	5.8	6.5	98	1545	6.7	15.6	114
FOOD & WINE	1030	**114	0.5	11.1	79	**37	0.6	3.6	105	**91	0.8	8.8	132	*117	0.5	11.4	83
FORBES	2679	379	1.6	14.1	101	**110	1.9	4.1	120	*230	2.1	8.6	129	271	1.2	10.1	74
FORTUNE	2931	467	2.0	15.9	114	**112	2.0	3.8	112	298	2.7	10.2	152	408	1.8	13.9	101
GENTLEMEN'S QUARTERLY	3481	624	2.7	17.9	128	*218	3.8	6.3	183	424	3.8	12.2	183	749	3.3	21.5	157
GLAMOUR	7163	1330	5.7	18.6	133	430	7.5	6.0	176	890	8.0	12.4	186	1529	6.6	21.3	156
GOLF DIGEST	2355	290	1.2	12.3	88	**36	0.6	1.5	45	*158	1.4	6.7	101	*252	1.1	10.7	78
GOLF DIGEST/TENNIS (GROSS)	3610	451	1.9	12.5	90	**94	1.6	2.6	76	*296	2.6	8.2	123	414	1.8	11.5	84
GOLF MAGAZINE	2046	*232	1.0	11.3	81	**48	0.8	2.3	69	**126	1.1	6.2	92	*221	1.0	10.8	79
GOLF MAGAZINE/SKI (GROSS)	3547	461	2.0	13.0	93	*101	1.8	2.8	83	*243	2.2	6.9	103	358	1.6	10.1	74
GOOD HOUSEKEEPING	20353	2930	12.5	14.4	103	639	11.2	3.1	92	1575	14.1	7.7	116	2829	12.3	13.9	101
HARPER'S BAZAAR	3362	507	2.2	15.1	108	*152	2.7	4.5	132	417	3.7	12.4	186	594	2.6	17.7	129
HEALTH	2987	385	1.6	12.9	92	*174	3.0	5.8	171	*319	2.9	10.7	160	411	1.8	13.8	100
HEARST MAG CORP. BUY (GROSS)	67928	10816	46.2	15.9	114	2440	42.6	3.6	105	5796	51.8	8.5	128	10700	46.5	15.8	115
HEARST MAN POWER (GROSS)	11282	1765	7.5	15.6	112	506	8.8	4.5	131	724	6.5	6.4	96	1716	7.5	15.2	111
HEARST WOMAN POWER (GROSS)	40514	6616	28.3	16.3	117	1375	24.0	3.4	99	3500	31.3	8.6	130	6716	29.2	16.6	121
HOUSE BEAUTIFUL	4885	738	3.2	15.1	108	*171	3.0	3.5	102	403	3.6	8.2	124	636	2.8	13.0	95
INC.	1308	*163	0.7	12.5	89	**58	1.0	4.4	130	**131	1.2	10.0	150	**157	0.7	12.0	88
JET	6498	726	3.1	11.2	80	273	4.8	4.2	123	476	4.3	7.3	110	1067	4.6	16.4	120
LADIES' HOME JOURNAL	14797	2585	11.0	17.5	125	622	10.9	4.2	123	1361	12.2	9.2	138	2230	9.7	15.1	110
LHJ FAMILY GRP COMBO(GROSS)	21743	3621	15.5	16.7	119	990	17.3	4.6	133	2061	18.4	9.5	142	3239	14.1	14.9	109
LIFE	9881	1501	6.4	15.2	109	457	8.0	4.6	135	838	7.5	8.5	127	1650	7.2	16.7	122
L.A. TIMES HOME MAGAZINE	2775	317	1.4	11.4	82	*138	2.4	5.0	146	*233	2.1	8.4	126	248	1.1	8.9	65
MADEMOISELLE	4219	749	3.2	17.8	127	*236	4.1	5.6	164	561	5.0	13.3	199	826	3.6	19.6	143
MC CALL'S	16422	2641	11.3	16.1	115	615	10.7	3.7	110	1318	11.8	8.0	120	2318	10.1	14.1	103
MC CALL'S/WRK MOTHER (GROSS)	17919	2990	12.8	16.7	120	675	11.8	3.8	110	1429	12.8	8.0	120	2562	11.1	14.3	104
MECHANIX ILLUSTRATED	4433	553	2.4	12.5	89	*190	3.3	4.3	125	*315	2.8	7.1	107	598	2.6	13.5	98
METROPOLITAN HOME	1504	*213	0.9	14.2	101	**43	0.8	2.9	84	*161	1.4	10.7	160	*214	0.9	14.2	104
MONEY	4723	683	2.9	14.5	104	*184	3.2	3.9	114	403	3.6	8.5	128	574	2.5	12.2	89
MOTHER EARTH NEWS	2325	415	1.8	17.8	128	*187	3.3	8.0	235	*226	2.0	9.7	146	367	1.6	15.8	115
MS.	1189	*187	0.8	15.7	113	**54	0.9	4.5	133	**87	0.8	7.3	110	*233	1.0	19.6	143
NATIONAL ENQUIRER	18892	2993	12.8	15.8	114	737	12.9	3.9	114	1548	13.8	8.2	123	3346	14.5	17.7	129
NATIONAL GEOGRAPHIC	22129	3441	14.7	15.5	111	992	17.3	4.5	131	1580	14.1	7.1	107	2786	12.1	12.6	92
NATIONAL SUNDAY MAGAZINE PKG	103750	15502	66.2	14.9	107	3584	62.5	3.5	101	7251	64.8	7.0	105	14214	61.8	13.7	100
NATURAL HISTORY	1379	*215	0.9	15.6	112	**30	0.5	2.2	64	**76	0.7	5.5	83	*226	1.0	16.4	119
NEW WOMAN	2289	349	1.5	15.2	109	**52	0.9	2.3	66	*279	2.5	12.2	183	412	1.8	18.0	131
NEW YORK INCLUDING CUE	1088	*120	0.5	11.0	79	**13	0.2	1.2	35	**49	0.4	4.5	68	*129	0.6	11.9	86
THE NEW YORKER	2459	334	1.4	13.6	97	**85	1.5	3.5	101	*175	1.6	7.1	107	270	1.2	11.0	80
NEWSWEEK	16527	2345	10.0	14.2	102	604	10.5	3.7	107	1177	10.5	7.1	107	2522	11.0	15.3	111
THE N.Y. TIMES DAILY EDITION	2739	380	1.6	13.9	99	**53	0.9	1.9	57	*140	1.3	5.1	77	345	1.5	12.6	92
THE N.Y. TIMES MAGAZINE	4443	649	2.8	14.6	105	**87	1.5	2.0	57	268	2.4	6.0	90	492	2.1	11.1	81
OMNI	2799	405	1.7	14.5	104	**113	2.0	4.0	118	*279	2.5	10.0	149	398	1.7	14.2	104
ON CABLE	2209	414	1.8	18.7	134	*135	2.4	6.1	179	*230	2.1	10.4	156	495	2.2	22.4	163
1001 HOME IDEAS	3959	651	2.8	16.4	118	*195	3.4	4.9	144	381	3.4	9.6	144	598	2.6	15.1	110
ORGANIC GARDENING	3111	491	2.1	15.8	113	*133	2.3	4.3	125	*231	2.1	7.4	111	464	2.0	14.9	109
OUTDOOR LIFE	5024	766	3.3	15.2	109	*182	3.2	3.6	106	352	3.1	7.0	105	806	3.5	16.0	117
PARADE MAGAZINE	51292	7888	33.7	15.4	110	1469	25.6	2.9	84	3617	32.3	7.1	106	7547	32.8	14.7	107

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	23407	100.0	14.0	100	5730	100.0	3.4	100	11188	100.0	6.7	100	23006	100.0	13.7	100
PARENTS	5298	918	3.9	17.3	124	*218	3.8	4.1	120	725	6.5	13.7	205	1188	5.2	22.4	163
PENTHOUSE	5129	709	3.0	13.8	99	*231	4.0	4.5	132	466	4.2	9.1	136	926	4.0	18.1	132
PEOPLE	21070	3301	14.1	15.7	112	1044	18.2	5.0	145	1996	17.8	9.5	142	3550	15.4	16.8	123
PLAYBOY	10562	1375	5.9	13.0	93	453	7.9	4.3	126	770	6.9	7.3	109	1764	7.7	16.7	122
POPULAR HOT RODDING	2498	419	1.8	16.8	120	**118	2.1	4.7	138	*155	1.4	6.2	93	519	2.3	20.8	151
POPULAR MECHANICS	5887	841	3.6	14.3	102	*236	4.1	4.0	117	423	3.8	7.2	108	999	4.3	17.0	124
POPULAR SCIENCE	4317	690	2.9	16.0	115	*188	3.3	4.4	127	303	2.7	7.0	105	548	2.4	12.7	93
PREVENTION	5792	583	2.5	10.1	72	**67	1.2	1.2	34	372	3.3	6.4	96	641	2.8	11.1	81
PSYCHOLOGY TODAY	3284	428	1.8	13.0	93	**96	1.7	2.9	86	269	2.4	8.2	123	483	2.1	14.7	107
READER'S DIGEST	40046	5916	25.3	14.8	106	1243	21.7	3.1	91	2665	23.8	6.7	100	5161	22.4	12.9	94
REDBOOK	9584	1923	8.2	20.1	144	371	6.5	3.9	113	886	7.9	9.2	139	1732	7.5	18.1	132
ROAD & TRACK	2590	328	1.4	12.7	91	**63	1.1	2.4	71	*257	2.3	9.9	149	446	1.9	17.2	126
ROLLING STONE	3302	645	2.8	19.5	140	*260	4.5	7.9	230	339	3.0	10.3	154	673	2.9	20.4	149
RUNNER'S WORLD	1229	*232	1.0	18.9	135	**72	1.3	5.9	171	**129	1.2	10.5	157	*195	0.8	15.9	116
SATURDAY EVENING POST	2110	315	1.3	14.9	107	**86	1.5	4.1	119	*159	1.4	7.5	113	*289	1.3	13.7	100
SCIENCE 84	1543	*236	1.0	15.3	110	**40	0.7	2.6	76	**121	1.1	7.8	118	*149	0.6	9.7	70
SCIENCE DIGEST	1747	*281	1.2	16.1	115	**48	0.8	2.7	80	**100	0.9	5.7	86	*210	0.9	12.0	88
SCIENTIFIC AMERICAN	1994	302	1.3	15.1	109	**69	1.2	3.5	101	**115	1.0	5.8	86	*192	0.8	9.6	70
SELF	3119	561	2.4	18.0	129	*197	3.4	6.3	185	350	3.1	11.2	168	691	3.0	22.2	162
SEVENTEEN	3923	850	3.6	21.7	155	*279	4.9	7.1	208	372	3.3	9.5	142	849	3.7	21.6	158
SKI	1501	*228	1.0	15.2	109	**52	0.9	3.5	101	**117	1.0	7.8	117	*137	0.6	9.1	67
SMITHSONIAN	5976	762	3.3	12.8	91	*215	3.8	3.6	105	425	3.8	7.1	107	563	2.4	9.4	69
SOAP OPERA DIGEST	4228	814	3.5	19.3	138	*222	3.9	5.3	154	334	3.0	7.9	118	837	3.6	19.8	144
SOUTHERN LIVING	6488	865	3.7	13.3	96	*228	4.0	3.5	103	352	3.1	5.4	81	756	3.3	11.7	85
SPORT	3500	560	2.4	16.0	115	*164	2.9	4.7	137	*189	1.7	5.4	81	608	2.6	17.4	127
THE SPORTING NEWS	2456	436	1.9	17.8	127	**84	1.5	3.4	100	*176	1.6	7.2	107	482	2.1	19.6	143
SPORTS AFIELD	3648	644	2.8	17.7	126	*222	3.9	6.1	178	*202	1.8	5.5	83	508	2.2	13.9	102
SPORTS ILLUSTRATED	14484	2159	9.2	14.9	107	616	10.8	4.3	124	995	8.9	6.9	103	2238	9.7	15.5	113
STAR	12661	1754	7.5	13.9	99	432	7.5	3.4	100	1048	9.4	8.3	124	2263	9.8	17.9	130
SUNDAY	52799	8034	34.3	15.2	109	1963	34.3	3.7	109	3754	33.6	7.1	107	7409	32.2	14.0	102
SUNSET	3513	581	2.5	16.5	119	**176	3.1	5.0	147	361	3.2	10.3	154	358	1.6	10.2	74
TV GUIDE	42766	6644	28.4	15.5	111	1594	27.8	3.7	109	3610	32.3	8.4	127	6616	28.8	15.5	113
TENNIS	1254	**161	0.7	12.8	92	**59	1.0	4.7	138	**138	1.2	11.0	165	*162	0.7	12.9	94
TIME	22054	3572	15.3	16.2	116	899	15.7	4.1	119	1857	16.6	8.4	126	3109	13.5	14.1	103
TOWN & COUNTRY	1555	282	1.2	18.1	130	**69	1.2	4.4	130	*153	1.4	9.8	148	*191	0.8	12.3	90
TRAVEL & LEISURE	2173	335	1.4	15.4	110	**75	1.3	3.5	101	*110	1.0	5.1	76	*249	1.1	11.5	84
TRUE STORY	4636	840	3.6	18.1	130	*215	3.8	4.6	136	359	3.2	7.7	116	999	4.3	21.5	157
U.S.NEWS & WORLD REPORT	10353	1693	7.2	16.4	117	437	7.6	4.2	124	790	7.1	7.6	114	1423	6.2	13.7	100
USA TODAY	4994	691	3.0	13.8	99	*248	4.3	5.0	145	395	3.5	7.9	119	738	3.2	14.8	108
US	3528	758	3.2	21.5	154	*240	4.2	6.8	199	351	3.1	9.9	149	722	3.1	20.5	149
VOGUE	5424	815	3.5	15.0	108	*246	4.3	4.5	133	425	3.8	7.8	117	887	3.9	16.4	119
WALL STREET JOURNAL	6292	891	3.8	14.2	101	266	4.6	4.2	124	469	4.2	7.5	112	683	3.0	10.9	79
WEIGHT WATCHERS	2762	299	1.3	10.8	78	**65	1.1	2.4	69	297	2.7	10.8	161	492	2.1	17.8	130
WOMAN'S DAY	16320	2693	11.5	16.5	118	616	10.8	3.8	110	1472	13.2	9.0	135	2711	11.8	16.6	121
WORKING MOTHER	1496	*349	1.5	23.3	167	**60	1.0	4.0	117	*111	1.0	7.4	111	*244	1.1	16.3	119
WORKING WOMAN	1851	259	1.1	14.0	100	**68	1.2	3.7	108	*356	3.2	19.2	288	380	1.7	20.5	150
WORLD TENNIS	580	**71	0.3	12.2	88	**21	0.4	3.6	106	**46	0.4	7.9	119	**59	0.3	10.2	74
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1606	6.9	12.9	93	490	8.6	3.9	116	1008	9.0	8.1	122	1655	7.2	13.3	97
BLAIR INSERTS	91671	13455	57.5	14.7	105	3299	57.6	3.6	105	6325	56.5	6.9	103	12663	55.0	13.8	101
DAILY NEWSPAPERS																	
READ ANY	109190	15524	66.3	14.2	102	3600	62.8	3.3	97	7344	65.6	6.7	101	14356	62.4	13.1	96
READ ONE	89587	12510	53.4	14.0	100	3124	54.5	3.5	102	5923	52.9	6.6	99	12079	52.5	13.5	98
READ TWO OR MORE	19602	3013	12.9	15.4	110	475	8.3	2.4	71	1421	12.7	7.2	109	2277	9.9	11.6	85
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	16152	69.0	14.7	106	3877	67.7	3.5	103	7596	67.9	6.9	104	14976	65.1	13.7	100
READ ONE	95074	13651	58.3	14.4	103	3444	60.1	3.6	106	6551	58.6	6.9	103	13003	56.5	13.7	100
READ TWO OR MORE	14588	2500	10.7	17.1	123	433	7.6	3.0	87	1045	9.3	7.2	107	1974	8.6	13.5	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	32.73				33.14				32.22				31.36			
30 DAY REACH	149706	21516	91.9	14.4	103	5203	90.8	3.5	102	10295	92.0	6.9	103	21104	91.7	14.1	103
50 SHWG - 30 DAY AV FREQ	15.16	17.19				17.27				16.75				16.30			
30 DAY REACH	142406	20524	87.7	14.4	103	5002	87.3	3.5	103	9903	88.5	7.0	104	20315	88.3	14.3	104
25 SHWG - 30 DAY AV FREQ	8.23	9.32				9.01				8.93				8.68			
30 DAY REACH	131152	18997	81.2	14.5	104	4779	83.4	3.6	107	9275	82.9	7.1	106	19053	82.8	14.5	106
CABLE TV: HOME WIRED	66879	10598	45.3	15.8	114	2671	46.6	4.0	117	5107	45.6	7.6	114	9900	43.0	14.8	108
HOME NOT WIRED	100848	12809	54.7	12.7	91	3059	53.4	3.0	89	6081	54.4	6.0	90	13106	57.0	13.0	95
HAVE PAY CABLE	35024	5885	25.1	16.8	120	1358	23.7	3.9	113	3091	27.6	8.8	132	5699	24.8	16.3	119

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EAT REGULAR CANDY BARS & PACKAGES = BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HOLLOWAY MILK DUDS A '000	B % DOWN	C % ACROSS	D INDX	JUNIOR MINTS A '000	B % DOWN	C % ACROSS	D INDX	KIT KAT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	23407	100.0	14.0	100	5730	100.0	3.4	100	11188	100.0	6.7	100	23006	100.0	13.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	13239	56.6	13.8	99	3317	57.9	3.5	102	6559	58.6	6.9	103	13671	59.4	14.3	104
10:00 AM - 3:00 PM	63599	9119	39.0	14.3	103	2492	43.5	3.9	115	4532	40.5	7.1	107	9572	41.6	15.1	110
3:00 PM - 7:00 PM	72097	10667	45.6	14.8	106	2808	49.0	3.9	114	5066	45.3	7.0	105	10830	47.1	15.0	110
7:00 PM - MIDNIGHT	36670	5639	24.1	15.4	110	1603	28.0	4.4	128	2479	22.2	6.8	101	5770	25.1	15.7	115
MIDNIGHT - 6:00 AM	21908	3411	14.6	15.6	112	974	17.0	4.4	130	1539	13.8	7.0	105	3155	13.7	14.4	105
6:00 AM - MIDNIGHT	127571	18219	77.8	14.3	102	4687	81.8	3.7	108	8829	78.9	6.9	104	18439	80.1	14.5	105
ENTIRE DAY	129239	18456	78.8	14.3	102	4751	82.9	3.7	108	8948	80.0	6.9	104	18753	81.5	14.5	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4997	21.3	14.7	105	1157	20.2	3.4	100	2478	22.1	7.3	109	5003	21.7	14.7	107
ALL NEWS	6062	775	3.3	12.8	92	*139	2.4	2.3	67	304	2.7	5.0	75	549	2.4	9.1	66
ADR/PROGRESSIVE	11804	1902	8.1	16.0	115	728	12.7	6.1	179	869	7.8	7.3	110	1952	8.5	16.4	120
BEAUTIFUL MUSIC	11180	1757	7.5	15.7	113	458	8.0	4.1	120	806	7.2	7.2	108	1360	5.9	12.2	89
BLACK	4538	534	2.3	11.8	84	*181	3.2	4.0	117	296	2.6	6.5	98	770	3.3	17.0	124
CLASSICAL	2857	507	2.2	13.1	94	**71	1.2	1.8	54	*242	2.2	6.3	94	370	1.6	9.6	70
CHR/ROCK	21946	3641	15.6	16.6	119	874	15.3	4.0	117	2024	18.1	9.2	138	4172	18.1	19.0	139
COUNTRY	27262	3613	15.4	13.3	95	1187	20.7	4.4	127	1560	13.9	5.7	86	3828	16.6	14.0	102
GOLDEN OLDIES	3339	462	2.0	13.8	99	**115	2.0	3.4	101	**165	1.5	4.9	74	475	2.1	14.2	104
MOR/NOSTALGIA	10346	1698	7.3	16.4	118	*273	4.8	2.6	77	732	6.5	7.1	106	1391	6.0	13.4	98
NEWS/TALK	8929	1214	5.2	13.6	97	*272	4.7	3.0	89	628	5.6	7.0	105	1146	5.0	12.8	94
RELIGIOUS	5488	793	3.4	14.4	104	*190	3.3	3.5	101	388	3.5	7.1	106	772	3.4	14.1	103
SOFT ROCK	1232	*180	0.8	14.6	105	**40	0.7	3.2	95	**93	0.8	7.5	113	*200	0.9	16.2	118
URBAN CONTEMPORARY	3184	355	1.5	11.1	80	**117	2.0	3.7	108	268	2.4	8.4	126	605	2.6	19.0	139
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1046	4.5	15.1	108	259	4.5	3.7	110	511	4.6	7.4	111	1000	4.3	14.5	105
ABC DIRECTION	5212	812	3.5	15.6	112	*212	3.7	4.1	119	411	3.7	7.9	118	749	3.3	14.4	105
ABC ENTERTAINMENT	10385	1527	6.5	14.7	105	402	7.0	3.9	113	854	7.6	8.2	123	1473	6.4	14.2	103
ABC FM	4762	779	3.3	16.4	117	*276	4.8	5.8	170	391	3.5	8.2	123	958	4.2	20.1	147
ABC INFORMATION	11339	1474	6.3	13.0	93	353	6.2	3.1	91	780	7.0	6.9	103	1488	6.5	13.1	96
ABC ROCK	4878	785	3.4	16.1	115	*340	5.9	7.0	204	363	3.2	7.4	112	856	3.7	17.5	128
CBS	10709	1421	6.1	13.3	95	322	5.6	3.0	88	581	5.2	5.4	81	1048	4.6	9.8	71
MUTUAL	10251	1363	5.8	13.3	95	*249	4.3	2.4	71	631	5.6	6.2	92	1353	5.9	13.2	96
NBC	12243	1848	7.9	15.1	108	424	7.4	3.5	101	755	6.7	6.2	92	1378	6.0	11.3	82
RADIO&RADIO	4606	758	3.2	16.5	118	*166	2.9	3.6	105	301	2.7	6.5	98	792	3.4	17.2	125
RKO ONE	5148	901	3.8	17.5	125	*274	4.8	5.3	156	405	3.6	7.9	118	1244	5.4	24.2	176
RKO TWO	7313	979	4.2	13.4	96	*164	2.9	2.2	66	489	4.4	6.7	100	1187	5.2	16.2	118
THE SOURCE	5981	861	3.7	14.4	103	372	6.5	6.2	182	399	3.6	6.7	100	1100	4.8	18.4	134
NON-WIRED : BLAIR	19329	2942	12.6	15.2	109	770	13.4	4.0	117	1428	12.8	7.4	111	2850	12.4	14.7	107
INTERNET	27139	3949	16.9	14.6	104	929	16.2	3.4	100	2090	18.7	7.7	115	4151	18.0	15.3	112
KATZ RADIO GROUP	36319	5443	23.3	15.0	107	1425	24.9	3.9	115	2760	24.7	7.6	114	5198	22.6	14.3	104
SUPERNET	22361	3349	14.3	15.0	107	1023	17.9	4.6	134	1546	13.8	6.9	104	3494	15.2	15.6	114
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	2025	8.7	13.9	100	474	8.3	3.3	95	915	8.2	6.3	94	2043	8.9	14.1	102
MKDAY 9:00 AM - 1:00 PM	18688	2614	11.2	14.0	100	643	11.2	3.4	101	1198	10.7	6.4	96	2700	11.7	14.4	105
MKDAY 1:00 PM - 4:30 PM	24061	3374	14.4	14.0	100	767	13.4	3.2	93	1611	14.4	6.7	100	3542	15.4	14.7	107
MKDAY 4:30 PM - 7:30 PM	44079	5770	24.7	13.1	94	1378	24.0	3.1	92	2753	24.6	6.2	94	5728	24.9	13.0	95
MKDAY 7:30 PM - 8:00 PM	61979	8143	34.8	13.1	94	1935	33.8	3.1	91	3727	33.3	6.0	90	8095	35.2	13.1	95
MKDAY 11:00 PM - 11:30 PM	49084	7365	31.5	15.0	108	1721	30.0	3.5	103	3116	27.9	6.3	95	6978	30.3	14.2	104
MKDAY 11:30 PM - 1:00 AM	16560	2613	11.2	15.8	113	665	11.6	4.0	118	1039	9.3	6.3	94	2419	10.5	14.6	106
M-SAT 8-11 PM+SUN 7-11 PM	66967	9536	40.7	14.2	102	2244	39.2	3.4	98	4423	39.5	6.6	99	9222	40.1	13.8	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1277	5.5	13.8	99	432	7.5	4.7	136	622	5.6	6.7	101	1641	7.1	17.7	129
ANOTHER WORLD N	6138	873	3.7	14.2	102	175	3.1	2.9	83	385	3.4	6.3	94	996	4.3	16.2	118
AS THE WORLD TURNS C	7707	995	4.3	12.9	93	202	3.5	2.6	77	522	4.7	6.8	102	954	4.1	12.4	90
CAPITOL C	4688	625	2.7	13.3	96	*142	2.5	3.0	89	352	3.1	7.5	113	664	2.9	14.2	103
CBS MORN. NEWS 1 C	2792	379	1.6	13.6	97	*48	0.8	1.7	50	146	1.3	5.2	78	324	1.4	11.6	85
CBS MORN. NEWS 2 C	2071	325	1.4	15.7	112	**35	0.6	1.7	49	*82	0.7	4.0	59	282	1.2	13.6	99
DAYS OF OUR LIVES N	8018	1236	5.3	15.4	110	261	4.6	3.3	95	691	6.2	8.6	129	1342	5.8	16.7	122
FACTS OF LIFE - DAYTIME N	3487	495	2.1	14.2	102	162	2.8	4.6	136	182	1.6	5.2	78	595	2.6	17.1	124
FAMILY FEUD A	4817	611	2.6	12.7	91	123	2.1	2.6	75	239	2.1	5.0	74	597	2.6	12.4	90
GENERAL HOSPITAL A	8333	1124	4.8	13.5	97	258	4.5	3.1	91	542	4.8	6.5	98	1368	5.9	16.4	120
GOOD MORNING, AMERICA-730 A	5472	733	3.1	13.4	96	210	3.7	3.8	112	405	3.6	7.4	111	757	3.3	13.8	101
GOOD MORNING, AMERICA-830 A	3965	541	2.3	13.6	98	121	2.1	3.1	89	246	2.2	6.2	93	481	2.1	12.1	88
GUIDING LIGHT C	7542	1077	4.6	14.3	102	189	3.3	2.5	73	467	4.2	6.2	93	935	4.1	12.4	90
ONE LIFE TO LIVE A	6018	787	3.4	13.1	94	176	3.1	2.9	86	356	3.2	5.9	89	989	4.3	16.4	120
PRESS YOUR LUCK C	3589	496	2.1	13.8	99	*97	1.7	2.7	79	216	1.9	6.0	90	569	2.5	15.9	116
PRICE IS RIGHT 1 C	7418	997	4.3	13.4	96	174	3.0	2.3	69	357	3.2	4.8	72	926	4.0	12.5	91
PRICE IS RIGHT 2 C	8276	1147	4.9	13.9	99	194	3.4	2.3	69	398	3.6	4.8	72	996	4.3	12.0	88
RYAN'S HOPE A	4358	636	2.7	14.6	105	*183	3.2	4.2	123	332	3.0	7.6	114	872	3.8	20.0	146
SALE OF THE CENTURY N	3749	469	2.0	12.5	90	*149	2.6	4.0	116	253	2.3	6.7	101	479	2.1	12.8	93
SEARCH FOR TOMORROW N	2884	531	2.3	18.4	132	*87	1.5	3.0	88	255	2.3	8.8	133	573	2.5	19.9	145
TODAY SHOW 1 N	4869	646	2.8	13.3	95	116	2.0	2.4	70	228	2.0	4.7	70	674	2.9	13.8	101
TODAY SHOW 2 N	4135	516	2.2	12.5	89	139	2.4	3.4	98	181	1.6	4.4	66	608	2.6	14.7	107
$25,000 PYRAMID C	4361	569	2.4	13.0	93	*147	2.6	3.4	99	243	2.2	5.6	84	613	2.7	14.1	102
WHEEL OF FORTUNE N	6187	875	3.7	14.1	101	215	3.8	3.5	102	332	3.0	5.4	80	737	3.2	11.9	87
YOUNG AND THE RESTLESS C	8186	1030	4.4	12.6	90	200	3.5	2.4	72	577	5.2	7.0	106	1013	4.4	12.4	90
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	620	2.6	13.1	94	*184	3.2	3.9	114	310	2.8	6.6	98	533	2.3	11.3	82
NBA PLAYOFF GAME -1 C	5127	778	3.3	15.2	109	206	3.6	4.0	118	413	3.7	8.1	121	632	2.7	12.3	90
NBC MAJOR LEAGUE PRE-GAME N	3945	638	2.7	16.2	116	**92	1.6	2.3	68	*211	1.9	5.3	80	643	2.8	16.3	119
SPORTSWORLD - SUN N	3370	486	2.1	14.4	103	*128	2.2	3.8	111	241	2.2	7.2	107	527	2.3	15.6	114
SUNDAY MORNING C	4200	613	2.6	14.6	105	*131	2.3	3.1	91	240	2.1	5.7	86	569	2.5	13.5	99

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0177
P-22

		TOTAL U.S.	HERSHEY MILK CHOCOLATE				HOLLOWAY MILK DUDS				JUNIOR MINTS				KIT KAT			
			A	B % ACROSS	C	D	A	B % ACROSS	C	D	A	B % ACROSS	C	D	A	B % ACROSS	C	D
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	23407	100.0	14.0	100	5730	100.0	3.4	100	11188	100.0	6.7	100	23006	100.0	13.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	6767	28.9	12.9	93	1534	26.8	2.9	86	2892	25.8	5.5	83	6289	27.3	12.0	88
NETWORK AFFILIATES - LATE		39164	5673	24.2	14.5	104	1347	23.5	3.4	101	2492	22.3	6.4	95	5478	23.8	14.0	102
INDEPENDENTS - LATE		5133	802	3.4	15.6	112	147	2.6	2.9	84	323	2.9	6.3	94	700	3.0	13.6	99
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3086	13.2	13.5	97	725	12.7	3.2	93	1435	12.8	6.3	94	3182	13.8	13.9	102
ABC MONDAY NIGHT MOVIE	A	11258	1625	6.9	14.4	103	375	6.5	3.3	98	807	7.2	7.2	107	1544	6.7	13.7	100
ABC SUNDAY NIGHT MOVIE	A	23600	3401	14.5	14.4	103	787	13.7	3.3	98	1561	14.0	6.6	99	3207	13.9	13.6	99
ABC WORLD NEWS TONIGHT	A	12801	1625	6.9	12.7	91	493	8.6	3.9	113	827	7.4	6.5	97	1595	6.9	12.5	91
AFTERMASH	C	10966	1338	5.7	12.2	87	*252	4.4	2.3	67	531	4.7	4.8	73	1210	5.3	11.0	80
ALICE	C	17050	2338	10.0	13.7	98	476	8.3	2.8	82	1028	9.2	6.0	90	2322	10.1	13.6	99
AMERICAN PARADE	C	11998	1449	6.2	12.1	87	293	5.1	2.4	71	694	6.2	5.8	87	1402	6.1	11.7	85
BENSON	A	19258	2709	11.6	14.1	101	687	12.0	3.6	104	1159	10.4	6.0	90	2702	11.7	14.0	102
BLUE THUNDER	A	11478	1605	6.9	14.0	100	472	8.2	4.1	120	763	6.8	6.6	100	1510	6.6	13.2	96
CAGNEY & LACEY	C	18263	2623	11.2	14.4	103	734	12.8	4.0	118	1206	10.8	6.6	99	2633	11.4	14.4	105
CBS EVENING NEWS-DEAN	C	7733	1017	4.3	13.2	94	*210	3.7	2.7	79	377	3.4	4.9	73	749	3.3	9.7	71
CBS EVENING NEWS-RATHER	C	15653	1982	8.5	12.7	91	329	5.7	2.1	62	728	6.5	4.7	70	1811	7.9	11.6	84
CBS SAT. NEWS-SCHIEFFER	C	8744	1251	5.3	14.3	103	178	3.1	2.0	60	377	3.4	4.3	65	969	4.2	11.1	81
CBS SATURDAY NIGHT MOVIE	C	12000	1657	7.1	13.8	99	413	7.2	3.4	101	724	6.5	6.0	90	1552	6.7	12.9	94
CBS WEDNESDAY NIGHT MOVIE	C	11522	1566	6.7	13.6	97	309	5.4	2.7	79	649	5.8	5.6	84	1525	6.6	13.2	96
CHEERS	N	16818	2378	10.2	14.1	101	592	10.3	3.5	103	1139	10.2	6.8	102	2825	12.3	16.8	122
DALLAS	C	37510	5365	22.9	14.3	102	1237	21.6	3.3	97	2301	20.6	6.1	92	4898	21.3	13.1	95
DIFF'RENT STROKES	N	11258	1549	6.6	13.8	99	378	6.6	3.4	98	719	6.4	6.4	96	1527	6.6	13.6	99
DOUBLE TROUBLE	N	12248	1804	7.7	14.7	106	562	9.8	4.6	134	959	8.6	7.8	117	1852	8.1	15.1	110
DUCK FACTORY	N	11100	1676	7.2	15.1	108	479	8.4	4.3	126	687	6.1	6.2	93	1806	7.9	16.3	119
DUKES OF HAZZARD	C	12353	1776	7.6	14.4	103	353	6.2	2.9	84	763	6.8	6.2	93	1618	7.0	13.1	95
DYNASTY	A	33279	4409	18.8	13.2	95	1110	19.4	3.3	98	2194	19.6	6.6	99	4932	21.4	14.8	108
FACTS OF LIFE	N	13410	1979	8.5	14.8	106	548	9.6	4.1	120	925	8.3	6.9	103	1745	7.6	13.0	95
FALCON CREST	C	31093	4795	20.5	15.4	111	1212	21.2	3.9	114	2034	18.2	6.5	98	4209	18.3	13.5	99
FALL GUY	A	18649	2580	11.0	13.8	99	623	10.9	3.3	98	1136	10.2	6.1	91	2654	11.5	14.2	104
FAMILY TIES	N	13101	1642	7.0	12.5	90	421	7.3	3.2	94	910	8.1	6.9	104	1921	8.3	14.7	107
FANTASY ISLAND	A	13069	1850	7.9	14.2	101	537	9.4	4.1	120	972	8.7	7.4	111	2083	9.1	15.9	116
FOULUPS,BLEEPS & BLUNDERS	A	16588	1860	7.9	11.2	80	451	7.9	2.7	80	986	8.8	5.9	89	2273	9.9	13.7	100
FOUR SEASONS	C	9302	1138	4.9	12.2	88	*182	3.2	2.0	57	479	4.3	5.1	77	1089	4.7	11.7	85
GIMME A BREAK	N	13955	1736	7.4	12.4	89	439	7.7	3.1	92	966	8.6	6.9	104	2021	8.8	14.5	106
HART TO HART	A	15735	2107	9.0	13.4	96	496	8.7	3.2	92	992	8.9	6.3	95	2296	10.0	14.6	106
HILL STREET BLUES	N	18257	2667	11.4	14.6	105	630	11.0	3.5	101	1329	11.9	7.3	109	2707	11.8	14.8	108
HOTEL	A	24236	3242	13.9	13.4	96	759	13.2	3.1	92	1671	14.9	6.9	103	3226	14.0	13.3	97
JEFFERSONS	C	17010	2209	9.4	13.0	93	467	8.2	2.7	80	1111	9.9	6.5	98	2140	9.3	12.6	92
JENNIFER SLEPT HERE	N	9397	1216	5.2	12.9	93	337	5.9	3.6	105	581	5.2	6.2	93	1346	5.9	14.3	104
KATE & ALLIE	C	16762	2229	9.5	13.3	95	665	11.6	4.0	116	1298	11.6	7.7	116	2381	10.3	14.2	104
KNIGHT RIDER	N	13164	1923	8.2	14.6	105	474	8.3	3.6	105	1075	9.6	8.2	122	2082	9.0	15.8	115
LOVE BOAT	A	20400	2781	11.9	13.6	98	632	11.0	3.1	91	1376	12.3	6.7	101	2911	12.7	14.3	104
MAGNUM PI	C	22543	3081	13.2	13.7	98	832	14.5	3.7	108	1443	12.9	6.4	96	2661	11.6	11.8	86
MAMA'S FAMILY	N	9852	1356	5.8	13.8	99	268	4.7	2.7	80	476	4.3	4.8	72	1254	5.5	12.7	93
MASTER, THE	N	8082	1018	4.3	12.6	90	251	4.4	3.1	91	568	5.1	7.0	105	1207	5.2	14.9	109
MATT HOUSTON	A	12881	1677	7.2	13.0	93	498	8.7	3.9	113	894	8.0	6.9	104	2049	8.9	15.9	116
NBC MONDAY NIGHT MOVIE	N	23889	3330	14.2	13.9	100	877	15.3	3.7	107	1858	16.6	7.8	117	3537	15.4	14.8	108
NBC NIGHTLY NEWS	N	11156	1524	6.5	13.7	98	342	6.0	3.1	90	648	5.8	5.8	87	1263	5.5	11.3	83
NBC NIGHTLY NEWS-SAT	N	7363	938	4.0	12.7	91	*196	3.4	2.7	78	431	3.9	5.9	88	766	3.3	10.4	76
NBC NIGHTLY NEWS-SUN	N	6214	746	3.2	12.0	86	*168	2.9	2.7	79	392	3.5	6.3	95	645	2.8	10.4	76
NBC SUNDAY NIGHT MOVIE	N	17590	2593	11.1	14.7	106	602	10.5	3.4	100	1323	11.8	7.5	113	2865	12.5	16.3	119
NEWHART	C	16740	2399	10.2	14.3	103	666	11.6	4.0	116	1236	11.0	7.4	111	2417	10.5	14.4	105
ONE DAY AT A TIME	C	11820	1675	7.2	14.2	102	234	4.1	2.0	58	820	7.3	6.9	104	1714	7.5	14.5	106
PEOPLE ARE FUNNY	N	9138	1367	5.8	15.0	107	279	4.9	3.1	89	529	4.7	5.8	87	1207	5.2	13.2	96
REAL PEOPLE	N	15979	2103	9.0	13.2	94	490	8.6	3.1	90	897	8.0	5.6	84	1862	8.1	11.7	85
REMINGTON STEELE	N	14395	1976	8.4	13.7	98	631	11.0	4.4	128	1008	9.0	7.0	105	2022	8.8	14.0	102
RIPLEY'S BELIEVE IT - NOT	A	11362	1540	6.6	13.6	97	499	8.7	4.4	129	792	7.1	7.0	105	1509	6.6	13.3	97
RIPTIDE	N	13920	1848	7.9	13.3	95	530	9.2	3.8	111	793	7.1	5.7	85	2150	9.3	15.4	113
SCARECROW & MRS. KING	C	17571	2118	9.0	12.1	86	622	10.9	3.5	104	1434	12.8	8.2	122	2344	10.2	13.3	97
SIMON & SIMON	C	20208	2713	11.6	13.4	96	573	10.0	2.8	83	1231	11.0	6.1	91	2473	10.7	12.2	89
60 MINUTES	C	27668	3445	14.7	12.5	89	801	14.0	2.9	85	1567	14.0	5.7	85	2995	13.0	10.8	79
ST. ELSEWHERE	N	13699	2154	9.2	15.7	113	568	9.9	4.1	121	880	7.9	6.4	96	1993	8.7	14.5	106
THREE'S COMPANY	A	20632	2605	11.1	12.6	90	620	10.8	3.0	88	1261	11.3	6.1	92	2987	13.0	14.5	106
T.J. HOOKER	A	17136	2362	10.1	13.8	99	484	8.4	2.8	83	1164	10.4	6.8	102	2323	10.1	13.6	99
TONIGHT SHOW	N	4963	811	3.5	16.3	117	188	3.3	3.8	111	268	2.4	5.4	81	786	3.4	15.8	115
TRAPPER JOHN, M.D.	C	16332	2318	9.9	14.2	102	544	9.5	3.3	98	993	8.9	6.1	91	2128	9.2	13.0	95
TV BLOOPERS & PRAC. JOKES	N	18881	2589	11.1	13.7	98	531	9.3	2.8	82	1054	9.4	5.6	84	2725	11.8	14.4	105
20/20	A	18315	2615	11.2	14.3	102	594	10.4	3.2	95	1162	10.4	6.3	95	2589	11.3	14.1	103
WEBSTER	A	18722	2680	11.4	14.3	103	720	12.6	3.8	113	1328	11.9	7.1	106	2741	11.9	14.6	107
WORLD NEWS - SUN	A	5327	618	2.6	11.6	83	*195	3.4	3.7	107	328	2.9	6.2	92	661	2.9	12.4	90
YELLOW ROSE	N	8370	1052	4.5	12.6	90	315	5.5	3.8	110	437	3.9	5.2	78	1122	4.9	13.4	98
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	4185	17.9	16.2	116	871	15.2	3.4	99	1736	15.5	6.7	101	3440	15.0	13.3	97
BASKETBALL - COLLEGE GAMES		14468	2271	9.7	15.7	112	566	9.9	3.9	115	772	6.9	5.3	80	2019	8.8	14.0	102
BASKETBALL - PRO GAMES		12124	1663	7.1	13.7	98	*399	7.0	3.3	96	830	7.4	6.8	103	1744	7.6	14.4	105
BOWLING		9412	1301	5.6	13.8	99	*411	7.2	4.4	128	581	5.2	6.2	93	1627	7.1	17.3	126
BOXING		15409	2496	10.7	16.2	116	693	12.1	4.5	132	1044	9.3	6.8	102	2274	9.9	14.8	108
FOOTBALL - COLLEGE GAMES		21400	3480	14.9	16.3	117	966	16.9	4.5	132	1362	12.2	6.4	95	2930	12.7	13.7	100
FOOTBALL - PRO GAMES		35944	6291	26.9	17.5	125	1657	28.9	4.6	135	3055	27.3	8.5	127	5799	25.2	16.1	118
GOLF		9759	1485	6.3	15.2	109	**466	8.1	4.8	140	739	6.6	7.6	114	1069	4.6	11.0	80
POST-SEASON COLL. FOOTBALL		18123	2921	12.5	16.1	115	1003	17.5	5.5	162	1196	10.7	6.6	99	2765	12.0	15.3	111
POST-SEASON PRO FOOTBALL		22091	4025	17.2	18.2	131	1245	21.7	5.6	165	1882	16.8	8.5	128	3283	14.3	14.9	108
TENNIS		6764	1070	4.6	15.8	113	*370	6.5	5.5	160	680	6.1	10.1	151	1162	5.1	17.2	125
WRESTLING - PROFESSIONAL		9695	1850	7.9	19.1	137	*382	6.7	3.9	115	656	5.9	6.8	101	1851	8.0	19.1	139

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0178
P-22

	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	31776	100.0	18.9	100	28827	100.0	17.2	100	8513	100.0	5.1	100	20051	100.0	12.0	100
MALES	79263	14532	45.7	18.3	97	13054	45.3	16.5	96	4511	53.0	5.7	112	9957	49.7	12.6	105
FEMALES	88464	17244	54.3	19.5	103	15774	54.7	17.8	104	4003	47.0	4.5	89	10094	50.3	11.4	95
18 - 24	28671	8326	26.2	29.0	153	7239	25.1	25.2	147	1874	22.0	6.5	129	3981	19.9	13.9	116
25 - 34	39536	10121	31.9	25.6	135	9114	31.6	23.1	134	2515	29.5	6.4	125	5069	25.3	12.8	107
35 - 44	28378	5794	18.2	20.0	106	5283	18.3	18.2	106	1560	18.3	5.4	106	3715	18.5	12.8	107
45 - 54	22345	3301	10.4	14.8	78	2722	9.4	12.2	71	1223	14.4	5.5	108	2746	13.7	12.3	103
55 - 64	22224	2566	8.1	11.5	61	2512	8.7	11.3	66	672	7.9	3.0	60	2351	11.7	10.6	88
65 OR OLDER	25973	1666	5.2	6.4	34	1958	6.8	7.5	44	670	7.9	2.6	51	2189	10.9	8.4	71
18 - 34	68207	18447	58.1	27.0	143	16353	56.7	24.0	139	4390	51.6	6.4	127	9050	45.1	13.3	111
18 - 49	108058	25984	81.8	24.0	127	23067	80.0	21.3	124	6605	77.6	6.1	120	14251	71.1	13.2	110
25 - 54	90859	19217	60.5	21.2	112	17118	59.4	18.8	110	5298	62.2	5.8	115	11530	57.5	12.7	106
35 - 49	39851	7537	23.7	18.9	100	6714	23.3	16.8	98	2215	26.0	5.6	110	5200	25.9	13.0	109
50 OR OLDER	59669	5791	18.2	9.7	51	5760	20.0	9.7	56	1909	22.4	3.2	63	5800	28.9	9.7	81
GRADUATED COLLEGE	28091	5792	18.2	20.6	109	4985	17.3	17.7	103	1317	15.5	4.7	92	3128	15.6	11.1	93
ATTENDED COLLEGE	31938	6754	21.3	23.3	123	6426	22.3	22.2	129	1697	19.9	5.9	116	3985	19.9	13.8	115
GRADUATED HIGH SCHOOL	65503	13338	42.0	20.4	107	12081	41.9	18.4	107	3853	45.3	5.9	116	8442	42.1	12.9	108
DID NOT GRADUATE HIGH SCHOOL	45195	5893	18.5	13.0	69	5336	18.5	11.8	69	1646	19.3	3.6	72	4496	22.4	9.9	83
EMPLOYED MALES	56429	11061	34.8	19.6	103	9628	33.4	17.1	99	3258	38.3	5.8	114	7354	36.7	13.0	109
EMPLOYED FEMALES	43971	10186	32.1	23.2	122	8476	29.4	19.3	112	2209	25.9	5.0	99	5232	26.1	11.9	100
EMPLOYED FULL-TIME	87773	18219	57.3	20.8	110	15652	54.3	17.8	104	4861	57.1	5.5	109	10885	54.3	12.4	104
EMPLOYED PART-TIME	12627	3028	9.5	24.0	127	2452	8.5	19.4	113	606	7.1	4.8	95	1701	8.5	13.5	113
NOT EMPLOYED	67327	10529	33.1	15.6	83	10724	37.2	15.9	93	3046	35.8	4.5	89	7465	37.2	11.1	93
PROFESSIONAL/MANAGER	25845	5560	17.5	21.5	114	4757	16.5	18.4	107	1204	14.1	4.7	92	3235	16.1	12.5	105
TECH/CLERICAL/SALES	30895	7159	22.5	23.2	122	5918	20.5	19.2	111	1724	20.3	5.6	110	4121	20.6	13.3	112
PRECISION/CRAFT	12629	2399	7.5	19.0	100	2203	7.6	17.4	101	816	9.6	6.5	127	1655	8.3	13.1	110
OTHER EMPLOYED	31031	6129	19.3	19.8	104	5225	18.1	16.8	98	1723	20.2	5.6	109	3576	17.8	11.5	96
SINGLE	35557	8520	26.8	24.0	126	7716	26.8	21.7	126	2272	26.7	6.4	126	4771	23.8	13.4	112
MARRIED	103585	19508	61.4	18.8	99	17708	61.4	17.1	99	5215	61.3	5.0	99	12629	63.0	12.2	102
DIVORCED/SEPARATED/WIDOWED	28585	3748	11.8	13.1	69	3403	11.8	11.9	69	1026	12.1	3.6	71	2651	13.2	9.3	78
PARENTS	59295	14422	45.4	24.3	128	13064	45.3	22.0	128	3734	43.9	6.3	124	7884	39.3	13.3	111
WHITE	146081	27902	87.8	19.1	101	25706	89.2	17.6	102	7709	90.6	5.3	104	18118	90.4	12.4	104
BLACK	17974	3115	9.8	17.3	91	2430	8.4	13.5	79	705	8.3	3.9	77	1592	7.9	8.9	74
OTHER	3672	*759	2.4	20.7	109	*691	2.4	18.8	109	**100	1.2	2.7	54	**341	1.7	9.3	78
NORTHEAST-CENSUS	37005	6570	20.7	17.8	94	6742	23.4	18.2	106	1291	15.2	3.5	69	4937	24.6	13.3	112
NORTH CENTRAL	42642	9153	28.8	21.5	113	7868	27.3	18.5	107	2880	33.8	6.8	133	5906	29.5	13.9	116
SOUTH	56777	9507	29.9	16.7	88	8882	30.8	15.6	91	2424	28.5	4.3	84	5796	28.9	10.2	85
WEST	31303	6547	20.6	20.9	110	5336	18.5	17.0	99	1918	22.5	6.1	121	3412	17.0	10.9	91
NORTHEAST-MKTG.	38125	6395	20.1	16.8	89	6550	22.7	17.2	100	1166	13.7	3.1	60	4680	23.3	12.3	103
EAST CENTRAL	24794	5076	16.0	20.5	108	4644	16.1	18.7	109	1503	17.7	6.1	119	3422	17.1	13.8	115
WEST CENTRAL	28511	6316	19.9	22.2	117	5380	18.7	18.9	110	2038	23.9	7.1	141	3910	19.5	13.7	115
SOUTH	48953	8414	26.5	17.2	91	7706	26.7	15.7	92	2141	25.1	4.4	86	5064	25.3	10.3	87
PACIFIC	27344	5575	17.5	20.4	108	4547	15.8	16.6	97	1664	19.5	6.1	120	2975	14.8	10.9	91
COUNTY SIZE A	64301	12789	40.2	18.5	97	11923	41.4	17.2	100	3285	38.6	4.7	93	8041	40.1	11.6	97
COUNTY SIZE B	50633	10724	33.7	21.2	112	9326	32.4	18.4	107	2458	28.9	4.9	96	6646	33.1	13.1	110
COUNTY SIZE C	26259	4730	14.9	18.0	95	4491	15.6	17.1	100	1615	19.0	6.2	121	2928	14.6	11.2	93
COUNTY SIZE D	21534	3532	11.1	16.4	87	3087	10.7	14.3	83	1155	13.6	5.4	106	2437	12.2	11.3	95
METRO CENTRAL CITY	50014	9843	31.0	19.7	104	9036	31.3	18.1	105	2508	29.5	5.0	99	6317	31.5	12.6	106
METRO SUBURBAN	76832	14991	47.2	19.5	103	13358	46.3	17.4	101	3598	42.3	4.7	92	9226	46.0	12.0	100
NON METRO	40881	6942	21.8	17.0	90	6433	22.3	15.7	92	2408	28.3	5.9	116	4507	22.5	11.0	92
TOP 5 ADI'S	39550	7319	23.0	18.5	98	6587	22.9	16.7	97	1840	21.6	4.7	92	4900	24.4	12.4	104
TOP 10 ADI'S	54877	9808	30.9	17.9	94	8818	30.6	16.1	93	2396	28.1	4.4	86	6242	31.1	11.4	95
TOP 20 ADI'S	77516	14281	44.9	18.4	97	12929	44.9	16.7	97	3850	45.2	5.0	98	9096	45.4	11.7	98
HSHLD INC. $50,000 OR MORE	17257	3713	11.7	21.5	114	3119	10.8	18.1	105	684	8.0	4.0	78	1976	9.9	11.5	96
$40,000 OR MORE	33235	6958	21.9	20.9	111	5955	20.7	17.9	104	1398	16.4	4.2	83	4270	21.3	12.8	107
$30,000 OR MORE	59693	12399	39.0	20.8	110	10865	37.7	18.2	106	3062	36.0	5.1	101	7810	39.0	13.1	109
$25,000 OR MORE	76275	15667	49.3	20.5	108	14075	48.8	18.5	107	3998	47.0	5.2	103	9716	48.5	12.7	107
$20,000 - $24,999	18607	3749	11.8	20.1	106	3471	12.0	18.7	109	1076	12.6	5.8	114	2155	10.7	11.6	97
$15,000 - $19,999	17175	3405	10.7	19.8	105	3293	11.4	19.2	112	999	11.7	5.8	115	2203	11.0	12.8	107
$10,000 - $14,999	24569	4550	14.3	18.5	98	4168	14.5	17.0	99	1310	15.4	5.3	105	2888	14.4	11.8	98
UNDER $10,000	31101	4405	13.9	14.2	75	3821	13.3	12.3	71	1131	13.3	3.6	72	3089	15.4	9.9	83
HOUSEHOLD OF 1 PERSON	19441	2451	7.7	12.6	67	1888	6.5	9.7	57	666	7.8	3.4	67	1678	8.4	8.6	72
2 PEOPLE	51803	7637	24.0	14.7	78	6807	23.6	13.1	76	2110	24.8	4.1	80	5651	28.2	10.9	91
3 OR 4 PEOPLE	66933	14374	45.2	21.5	113	14168	49.1	21.2	123	4071	47.8	6.1	120	8626	43.0	12.9	108
5 OR MORE PEOPLE	29550	7314	23.0	24.8	131	5964	20.7	20.2	117	1667	19.6	5.6	111	4097	20.4	13.9	116
NO CHILD IN HSHLD	96587	14564	45.8	15.1	80	12995	45.1	13.5	78	4050	47.6	4.2	83	10255	51.1	10.6	89
CHILD(REN) UNDER 2 YRS	10844	3085	9.7	28.4	150	2637	9.1	24.3	141	820	9.6	7.6	149	1493	7.4	13.8	115
2 - 5 YEARS	26358	7087	22.3	26.9	142	6592	22.9	25.0	146	1634	19.2	6.2	122	3460	17.3	13.1	110
6 - 11 YEARS	30453	7611	24.0	25.0	132	6800	23.6	22.3	130	1898	22.3	6.2	123	4032	20.1	13.2	111
12 - 17 YEARS	36575	8093	25.5	22.1	117	7322	25.4	20.0	116	2279	26.8	6.2	123	5286	26.4	14.5	121
RESIDENCE OWNED	117770	21461	67.5	18.2	96	19565	67.9	16.6	97	5727	67.3	4.9	96	14088	70.3	12.0	100
VALUE: $50,000 OR MORE	70166	13217	41.6	18.8	99	11973	41.5	17.1	99	3217	37.8	4.6	90	8397	41.9	12.0	100
VALUE: UNDER $50,000	47604	8244	25.9	17.3	91	7591	26.3	15.9	93	2510	29.5	5.3	104	5691	28.4	12.0	100

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		TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	31776	100.0	18.9	100	28827	100.0	17.2	100	8513	100.0	5.1	100	20051	100.0	12.0	100
MAGAZINES	QUINTILE 1	34022	8074	25.4	23.7	125	6993	24.3	20.6	120	2057	24.2	6.0	119	4555	22.7	13.4	112
	QUINTILE 2	34800	7225	22.7	20.8	110	6831	23.7	19.6	114	2031	23.9	5.8	115	4585	22.9	13.2	110
	QUINTILE 3	30514	5398	17.0	17.7	93	5016	17.4	16.4	96	1406	16.5	4.6	91	3583	17.9	11.7	98
	QUINTILE 4	33324	6392	20.1	19.2	101	5873	20.4	17.6	103	1734	20.4	5.2	103	4134	20.6	12.4	104
	QUINTILE 5	35064	4686	14.7	13.4	71	4114	14.3	11.7	68	1286	15.1	3.7	72	3195	15.9	9.1	76
NEWSPAPERS	QUINTILE 1	29107	5267	16.6	18.1	96	4676	16.2	16.1	93	1575	18.5	5.4	107	4081	20.4	14.0	117
	QUINTILE 2	49095	9307	29.3	19.0	100	8802	30.5	17.9	104	2232	26.2	4.5	90	5700	28.4	11.6	97
	QUINTILE 3	23107	4597	14.5	19.9	105	4405	15.3	19.1	111	1392	16.4	6.0	119	2879	14.4	12.5	104
	QUINTILE 4	33556	7037	22.1	21.0	111	6045	21.0	18.0	105	1538	18.1	4.6	90	3840	19.2	11.4	96
	QUINTILE 5	32863	5569	17.5	16.9	89	4899	17.0	14.9	87	1777	20.9	5.4	107	3550	17.7	10.8	90
OUTDOOR	QUINTILE 1	33431	7593	23.9	22.7	120	7342	25.5	22.0	128	2240	26.3	6.7	132	4401	21.9	13.2	110
	QUINTILE 2	33478	7050	22.2	21.1	111	6312	21.9	18.9	110	1768	20.8	5.3	104	4314	21.5	12.9	108
	QUINTILE 3	33574	6244	19.7	18.6	98	5443	18.9	16.2	94	1661	19.5	4.9	97	4313	21.5	12.8	107
	QUINTILE 4	33935	6032	19.0	17.8	94	5322	18.5	15.7	91	1573	18.5	4.6	91	3910	19.5	11.5	96
	QUINTILE 5	33310	4857	15.3	14.6	77	4409	15.3	13.2	77	1271	14.9	3.8	75	3113	15.5	9.3	78
RADIO-DRIVE TIME	QUINTILE 1	33136	7128	22.4	21.5	114	6156	21.4	18.6	108	1870	22.0	5.6	111	4594	22.9	13.9	116
	QUINTILE 2	31658	6321	19.9	20.0	105	5545	19.2	17.5	102	1653	19.4	5.2	103	3674	18.3	11.6	97
	QUINTILE 3	32541	6219	19.6	19.1	101	6153	21.3	18.9	110	1659	19.5	5.1	100	4009	20.0	12.3	103
	QUINTILE 4	34247	6827	21.5	19.9	105	6032	20.9	17.6	102	1657	19.5	4.8	95	4051	20.2	11.8	99
	QUINTILE 5	36144	5280	16.6	14.6	77	4942	17.1	13.7	80	1674	19.7	4.6	91	3724	18.6	10.3	86
RADIO-MID-DAY	TERCILE 1	45037	9556	30.1	21.2	112	8296	28.8	18.4	107	2576	30.3	5.7	113	5734	28.6	12.7	107
	TERCILE 2	44819	8158	25.7	18.2	96	7728	26.8	17.2	100	2196	25.8	4.9	97	5356	26.7	12.0	100
	TERCILE 3	77872	14062	44.3	18.1	95	12804	44.4	16.4	96	3741	43.9	4.8	95	8961	44.7	11.5	96
RADIO-TOTAL	QUINTILE 1	33763	7450	23.4	22.1	116	6468	22.4	19.2	111	1807	21.2	5.4	105	4497	22.4	13.3	111
	QUINTILE 2	33240	6673	21.0	20.1	106	6184	21.5	18.6	108	1943	22.8	5.8	115	4395	21.9	13.2	111
	QUINTILE 3	33408	6118	19.3	18.3	97	5481	19.0	16.4	95	1577	18.5	4.7	93	3532	17.6	10.6	88
	QUINTILE 4	34792	6874	21.6	19.8	104	6062	21.0	17.4	101	1617	19.0	4.6	92	4157	20.7	11.9	100
	QUINTILE 5	32524	4661	14.7	14.3	76	4632	16.1	14.2	83	1570	18.4	4.8	95	3470	17.3	10.7	89
TV-PRIME TIME	QUINTILE 1	33090	5413	17.0	16.4	86	5074	17.6	15.3	89	1801	21.2	5.4	107	3963	19.8	12.0	100
	QUINTILE 2	33357	6141	19.3	18.4	97	5688	19.7	17.1	99	1619	19.0	4.9	96	4223	21.1	12.7	106
	QUINTILE 3	33980	6824	21.5	20.1	106	6255	21.7	18.4	107	1726	20.3	5.1	100	4315	21.5	12.7	106
	QUINTILE 4	33854	6652	20.9	19.6	104	6226	21.6	18.4	107	1730	20.3	5.1	101	4206	21.0	12.4	104
	QUINTILE 5	33444	6746	21.2	20.2	106	5585	19.4	16.7	97	1637	19.2	4.9	96	3345	16.7	10.0	84
TV-DAYTIME	TERCILE 1	49121	8379	26.4	17.1	90	7869	27.3	16.0	93	2405	28.3	4.9	96	5604	27.9	11.4	95
	TERCILE 2	48823	9656	30.4	19.8	104	8637	30.0	17.7	103	2648	31.1	5.4	107	5949	29.7	12.2	102
	TERCILE 3	69782	13741	43.2	19.7	104	12321	42.7	17.7	103	3460	40.6	5.0	98	8498	42.4	12.2	102
TV-TOTAL	QUINTILE 1	33584	5177	16.3	15.4	81	5098	17.7	15.2	88	1651	19.4	4.9	97	3902	19.5	11.6	97
	QUINTILE 2	33441	5919	18.6	17.7	93	5513	19.1	16.5	96	1555	18.3	4.6	92	4057	20.2	12.1	101
	QUINTILE 3	33505	6581	20.7	19.6	104	5810	20.2	17.3	101	1875	22.0	5.6	110	3953	19.7	11.8	99
	QUINTILE 4	33466	6899	21.7	20.6	109	6306	21.9	18.8	110	1715	20.1	5.1	101	4325	21.6	12.9	108
	QUINTILE 5	33731	7200	22.7	21.3	113	6101	21.2	18.1	105	1717	20.2	5.1	100	3814	19.0	11.3	95
MAGAZINES-NEWSPAPERS: DUAL		44503	9462	29.8	21.3	112	8586	29.8	19.3	112	2559	30.1	5.8	113	6118	30.5	13.7	115
MAGAZINE IMPERATIVE		39363	8753	27.5	22.2	117	7961	27.6	20.2	118	2359	27.7	6.0	118	4793	23.9	12.2	102
NEWSPAPER IMPERATIVE		46441	7384	23.2	15.9	84	7133	24.7	15.4	89	2014	23.7	4.3	85	5379	26.8	11.6	97
MAGAZINES-OUTDOOR: DUAL		33726	7887	24.8	23.4	123	7310	25.4	21.7	126	2282	26.8	6.8	133	4877	24.3	14.5	121
MAGAZINE IMPERATIVE		52846	10201	32.1	19.3	102	8934	31.0	16.9	98	2540	29.8	4.8	95	6239	31.1	11.8	99
OUTDOOR IMPERATIVE		52140	9891	31.1	19.0	100	8936	31.0	17.1	100	2615	30.7	5.0	99	6119	30.5	11.7	98
MAGAZINES-RADIO: DUAL		37081	8471	26.7	22.8	121	7458	25.9	20.1	117	2223	26.1	6.0	118	5046	25.2	13.6	114
MAGAZINE IMPERATIVE		49747	9971	31.4	20.0	106	9266	32.1	18.6	108	2670	31.4	5.4	106	6270	31.3	12.6	105
RADIO IMPERATIVE		49208	8884	28.0	18.1	95	7893	27.4	16.0	93	2353	27.6	4.8	94	5702	28.4	11.6	97
MAGAZINES-TELEVISION: DUAL		33103	6498	20.4	19.6	104	6134	21.3	18.5	108	1962	23.0	5.9	117	4202	21.0	12.7	106
MAGAZINE IMPERATIVE		54575	12276	38.6	22.5	119	10715	37.2	19.6	114	3013	35.4	5.5	109	7147	35.6	13.1	110
TELEVISION IMPERATIVE		53249	7914	24.9	14.9	78	7320	25.4	13.7	80	2178	25.6	4.1	81	5706	28.5	10.7	90
NEWSPAPERS-OUTDOOR: DUAL		36255	8011	25.2	22.1	117	7334	25.4	20.2	118	2094	24.6	5.8	114	4934	24.6	13.6	114
NEWSPAPER IMPERATIVE		55591	9228	29.0	16.6	88	8329	28.9	15.0	87	2408	28.3	4.3	85	6597	32.9	11.9	99
OUTDOOR IMPERATIVE		48319	10010	31.5	20.7	109	9197	31.9	19.0	111	2916	34.3	6.0	119	5992	29.9	12.4	104
NEWSPAPERS-RADIO: DUAL		37242	7530	23.7	20.2	107	6934	24.1	18.6	108	2011	23.6	5.4	106	4959	24.7	13.3	111
NEWSPAPER IMPERATIVE		54423	9728	30.6	17.9	94	8997	31.2	16.5	96	2621	30.8	4.8	95	6479	32.3	11.9	100
RADIO IMPERATIVE		46650	9817	30.9	21.0	111	8433	29.3	18.1	105	2652	31.2	5.7	112	5593	27.9	12.0	100
NEWSPAPERS-TELEVISION: DUAL		35974	6401	20.1	17.8	94	6299	21.9	17.5	102	2020	23.7	5.6	111	4513	22.5	12.5	105
NEWSPAPER IMPERATIVE		56095	11126	35.0	19.8	105	9980	34.6	17.8	104	2683	31.5	4.8	94	7066	35.2	12.6	105
TELEVISION IMPERATIVE		47170	8129	25.6	17.2	91	7368	25.6	15.6	91	2283	26.8	4.8	95	5289	26.4	11.2	94
OUTDOOR-RADIO: DUAL		33748	7967	25.1	23.6	125	7158	24.8	21.2	123	2045	24.0	6.1	119	4815	24.0	14.3	119
OUTDOOR IMPERATIVE		52785	9987	31.4	18.9	100	9287	32.2	17.6	102	2804	32.9	5.3	105	6236	31.1	11.8	99
RADIO IMPERATIVE		52882	9291	29.2	17.6	93	8394	29.1	15.9	92	2512	29.5	4.8	94	6173	30.8	11.7	98
OUTDOOR-TELEVISION: DUAL		32030	6733	21.2	21.0	111	6316	21.9	19.7	115	2211	26.0	6.9	136	4380	21.8	13.7	114
OUTDOOR IMPERATIVE		54626	12076	38.0	22.1	117	10815	37.5	19.8	115	2943	34.6	5.4	106	6911	34.5	12.7	106
TELEVISION IMPERATIVE		54874	8167	25.7	14.9	79	7447	25.8	13.6	79	2140	25.1	3.9	77	5996	29.9	10.9	91
RADIO-TELEVISION: DUAL		33386	6310	19.9	18.9	100	5981	20.7	17.9	104	1901	22.3	5.7	112	4297	21.4	12.9	108
RADIO IMPERATIVE		53810	11759	37.0	21.9	115	10307	35.8	19.2	111	2889	33.9	5.4	106	6806	33.9	12.6	106
TELEVISION IMPERATIVE		54023	8552	26.9	15.8	84	8163	28.3	15.1	88	2582	30.3	4.8	94	6035	30.1	11.2	93

-PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0180
P-22

	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	31776	100.0	18.9	100	28827	100.0	17.2	100	8513	100.0	5.1	100	20051	100.0	12.0	100
ATLANTIC MONTHLY	867	**60	0.2	6.9	37	**78	0.3	9.0	52	**20	0.2	2.3	45	**59	0.3	6.8	57
BARRON'S	1580	*287	0.9	18.2	96	*284	1.0	18.0	105	**17	0.2	1.1	21	**110	0.5	7.0	58
BETTER HOMES & GARDENS	22203	4808	15.1	21.7	114	4178	14.5	18.8	109	1153	13.5	5.2	102	2795	13.9	12.6	105
BON APPETIT	3810	717	2.3	18.8	99	561	1.9	14.7	86	*155	1.8	4.1	80	466	2.3	12.2	102
BUSINESS WEEK	4663	1029	3.2	22.1	116	918	3.2	19.7	115	272	3.2	5.8	115	474	2.4	10.2	85
CAR AND DRIVER	3102	643	2.0	20.7	109	624	2.2	20.1	117	*151	1.8	4.9	96	422	2.1	13.6	114
CBS MAGAZINE NETWORK (GROSS)	7311	1792	5.6	24.5	129	1548	5.4	21.2	123	363	4.3	5.0	98	1014	5.1	13.9	116
CHANGING TIMES	3400	679	2.1	20.0	105	581	2.0	17.1	99	*241	2.8	7.1	140	461	2.3	13.6	113
COLONIAL HOMES	1796	413	1.3	23.0	121	459	1.6	25.6	149	**134	1.6	7.5	147	*266	1.3	14.8	124
CONDE NAST MAG. PKG. (GROSS)	19924	5446	17.1	27.3	144	4582	15.9	23.0	134	830	9.7	4.2	82	2766	13.8	13.9	116
CONSUMERS DIGEST	3125	520	1.6	16.6	88	513	1.8	16.4	96	**98	1.2	3.1	62	371	1.9	11.9	99
COSMOPOLITAN	10577	2691	8.5	25.4	134	2434	8.4	23.0	134	450	5.3	4.3	84	1366	6.8	12.9	108
COUNTRY LIVING	3746	790	2.5	21.1	111	712	2.5	19.0	111	*153	1.8	4.1	80	496	2.5	13.2	111
CUISINE	2214	392	1.2	17.7	93	385	1.3	17.4	101	**93	1.1	4.2	83	202	1.0	9.1	76
CYCLE WORLD	2394	586	1.8	24.5	129	506	1.8	21.1	123	**134	1.6	5.6	110	340	1.7	14.2	119
DCI:CREATIVE IDEAS FOR LIV	3068	770	2.4	25.1	132	524	1.8	17.1	99	*122	1.4	4.0	78	454	2.3	14.8	124
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2040	6.4	21.3	113	1603	5.6	16.8	98	467	5.5	4.9	96	1117	5.6	11.7	98
DISCOVER	2277	571	1.8	25.1	132	551	1.9	24.2	141	*159	1.9	7.0	138	380	1.9	16.7	140
EBONY	7187	1553	4.9	21.6	114	1298	4.5	18.1	105	349	4.1	4.9	96	616	3.1	8.6	72
ESQUIRE	2560	646	2.0	25.2	133	554	1.9	21.6	126	*146	1.7	5.7	112	382	1.9	14.9	125
ESSENCE	3242	818	2.6	25.2	133	678	2.4	20.9	122	*170	2.0	5.2	103	404	2.0	12.5	104
FAMILY CIRCLE	19639	4124	13.0	21.0	111	3967	13.8	20.2	118	1002	11.8	5.1	101	2545	12.7	13.0	108
THE FAMILY HANDYMAN	3540	792	2.5	22.4	118	895	3.1	25.3	147	311	3.7	8.8	173	664	3.3	18.8	157
FAMILY WEEKLY	23924	4476	14.1	18.7	99	4234	14.7	17.7	103	1421	16.7	5.9	117	2988	14.9	12.5	104
FIELD & STREAM	9883	2122	6.7	21.5	113	1984	6.9	20.1	117	607	7.1	6.1	121	1545	7.7	15.6	131
FOOD & WINE	1030	*190	0.6	18.4	97	*139	0.5	13.5	79	**31	0.4	3.0	59	**97	0.5	9.4	79
FORBES	2679	577	1.8	21.5	114	607	2.1	22.7	132	*124	1.5	4.6	91	302	1.5	11.3	94
FORTUNE	2931	633	2.0	21.6	114	656	2.3	22.4	130	*117	1.4	4.0	79	339	1.7	11.6	97
GENTLEMEN'S QUARTERLY	3481	1076	3.4	30.9	163	931	3.2	26.7	156	*276	3.2	7.9	156	505	2.5	14.5	121
GLAMOUR	7163	2051	6.5	28.6	151	1763	6.1	24.6	143	268	3.1	3.7	74	1056	5.3	14.7	123
GOLF DIGEST	2355	459	1.4	19.5	103	408	1.4	17.3	101	*118	1.4	5.0	99	353	1.8	15.0	125
GOLF DIGEST/TENNIS (GROSS)	3610	771	2.4	21.4	113	557	1.9	15.4	90	*139	1.6	3.9	76	465	2.3	12.9	108
GOLF MAGAZINE	2046	443	1.4	21.7	114	351	1.2	17.2	100	*182	2.1	8.9	175	345	1.7	16.9	141
GOLF MAGAZINE/SKI (GROSS)	3547	780	2.5	22.0	116	719	2.5	20.3	118	350	4.1	9.9	194	588	2.9	16.6	139
GOOD HOUSEKEEPING	20353	4179	13.2	20.5	108	3835	13.3	18.8	110	1137	13.4	5.6	110	2277	11.4	11.2	94
HARPER'S BAZAAR	3362	921	2.9	27.4	145	807	2.8	24.0	140	*137	1.6	4.1	80	382	1.9	11.4	95
HEALTH	2987	572	1.8	19.1	101	487	1.7	16.3	95	*126	1.5	4.2	83	347	1.7	11.6	97
HEARST MAG CORP. BUY (GROSS)	67928	15448	48.6	22.7	120	13908	48.2	20.5	119	3695	43.4	5.4	107	8485	42.3	12.5	104
HEARST MAN POWER (GROSS)	11282	2334	7.3	20.7	109	2235	7.8	19.8	115	719	8.4	6.4	126	1796	9.0	15.9	133
HEARST WOMAN POWER (GROSS)	40514	9363	29.5	23.1	122	8466	29.4	20.9	122	2144	25.2	5.3	104	4832	24.1	11.9	100
HOUSE BEAUTIFUL	4885	1048	3.3	21.5	113	843	2.9	17.3	100	*295	3.5	6.0	119	480	2.4	9.8	82
INC.	1308	*273	0.9	20.9	110	*301	1.0	23.0	134	**60	0.7	4.6	90	*166	0.8	12.7	106
JET	6498	1433	4.5	22.1	116	1123	3.9	17.3	101	324	3.8	5.0	98	627	3.1	9.6	81
LADIES' HOME JOURNAL	14797	3413	10.7	23.1	122	3081	10.7	20.8	121	842	9.9	5.7	112	1982	9.9	13.4	112
LHJ FAMILY GRP COMBO(GROSS)	21743	5022	15.8	23.1	122	4342	15.1	20.0	116	1186	13.9	5.5	107	2844	14.2	13.1	109
LIFE	9881	2284	7.2	23.1	122	2110	7.3	21.4	124	556	6.5	5.6	111	1253	6.2	12.7	106
L.A. TIMES HOME MAGAZINE	2775	504	1.6	18.2	96	543	1.9	19.6	114	*144	1.7	5.2	102	237	1.2	8.5	71
MADEMOISELLE	4219	1096	3.4	26.0	137	940	3.3	22.3	130	*122	1.4	2.9	57	625	3.1	14.8	124
MC CALL'S	16422	3578	11.3	21.8	115	3276	11.4	19.9	116	839	9.9	5.1	101	2020	10.1	12.3	103
MC CALL'S/WRK MOTHER (GROSS)	17919	4048	12.7	22.6	119	3631	12.6	20.3	118	894	10.5	5.0	98	2190	10.9	12.2	102
MECHANIX ILLUSTRATED	4433	943	3.0	21.3	112	810	2.8	18.3	106	341	4.0	7.7	152	684	3.4	15.4	128
METROPOLITAN HOME	1504	350	1.1	23.3	123	260	0.9	17.3	101	**42	0.5	2.8	55	*129	0.6	8.6	72
MONEY	4723	892	2.8	18.9	100	889	3.1	18.8	110	241	2.8	5.1	101	625	3.1	13.2	111
MOTHER EARTH NEWS	2325	636	2.0	27.4	144	480	1.7	20.6	120	*177	2.1	7.6	150	352	1.8	15.1	127
MS.	1189	*268	0.8	22.5	119	272	0.9	22.9	133	**90	1.1	7.6	149	*167	0.8	14.0	117
NATIONAL ENQUIRER	18892	3765	11.8	19.9	105	3463	12.0	18.3	107	1245	14.6	6.6	130	2599	13.0	13.8	115
NATIONAL GEOGRAPHIC	22129	4384	13.8	19.8	105	4053	14.1	18.3	107	1138	13.4	5.1	101	2983	14.9	13.5	113
NATIONAL SUNDAY MAGAZINE PKG	103750	20115	63.3	19.4	102	18690	64.8	18.0	105	5343	62.8	5.1	101	12758	63.6	12.3	103
NATURAL HISTORY	1379	368	1.2	26.7	141	*324	1.1	23.5	137	**101	1.2	7.3	144	*261	1.3	18.9	158
NEW WOMAN	2289	647	2.0	28.3	149	527	1.8	23.0	134	**76	0.9	3.3	65	*225	1.1	9.8	82
NEW YORK INCLUDING CUE	1088	*190	0.6	17.5	92	200	0.7	18.4	107	**25	0.3	2.3	45	*141	0.7	13.0	108
THE NEW YORKER	2459	487	1.5	19.8	105	372	1.3	15.1	88	*123	1.4	5.0	99	318	1.6	12.9	108
NEWSWEEK	16527	3679	11.6	22.3	118	3160	11.0	19.1	111	822	9.7	5.0	98	2108	10.5	12.8	107
THE N.Y. TIMES DAILY EDITION	2739	438	1.4	16.0	84	405	1.4	14.8	86	**65	0.8	2.4	47	250	1.2	9.1	76
THE N.Y. TIMES MAGAZINE	4443	753	2.4	16.9	89	653	2.3	14.7	86	*134	1.6	3.0	59	567	2.8	12.8	107
OMNI	2799	703	2.2	25.1	133	603	2.1	21.5	125	*214	2.5	7.6	151	481	2.4	17.2	144
ON CABLE	2209	672	2.1	30.4	161	534	1.9	24.2	141	*195	2.3	8.8	174	343	1.7	15.5	130
1001 HOME IDEAS	3959	1037	3.3	26.2	138	774	2.7	19.6	114	*218	2.6	5.5	108	516	2.6	13.0	109
ORGANIC GARDENING	3111	576	1.8	18.5	98	453	1.6	14.6	85	*296	3.5	9.5	187	525	2.6	16.9	141
OUTDOOR LIFE	5024	1174	3.7	23.4	123	995	3.5	19.8	115	449	5.3	8.9	176	700	3.5	13.9	117
PARADE MAGAZINE	51292	10171	32.0	19.8	105	9221	32.0	18.0	105	2476	29.1	4.8	95	6389	31.9	12.5	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0181
P-22

	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	31776	100.0	18.9	100	28827	100.0	17.2	100	8513	100.0	5.1	100	20051	100.0	12.0	100
PARENTS	5298	1733	5.5	32.7	173	1372	4.8	25.9	151	328	3.9	6.2	122	919	4.6	17.3	145
PENTHOUSE	5129	1230	3.9	24.0	127	1104	3.8	21.5	125	383	4.5	7.5	147	754	3.8	14.7	123
PEOPLE	21070	4990	15.7	23.7	125	4644	16.1	22.0	128	1123	13.2	5.3	105	2881	14.4	13.7	114
PLAYBOY	10562	2421	7.6	22.9	121	2155	7.5	20.4	119	686	8.1	6.5	128	1431	7.1	13.5	113
POPULAR HOT RODDING	2498	555	1.7	22.2	117	587	2.0	23.5	137	*155	1.8	6.2	122	*362	1.8	14.5	121
POPULAR MECHANICS	5887	1258	4.0	21.4	113	1253	4.3	21.3	124	433	5.1	7.4	145	981	4.9	16.7	139
POPULAR SCIENCE	4317	826	2.6	19.1	101	915	3.2	21.2	123	327	3.8	7.6	149	593	3.0	13.7	115
PREVENTION	5792	888	2.8	15.3	81	816	2.8	14.1	82	*184	2.2	3.2	63	571	2.8	9.9	82
PSYCHOLOGY TODAY	3284	749	2.4	22.8	120	557	1.9	17.0	99	*150	1.8	4.6	90	441	2.2	13.4	112
READER'S DIGEST	40046	7309	23.0	18.3	96	6913	24.0	17.3	100	2090	24.6	5.2	103	4827	24.1	12.1	101
REDBOOK	9584	2493	7.8	26.0	137	2197	7.6	22.9	133	557	6.5	5.8	115	1189	5.9	12.4	104
ROAD & TRACK	2590	632	2.0	24.4	129	628	2.2	24.2	141	**110	1.3	4.2	84	378	1.9	14.6	122
ROLLING STONE	3302	888	2.8	26.9	142	850	2.9	25.7	150	*170	2.0	5.1	101	493	2.5	14.9	125
RUNNER'S WORLD	1229	360	1.1	29.3	155	280	1.0	22.8	133	**72	0.8	5.9	115	*159	0.8	12.9	108
SATURDAY EVENING POST	2110	397	1.2	18.8	99	420	1.5	19.9	116	**125	1.5	5.9	117	254	1.3	12.0	101
SCIENCE 84	1543	262	0.8	17.0	90	*222	0.8	14.4	84	**73	0.9	4.7	93	*228	1.1	14.8	124
SCIENCE DIGEST	1747	302	1.0	17.3	91	305	1.1	17.5	102	**48	0.6	2.7	54	*239	1.2	13.7	114
SCIENTIFIC AMERICAN	1994	411	1.3	20.6	109	249	0.9	12.5	73	**72	0.8	3.6	71	*214	1.1	10.7	90
SELF	3119	1015	3.2	32.5	172	902	3.1	28.9	168	*177	2.1	5.7	112	524	2.6	16.8	141
SEVENTEEN	3923	1052	3.3	26.8	142	852	3.0	21.7	126	*245	2.9	6.2	123	561	2.8	14.3	120
SKI	1501	338	1.1	22.5	119	368	1.3	24.5	143	*168	2.0	11.2	221	*244	1.2	16.3	136
SMITHSONIAN	5976	1063	3.3	17.8	94	1038	3.6	17.4	101	277	3.3	4.6	91	739	3.7	12.4	103
SOAP OPERA DIGEST	4228	1080	3.4	25.5	135	1022	3.5	24.2	141	*257	3.0	6.1	120	669	3.3	15.8	132
SOUTHERN LIVING	6488	1271	4.0	19.6	103	1079	3.7	16.6	97	*344	4.0	5.3	104	664	3.3	10.2	86
SPORT	3500	847	2.7	24.2	128	661	2.3	18.9	110	*254	3.0	7.3	143	488	2.4	13.9	117
THE SPORTING NEWS	2456	641	2.0	26.1	138	567	2.0	23.1	134	**115	1.4	4.7	92	401	2.0	16.3	137
SPORTS AFIELD	3648	775	2.4	21.2	112	677	2.3	18.6	108	239	2.8	6.6	129	576	2.9	15.8	132
SPORTS ILLUSTRATED	14484	3187	10.0	22.0	116	3040	10.5	21.0	122	759	8.9	5.2	103	2014	10.0	13.9	116
STAR	12661	2753	8.7	21.7	115	2235	7.8	17.7	103	608	7.1	4.8	95	1621	8.1	12.8	107
SUNDAY	52799	10347	32.6	19.6	103	9565	33.2	18.1	105	2593	30.5	4.9	97	6613	33.0	12.5	105
SUNSET	3513	803	2.5	22.9	121	738	2.6	21.0	122	*195	2.3	5.6	109	523	2.6	14.9	125
TV GUIDE	42766	9258	29.1	21.6	114	8523	29.6	19.9	116	2555	30.0	6.0	118	5647	28.2	13.2	110
TENNIS	1254	*313	1.0	25.0	132	*149	0.5	11.9	69	**21	0.2	1.7	33	**111	0.6	8.9	74
TIME	22054	4540	14.3	20.6	109	4161	14.4	18.9	110	1157	13.6	5.2	103	2696	13.4	12.2	102
TOWN & COUNTRY	1555	380	1.2	24.4	129	261	0.9	16.8	98	**62	0.7	4.0	79	*170	0.8	10.9	91
TRAVEL & LEISURE	2173	479	1.5	22.0	116	400	1.4	18.4	107	*135	1.6	6.2	122	262	1.3	12.1	101
TRUE STORY	4636	1164	3.7	25.1	133	1049	3.6	22.6	132	*320	3.8	6.9	136	794	4.0	17.1	143
U.S.NEWS & WORLD REPORT	10353	2106	6.6	20.3	107	1923	6.7	18.6	108	585	6.9	5.7	111	1399	7.0	13.5	113
USA TODAY	4994	1119	3.5	22.4	118	990	3.4	19.8	115	280	3.3	5.6	110	662	3.3	13.3	111
US	3528	891	2.8	25.3	133	805	2.8	22.8	133	*246	2.9	7.0	137	586	2.9	16.6	139
VOGUE	5424	1285	4.0	23.7	125	977	3.4	18.0	105	*262	3.1	4.8	95	561	2.8	10.3	87
WALL STREET JOURNAL	6292	1108	3.5	17.6	93	1049	3.6	16.7	97	226	2.7	3.6	71	652	3.3	10.4	87
WEIGHT WATCHERS	2762	665	2.1	24.1	127	530	1.8	19.2	112	**113	1.3	4.1	81	384	1.9	13.9	116
WOMAN'S DAY	16320	3562	11.2	21.8	115	3407	11.8	20.9	121	718	8.4	4.4	87	1907	9.5	11.7	98
WORKING MOTHER	1496	470	1.5	31.4	166	355	1.2	23.7	138	**54	0.6	3.6	71	*171	0.9	11.4	96
WORKING WOMAN	1851	579	1.8	31.3	165	487	1.7	26.3	153	**115	1.4	6.2	122	*229	1.1	12.4	103
WORLD TENNIS	580	**86	0.3	14.8	78	**91	0.3	15.7	91	**38	0.4	6.6	129	**87	0.4	15.0	125
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2589	8.1	20.9	110	2676	9.3	21.6	125	638	7.5	5.1	101	1759	8.8	14.2	119
BLAIR INSERTS	91671	17746	55.8	19.4	102	16261	56.4	17.7	103	4535	53.3	4.9	97	11439	57.0	12.5	104
DAILY NEWSPAPERS																	
READ ANY	109190	20589	64.8	18.9	100	18967	65.8	17.4	101	5503	64.6	5.0	99	13600	67.8	12.5	104
READ ONE	89587	17106	53.8	19.1	101	15754	54.7	17.6	102	4579	53.8	5.1	101	11033	55.0	12.3	103
READ TWO OR MORE	19602	3483	11.0	17.8	94	3213	11.1	16.4	95	924	10.9	4.7	93	2567	12.8	13.1	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	21262	66.9	19.4	102	19589	68.0	17.9	104	5581	65.6	5.1	100	13553	67.6	12.4	103
READ ONE	95074	18538	58.3	19.5	103	17165	59.5	18.1	105	4796	56.3	5.0	99	11405	56.9	12.0	100
READ TWO OR MORE	14588	2723	8.6	18.7	99	2423	8.4	16.6	97	785	9.2	5.4	106	2148	10.7	14.7	123
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	31.79				32.92				34.20				31.43			
30 DAY REACH	149706	29265	92.1	19.5	103	26558	92.1	17.7	103	7795	91.6	5.2	103	18289	91.2	12.2	102
50 SHMG - 30 DAY AV FREQ	15.16	16.62				17.21				17.77				16.30			
30 DAY REACH	142406	28013	88.2	19.7	104	25440	88.3	17.9	104	7528	88.4	5.3	104	17665	88.1	12.4	104
25 SHMG - 30 DAY AV FREQ	8.23	8.91				9.20				9.53				8.70			
30 DAY REACH	131152	26177	82.4	20.0	105	23840	82.7	18.2	106	6991	82.1	5.3	105	16541	82.5	12.6	106
CABLE TV: HOME WIRED	66879	13922	43.8	20.8	110	12906	44.8	19.3	112	3588	42.1	5.4	106	8909	44.4	13.3	111
HOME NOT WIRED	100848	17854	56.2	17.7	93	15922	55.2	15.8	92	4926	57.9	4.9	96	11142	55.6	11.0	92
HAVE PAY CABLE	35024	8252	26.0	23.6	124	7507	26.0	21.4	125	1905	22.4	5.4	107	5128	25.6	14.6	122

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0182
P-22

	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	31776	100.0	18.9	100	28827	100.0	17.2	100	8513	100.0	5.1	100	20051	100.0	12.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	19641	61.8	20.5	108	17598	61.0	18.4	107	4960	58.3	5.2	102	11897	59.3	12.4	104
10:00 AM - 3:00 PM	63599	12903	40.6	20.3	107	11521	40.0	18.1	105	3512	41.3	5.5	109	8014	40.0	12.6	105
3:00 PM - 7:00 PM	72097	15380	48.4	21.3	113	13829	48.0	19.2	112	3778	44.4	5.2	103	9489	47.3	13.2	110
7:00 PM - MIDNIGHT	36670	7958	25.0	21.7	115	7171	24.9	19.6	114	2099	24.7	5.7	113	4982	24.8	13.6	114
MIDNIGHT - 6:00 AM	21908	4773	15.0	21.8	115	4075	14.1	18.6	108	1183	13.9	5.4	106	3028	15.1	13.8	116
6:00 AM - MIDNIGHT	127571	25834	81.3	20.3	107	23291	80.8	18.3	106	6761	79.4	5.3	104	15979	79.7	12.5	105
ENTIRE DAY	129239	26200	82.5	20.3	107	23532	81.6	18.2	106	6821	80.1	5.3	104	16157	80.6	12.5	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	7210	22.7	21.2	112	6626	23.0	19.5	113	1795	21.1	5.3	104	4469	22.3	13.1	110
ALL NEWS	6062	905	2.8	14.9	79	1094	3.8	18.0	105	*180	2.1	3.0	59	667	3.3	11.0	92
AOR/PROGRESSIVE	11884	3013	9.5	25.4	134	2394	8.3	20.1	117	670	7.9	5.6	111	1633	8.1	13.7	115
BEAUTIFUL MUSIC	11180	2163	6.8	19.3	102	1954	6.8	17.5	102	576	6.8	5.2	102	1511	7.5	13.5	113
BLACK	4538	1032	3.2	22.7	120	820	2.8	18.1	105	265	3.1	5.8	115	458	2.3	10.1	84
CLASSICAL	3857	600	1.9	15.6	82	559	1.9	14.5	84	*173	2.0	4.5	88	477	2.4	12.4	103
CHR/ROCK	21946	5276	16.6	24.0	127	4957	17.2	22.6	131	1325	15.6	6.0	119	2881	14.4	13.1	110
COUNTRY	27262	5343	16.8	19.6	103	4790	16.6	17.6	102	1583	18.6	5.8	114	3394	16.9	12.4	104
GOLDEN OLDIES	3339	671	2.1	20.1	106	584	2.0	17.5	102	**111	1.3	3.3	65	385	1.9	11.5	96
MOR/NOSTALGIA	10346	2002	6.3	19.4	102	1647	5.7	15.9	93	560	6.6	5.4	107	1270	6.3	12.3	103
NEWS/TALK	8929	1445	4.5	16.2	85	1371	4.8	15.4	89	542	6.4	6.1	120	1117	5.6	12.5	105
RELIGIOUS	5488	935	2.9	17.0	90	914	3.2	16.7	97	*224	2.6	4.1	80	683	3.4	12.4	104
SOFT ROCK	1232	*228	0.7	18.5	98	*236	0.8	19.2	111	**93	1.1	7.5	149	**111	0.6	9.0	75
URBAN CONTEMPORARY	3184	735	2.3	23.1	122	535	1.9	16.8	98	**140	1.6	4.4	87	382	1.9	12.0	100
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1537	4.8	22.2	117	1402	4.9	20.3	118	*330	3.9	4.8	94	886	4.4	12.8	107
ABC DIRECTION	5212	1074	3.4	20.6	109	1154	4.0	22.1	129	*290	3.4	5.6	110	793	4.0	15.2	127
ABC ENTERTAINMENT	10385	1949	6.1	18.8	99	1783	6.2	17.2	100	581	6.8	5.6	110	1332	6.6	12.8	107
ABC FM	4762	1158	3.6	24.3	128	1070	3.7	22.5	131	358	4.2	7.5	148	604	3.0	12.7	106
ABC INFORMATION	11339	2082	6.6	18.4	97	1874	6.5	16.5	96	718	8.4	6.3	125	1529	7.6	13.5	113
ABC ROCK	4878	1092	3.4	22.4	118	1011	3.5	20.7	121	*189	2.2	3.9	76	697	3.5	14.3	120
CBS	10709	1905	6.0	17.8	94	1752	6.1	16.4	95	538	6.3	5.0	99	1354	6.8	12.6	106
MUTUAL	10251	2096	6.6	20.4	108	1819	6.3	17.7	103	585	6.9	5.7	112	1330	6.6	13.0	109
NBC	12243	2194	6.9	17.9	95	1955	6.8	16.0	93	670	7.9	5.5	108	1701	8.5	13.9	116
RADIORADIO	4606	940	3.0	20.4	108	874	3.0	19.0	110	216	2.5	4.7	92	573	2.9	12.4	104
RKO ONE	5148	1290	4.1	25.1	132	1305	4.5	25.3	147	329	3.9	6.4	126	748	3.7	14.5	122
RKO TWO	7313	1341	4.2	18.3	97	1443	5.0	19.7	115	404	4.7	5.5	109	706	3.5	9.7	81
THE SOURCE	5981	1418	4.5	23.7	125	1188	4.1	19.9	116	322	3.8	5.4	106	783	3.9	13.1	110
NON-WIRED : BLAIR	19329	4207	13.2	21.8	115	3586	12.4	18.6	108	1109	13.0	5.7	113	2451	12.2	12.7	106
INTERNET	27139	5881	18.5	21.7	114	5100	17.7	18.8	109	1531	18.0	5.6	111	3399	17.0	12.5	105
KATZ RADIO GROUP	36319	7359	23.2	20.3	107	6699	23.2	18.4	107	1767	20.8	4.9	96	5068	25.3	14.0	117
SUPERNET	22361	4632	14.6	20.7	109	4143	14.4	18.5	108	1324	15.6	5.9	117	2800	14.0	12.5	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	2440	7.7	16.8	89	2371	8.2	16.3	95	714	8.4	4.9	97	1720	8.6	11.8	99
MKDAY 9:00 AM - 1:00 PM	18688	3067	9.7	16.4	87	2935	10.2	15.7	91	792	9.3	4.2	83	2149	10.7	11.5	96
MKDAY 1:00 PM - 4:30 PM	24061	4126	13.0	17.1	91	3907	13.6	16.2	94	1128	13.3	4.7	92	2685	13.4	11.2	93
MKDAY 4:30 PM - 7:30 PM	44079	7446	23.4	16.9	89	6939	24.1	15.7	92	2007	23.6	4.6	90	4955	24.7	11.2	94
MKDAY 7:30 PM - 8:00 PM	61979	10610	33.4	17.1	90	9769	33.9	15.8	92	2916	34.3	4.7	93	7201	35.9	11.6	97
MKDAY 11:00 PM - 11:30 PM	49084	8975	28.2	18.3	97	8105	28.1	16.5	96	2709	31.8	5.5	109	6171	30.8	12.6	105
MKDAY 11:30 PM - 1:00 AM	16560	3160	9.9	19.1	101	2692	9.3	16.3	95	981	11.5	5.9	117	1978	9.9	11.9	100
M-SAT 8-11 PM+SUN 7-11 PM	66967	12157	38.3	18.2	96	11255	39.0	16.8	98	3456	40.6	5.2	102	8231	41.1	12.3	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1793	5.6	19.3	102	1591	5.5	17.2	100	515	6.0	5.6	109	1074	5.4	11.6	97
ANOTHER WORLD N	6138	944	3.0	15.4	81	942	3.3	15.3	89	269	3.2	4.4	86	801	4.0	13.0	109
AS THE WORLD TURNS C	7707	1154	3.6	15.0	79	1207	4.2	15.7	91	295	3.5	3.8	75	771	3.8	10.0	84
CAPITOL C	4688	774	2.4	16.5	87	825	2.9	17.6	102	186	2.2	4.0	78	546	2.7	11.6	97
CBS MORN. NEWS 1 C	2792	443	1.4	15.9	84	409	1.4	14.6	85	152	1.8	5.4	107	308	1.5	11.0	92
CBS MORN. NEWS 2 C	2071	266	0.8	12.8	68	284	1.0	13.7	80	*84	1.0	4.1	80	276	1.4	13.3	111
DAYS OF OUR LIVES N	8018	1443	4.5	18.0	95	1432	5.0	17.9	104	442	5.2	5.5	109	1029	5.1	12.8	107
FACTS OF LIFE - DAYTIME N	3487	556	1.7	15.9	84	550	1.9	15.8	92	129	1.5	3.7	73	372	1.9	10.7	89
FAMILY FEUD A	4817	721	2.3	15.0	79	669	2.3	13.9	81	163	1.9	3.4	67	479	2.4	9.9	83
GENERAL HOSPITAL A	8333	1507	4.7	18.1	95	1333	4.6	16.0	93	407	4.8	4.9	96	892	4.4	10.7	90
GOOD MORNING, AMERICA-730 A	5472	997	3.1	18.2	96	888	3.1	16.2	94	283	3.3	5.2	102	627	3.1	11.5	96
GOOD MORNING, AMERICA-830 A	3965	625	2.0	15.8	83	560	1.9	14.1	82	195	2.3	4.9	97	459	2.3	11.6	97
GUIDING LIGHT C	7542	1159	3.6	15.4	81	1241	4.3	16.5	96	292	3.4	3.9	76	833	4.2	11.0	92
ONE LIFE TO LIVE A	6018	1172	3.7	19.5	103	997	3.5	16.6	96	308	3.6	5.1	101	586	2.9	9.7	81
PRESS YOUR LUCK C	3589	570	1.8	15.9	84	582	2.0	16.2	94	134	1.6	3.7	74	362	1.8	10.1	84
PRICE IS RIGHT 1 C	7418	1040	3.3	14.0	74	1074	3.7	14.5	84	211	2.5	2.8	56	752	3.8	10.1	85
PRICE IS RIGHT 2 C	8276	1265	4.0	15.3	81	1148	4.0	13.9	81	284	3.3	3.4	68	880	4.4	10.6	89
RYAN'S HOPE A	4358	890	2.8	20.4	108	817	2.8	18.7	109	219	2.6	5.0	99	509	2.5	11.7	98
SALE OF THE CENTURY N	3749	594	1.9	15.8	84	611	2.1	16.3	95	117	1.4	3.1	61	441	2.2	11.8	98
SEARCH FOR TOMORROW N	2884	503	1.6	17.4	92	469	1.6	16.3	95	*136	1.6	4.7	93	381	1.9	13.2	111
TODAY SHOW 1 N	4869	817	2.6	16.8	89	792	2.7	16.3	95	252	3.0	5.2	102	548	2.7	11.3	94
TODAY SHOW 2 N	4135	591	1.9	14.3	75	645	2.2	15.6	91	152	1.8	3.7	72	479	2.4	11.6	97
$25,000 PYRAMID C	4361	612	1.9	14.0	74	658	2.3	15.1	88	138	1.6	3.2	62	516	2.6	11.8	99
WHEEL OF FORTUNE N	6187	974	3.1	15.7	83	904	3.1	14.6	85	250	2.9	4.0	80	783	3.9	12.7	106
YOUNG AND THE RESTLESS C	8186	1274	4.0	15.6	82	1225	4.2	15.0	87	318	3.7	3.9	77	821	4.1	10.0	84
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	773	2.4	16.4	86	781	2.7	16.5	96	263	3.1	5.6	110	583	2.9	12.3	103
NBA PLAYOFF GAME -1 C	5127	908	2.9	17.7	93	879	3.0	17.1	100	281	3.3	5.5	108	700	3.5	13.7	114
NBC MAJOR LEAGUE PRE-GAME N	3945	691	2.2	17.5	92	748	2.6	19.0	110	*329	3.9	8.3	164	516	2.6	13.1	109
SPORTSWORLD - SUN N	3370	560	1.8	16.6	88	506	1.8	15.0	87	*180	2.1	5.3	105	361	1.8	10.7	90
SUNDAY MORNING C	4200	768	2.4	18.3	97	654	2.3	15.6	91	337	4.0	8.0	158	533	2.7	12.7	106

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	M & M'S PEANUT A '000	M & M'S PEANUT B % DOWN	M & M'S PEANUT C % ACROSS	M & M'S PEANUT D INDX	M & M'S PLAIN A '000	M & M'S PLAIN B % DOWN	M & M'S PLAIN C % ACROSS	M & M'S PLAIN D INDX	MARS BAR A '000	MARS BAR B % DOWN	MARS BAR C % ACROSS	MARS BAR D INDX	MILKY WAY A '000	MILKY WAY B % DOWN	MILKY WAY C % ACROSS	MILKY WAY D INDX
TOTAL ADULTS		167727	31776	100.0	18.9	100	28827	100.0	17.2	100	8513	100.0	5.1	100	20051	100.0	12.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	8315	26.2	15.9	84	7900	27.4	15.1	88	2328	27.3	4.5	88	5939	29.6	11.4	95
NETWORK AFFILIATES - LATE		39164	6919	21.8	17.7	93	6215	21.6	15.9	92	2110	24.8	5.4	106	4793	23.9	12.2	102
INDEPENDENTS - LATE		5133	899	2.8	17.5	92	858	3.0	16.7	97	318	3.7	6.2	122	648	3.2	12.6	106
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	4272	13.4	18.7	99	3529	12.2	15.5	90	1108	13.0	4.9	96	2754	13.7	12.1	101
ABC MONDAY NIGHT MOVIE	A	11258	1964	6.2	17.4	92	1859	6.4	16.5	96	509	6.0	4.5	89	1274	6.4	11.3	95
ABC SUNDAY NIGHT MOVIE	A	23600	4171	13.1	17.7	93	3954	13.7	16.8	97	1180	13.9	5.0	99	2891	14.4	12.3	102
ABC WORLD NEWS TONIGHT	A	12801	2259	7.1	17.6	93	2172	7.5	17.0	99	572	6.7	4.5	88	1518	7.6	11.9	99
AFTERMASH	C	10966	1897	6.0	17.3	91	1557	5.4	14.2	83	478	5.6	4.4	86	1181	5.9	10.8	90
ALICE	C	17050	3052	9.6	17.9	94	2595	9.0	15.2	89	823	9.7	4.8	95	1829	9.1	10.7	90
AMERICAN PARADE	C	11998	1806	5.7	15.1	79	1710	5.9	14.3	83	565	6.6	4.7	93	1397	7.0	11.6	97
BENSON	A	19258	3197	10.1	16.6	88	3197	11.1	16.6	97	970	11.4	5.0	99	2146	10.7	11.1	93
BLUE THUNDER	A	11478	2025	6.4	17.6	93	1732	6.0	15.1	88	589	6.9	5.1	101	1406	7.0	12.2	102
CAGNEY & LACEY	C	18263	3394	10.7	18.6	98	3121	10.8	17.1	99	866	10.2	4.7	93	2137	10.7	11.7	98
CBS EVENING NEWS-DEAN	C	7733	989	3.1	12.8	68	974	3.4	12.6	73	280	3.3	3.6	71	895	4.5	11.6	97
CBS EVENING NEWS-RATHER	C	15653	2391	7.5	15.3	81	2201	7.6	14.1	82	710	8.3	4.5	89	1700	8.5	10.9	91
CBS SAT. NEWS-SCHIEFFER	C	8744	1278	4.0	14.6	77	1061	3.7	12.1	71	368	4.3	4.2	83	929	4.6	10.6	89
CBS SATURDAY NIGHT MOVIE	C	12000	2161	6.8	18.0	95	1950	6.8	16.3	95	527	6.2	4.4	87	1417	7.1	11.8	99
CBS WEDNESDAY NIGHT MOVIE	C	11522	2005	6.3	17.4	92	1682	5.8	14.6	85	520	6.1	4.5	89	1275	6.4	11.1	93
CHEERS	N	16818	3361	10.6	20.0	105	3084	10.7	18.3	107	925	10.9	5.5	108	1898	9.5	11.3	94
DALLAS	C	37510	6305	19.8	16.8	89	6184	21.5	16.5	96	1493	17.5	4.0	78	4098	20.4	10.9	91
DIFF'RENT STROKES	N	11258	1942	6.1	17.2	91	1722	6.0	15.3	89	571	6.7	5.1	100	1355	6.8	12.0	101
DOUBLE TROUBLE	N	12248	2331	7.3	19.0	100	2266	7.9	18.5	108	666	7.8	5.4	107	1412	7.0	11.5	96
DUCK FACTORY	N	11100	2226	7.0	20.1	106	1939	6.7	17.5	102	615	7.2	5.5	109	1370	6.8	12.3	103
DUKES OF HAZZARD	C	12353	1931	6.1	15.6	83	1783	6.2	14.4	84	562	6.6	4.5	90	1493	7.4	12.1	101
DYNASTY	A	33279	6209	19.5	18.7	98	5746	19.9	17.3	100	1604	18.8	4.8	95	4079	20.3	12.3	103
FACTS OF LIFE	N	13410	2515	7.9	18.8	99	2384	8.3	17.8	103	645	7.6	4.8	95	1585	7.9	11.8	99
FALCON CREST	C	31093	5240	16.5	16.9	89	5181	18.0	16.7	97	1306	15.3	4.2	83	3608	18.0	11.6	97
FALL GUY	A	18649	3522	11.1	18.9	100	3212	11.1	17.2	100	775	9.1	4.2	82	2367	11.8	12.7	106
FAMILY TIES	N	13101	2263	7.1	17.3	91	2161	7.5	16.5	96	648	7.6	4.9	97	1269	6.3	9.7	81
FANTASY ISLAND	A	13069	2196	6.9	16.8	89	2197	7.6	16.8	98	657	7.7	5.0	99	1680	8.4	12.9	108
FOULUPS,BLEEPS & BLUNDERS	A	16588	2852	9.0	17.2	91	2735	9.5	16.5	96	692	8.1	4.2	82	1925	9.6	11.6	97
FOUR SEASONS	C	9302	1648	5.2	17.7	94	1386	4.8	14.9	87	452	5.3	4.9	96	949	4.7	10.2	85
GIMME A BREAK	N	13955	2171	6.8	15.6	82	2211	7.7	15.8	92	770	9.0	5.5	109	1354	6.8	9.7	81
HART TO HART	A	15735	2799	8.8	17.8	94	2430	8.4	15.4	90	828	9.7	5.3	104	1685	8.4	10.7	90
HILL STREET BLUES	N	18257	3625	11.4	19.9	105	3179	11.0	17.4	101	1004	11.8	5.5	108	2417	12.1	13.2	111
HOTEL	A	24236	4127	13.0	17.0	90	3799	13.2	15.7	91	1092	12.8	4.5	89	2940	14.7	12.1	101
JEFFERSONS	C	17010	2902	9.1	17.1	90	2497	8.7	14.7	85	774	9.1	4.6	90	1988	9.9	11.7	98
JENNIFER SLEPT HERE	N	9397	1576	5.0	16.8	89	1403	4.9	14.9	87	430	5.1	4.6	90	1151	5.7	12.2	102
KATE & ALLIE	C	16762	3160	9.9	18.9	100	2833	9.8	16.9	98	703	8.3	4.2	83	1971	9.8	11.8	98
KNIGHT RIDER	N	13164	2614	8.2	19.9	105	2275	7.9	17.3	101	734	8.6	5.6	110	1783	8.9	13.5	113
LOVE BOAT	A	20400	3335	10.5	16.3	86	3050	10.6	15.0	87	871	10.2	4.3	84	2407	12.0	11.8	99
MAGNUM PI	C	22543	4086	12.9	18.1	96	3440	11.9	15.3	89	1065	12.5	4.7	93	2610	13.0	11.6	97
MAMA'S FAMILY	N	9852	1463	4.6	14.8	78	1405	4.9	14.3	83	568	6.7	5.8	114	1142	5.7	11.6	97
MASTER, THE	N	8082	1472	4.6	18.2	96	1287	4.5	15.9	93	424	5.0	5.2	103	1038	5.2	12.8	107
MATT HOUSTON	A	12881	2376	7.5	18.4	97	2004	7.0	15.6	91	661	7.8	5.1	101	1570	7.8	12.2	102
NBC MONDAY NIGHT MOVIE	N	23889	4834	15.2	20.2	107	4451	15.4	18.6	108	1303	15.3	5.5	107	3183	15.9	13.3	111
NBC NIGHTLY NEWS	N	11156	1966	6.2	17.6	93	1741	6.0	15.6	91	523	6.1	4.7	92	1220	6.1	10.9	91
NBC NIGHTLY NEWS-SAT	N	7363	1052	3.3	14.3	75	1045	3.6	14.2	83	*189	2.2	2.6	51	819	4.1	11.1	93
NBC NIGHTLY NEWS-SUN	N	6214	887	2.8	14.3	75	943	3.3	15.2	88	*223	2.6	3.6	71	690	3.4	11.1	93
NBC SUNDAY NIGHT MOVIE	N	17590	3522	11.1	20.0	106	2941	10.2	16.7	97	1155	13.6	6.6	129	2284	11.4	13.0	109
NEWHART	C	16740	3179	10.0	19.0	100	2883	10.0	17.2	100	755	8.9	4.5	89	2034	10.1	12.2	102
ONE DAY AT A TIME	C	11820	2314	7.3	19.6	103	2039	7.1	17.3	100	582	6.8	4.9	97	1276	6.4	10.8	90
PEOPLE ARE FUNNY	N	9138	1404	4.4	15.4	81	1367	4.7	15.0	87	562	6.6	6.2	121	1133	5.7	12.4	104
REAL PEOPLE	N	15979	2523	7.9	15.8	83	2314	8.0	14.5	84	772	9.1	4.8	95	1857	9.3	11.6	97
REMINGTON STEELE	N	14395	2798	8.8	19.4	103	2522	8.7	17.5	102	733	8.6	5.1	100	1779	8.9	12.4	103
RIPLEY'S BELIEVE IT - NOT	A	11362	2230	7.0	19.6	104	1900	6.6	16.7	97	667	7.8	5.9	116	1542	7.7	13.6	114
RIPTIDE	N	13920	2932	9.2	21.1	111	2461	8.5	17.7	103	695	8.2	5.0	98	1721	8.6	12.4	103
SCARECROW & MRS. KING	C	17571	2994	9.4	17.0	90	2720	9.4	15.5	90	833	9.8	4.7	93	2059	10.3	11.7	98
SIMON & SIMON	C	20208	3626	11.4	17.9	95	3019	10.5	14.9	87	954	11.2	4.7	93	2465	12.3	12.2	102
60 MINUTES	C	27668	4251	13.4	15.4	81	4262	14.8	15.4	90	1206	14.2	4.4	86	2876	14.3	10.4	87
ST. ELSEWHERE	N	13699	2800	8.8	20.4	108	2611	9.1	19.1	111	829	9.7	6.1	119	1701	8.5	12.4	104
THREE'S COMPANY	A	20632	3807	12.0	18.5	97	3497	12.1	16.9	99	1059	12.4	5.1	101	2382	11.9	11.5	97
T.J. HOOKER	A	17136	2892	9.1	16.9	89	2713	9.4	15.8	92	869	10.2	5.1	100	1965	9.8	11.5	96
TONIGHT SHOW	N	4963	911	2.9	18.4	97	790	2.7	15.9	93	315	3.7	6.3	125	626	3.1	12.6	106
TRAPPER JOHN, M.D.	C	16332	2896	9.1	17.7	94	2547	8.8	15.6	91	799	9.4	4.9	96	1875	9.4	11.5	96
TV BLOOPERS & PRAC. JOKES	N	18881	3422	10.8	18.1	96	3043	10.6	16.1	94	1064	12.5	5.6	111	2051	10.2	10.9	91
20/20	A	18315	3458	10.9	18.9	100	3097	10.7	16.9	98	916	10.8	5.0	99	2229	11.1	12.2	102
WEBSTER	A	18722	3137	9.9	16.8	88	3150	10.9	16.8	98	946	11.1	5.1	100	2135	10.6	11.4	95
WORLD NEWS - SUN	A	5327	918	2.9	17.2	91	728	2.5	13.7	80	247	2.9	4.6	91	619	3.1	11.6	97
YELLOW ROSE	N	8370	1423	4.5	17.0	90	1396	4.8	16.7	97	552	6.5	6.6	130	993	5.0	11.9	99
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	4892	15.4	18.9	100	4917	17.1	19.0	111	1704	20.0	6.6	130	3842	19.2	14.9	124
BASKETBALL - COLLEGE GAMES		14468	3221	10.1	22.3	118	3207	11.1	22.2	129	907	10.7	6.3	124	2084	10.4	14.4	120
BASKETBALL - PRO GAMES		12124	2600	8.2	21.4	113	2456	8.5	20.3	118	654	7.7	5.4	106	1807	9.0	14.9	125
BOWLING		9412	1825	5.7	19.4	102	1784	6.2	19.0	110	654	7.7	6.9	137	1470	7.3	15.6	131
BOXING		15409	2955	9.3	19.2	101	2701	9.4	17.5	102	1023	12.0	6.6	131	2417	12.1	15.7	131
FOOTBALL - COLLEGE GAMES		21400	4635	14.6	21.7	114	3833	13.3	17.9	104	1380	16.2	6.4	127	3069	15.3	14.3	120
FOOTBALL - PRO GAMES		35944	8409	26.5	23.4	123	7768	26.9	21.6	126	2430	28.5	6.8	133	5353	26.7	14.9	125
GOLF		9759	1562	4.9	16.0	84	1934	6.7	19.8	115	*615	7.2	6.3	124	1310	6.5	13.4	112
POST-SEASON COLL. FOOTBALL		18123	4291	13.5	23.7	125	3741	13.0	20.6	120	1109	13.0	6.1	121	2689	13.4	14.8	124
POST-SEASON PRO FOOTBALL		22091	5070	16.0	23.0	121	4783	16.6	21.7	126	1464	17.2	6.6	131	3235	16.1	14.6	122
TENNIS		6764	1522	4.8	22.5	119	1360	4.7	20.1	117	*381	4.5	5.6	111	1153	5.8	17.0	143
WRESTLING - PROFESSIONAL		9695	1995	6.3	20.6	109	2049	7.1	21.1	123	*536	6.3	5.5	109	1727	8.6	17.8	149

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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS	167727	13471	100.0	8.0	100	11182	100.0	6.7	100	17473	100.0	10.4	100	6777	100.0	4.0	100
MALES	79263	6165	45.8	7.8	97	5617	50.2	7.1	106	7811	44.7	9.9	95	3321	49.0	4.2	104
FEMALES	88464	7306	54.2	8.3	103	5565	49.8	6.3	94	9663	55.3	10.9	105	3457	51.0	3.9	97
18 - 24	28671	2337	17.3	8.2	101	2738	24.5	9.5	143	4363	25.0	15.2	146	1819	26.8	6.3	157
25 - 34	39536	3898	28.9	9.9	123	3139	28.1	7.9	119	5628	32.2	14.2	137	1933	28.5	4.9	121
35 - 44	28978	2507	18.6	8.7	108	1957	17.5	6.8	101	3360	19.2	11.6	111	1161	17.1	4.0	99
45 - 54	22345	1920	14.3	8.6	107	1157	10.3	5.2	78	1779	10.2	8.0	76	667	9.8	3.0	74
55 - 64	22224	1612	12.0	7.3	90	1326	11.9	6.0	89	1368	7.8	6.2	59	644	9.5	2.9	72
65 OR OLDER	25973	1197	8.9	4.6	57	866	7.7	3.3	50	976	5.6	3.8	36	553	8.2	2.1	53
18 - 34	68207	6235	46.3	9.1	114	5877	52.6	8.6	129	9990	57.2	14.6	141	3752	55.4	5.5	136
18 - 49	108058	9932	73.7	9.2	114	8349	74.7	7.7	116	14284	81.7	13.2	127	5231	77.2	4.8	120
25 - 54	90859	8325	61.8	9.2	114	6252	55.9	6.9	103	10766	61.6	11.8	114	3761	55.5	4.1	102
35 - 49	39851	3697	27.4	9.3	116	2472	22.1	6.2	93	4293	24.6	10.8	103	1480	21.8	3.7	92
50 OR OLDER	59669	3539	26.3	5.9	74	2833	25.3	4.7	71	3190	18.3	5.3	51	1546	22.8	2.6	64
GRADUATED COLLEGE	28091	2214	16.4	7.9	98	1847	16.5	6.6	99	2816	16.1	10.0	96	1118	16.5	4.0	99
ATTENDED COLLEGE	28938	2737	20.3	9.5	118	1991	17.8	6.9	103	3654	20.9	12.6	121	1274	18.8	4.4	109
GRADUATED HIGH SCHOOL	65503	5660	42.0	8.6	108	4884	43.7	7.5	112	7784	44.5	11.9	114	3022	44.6	4.6	114
DID NOT GRADUATE HIGH SCHOOL	45195	2860	21.2	6.3	79	2460	22.0	5.4	82	3219	18.4	7.1	68	1363	20.1	3.0	75
EMPLOYED MALES	56429	4654	34.5	8.2	103	4256	38.1	7.5	113	5980	34.2	10.6	102	2503	36.9	4.4	110
EMPLOYED FEMALES	43971	3873	28.8	8.8	110	2822	25.2	6.4	96	5398	30.9	12.3	118	1606	23.7	3.7	90
EMPLOYED FULL-TIME	87773	7529	55.9	8.6	107	6259	56.0	7.1	107	9748	55.8	11.1	107	3479	51.3	4.0	98
EMPLOYED PART-TIME	12627	998	7.4	7.9	98	819	7.3	6.5	97	1630	9.3	12.9	124	*630	9.3	5.0	123
NOT EMPLOYED	67327	4944	36.7	7.3	91	4105	36.7	6.1	91	6096	34.9	9.1	87	2668	39.4	4.0	98
PROFESSIONAL/MANAGER	25845	2335	17.3	9.0	112	1828	16.3	7.1	106	2990	17.1	11.6	111	945	13.9	3.7	90
TECH/CLERICAL/SALES	30895	2802	20.8	9.1	113	2164	19.4	7.0	105	3604	20.6	11.7	112	1094	16.1	3.5	88
PRECISION/CRAFT	12629	1215	9.0	9.6	120	965	8.6	7.6	115	1493	8.5	11.8	113	683	10.1	5.4	134
OTHER EMPLOYED	31031	2175	16.1	7.0	87	2120	19.0	6.8	102	3290	18.8	10.6	102	1387	20.5	4.5	111
SINGLE	35557	2801	20.8	7.9	98	2887	25.8	8.1	122	4594	26.3	12.9	124	1878	27.7	5.3	131
MARRIED	103585	8800	65.3	8.5	106	6549	58.6	6.3	95	10689	61.2	10.3	99	3969	58.6	3.8	95
DIVORCED/SEPARATED/WIDOWED	28585	1870	13.9	6.5	81	1746	15.6	6.1	92	2190	12.5	7.7	74	931	13.7	3.3	81
PARENTS	59295	5631	41.8	9.5	118	4691	42.0	7.9	119	7972	45.6	13.4	129	2812	41.5	4.7	117
WHITE	146081	12089	89.7	8.3	103	9013	80.6	6.2	93	15772	90.3	10.8	104	5986	88.3	4.1	101
BLACK	17974	1256	9.3	7.0	87	1918	17.2	10.7	160	1362	7.8	7.6	73	574	8.5	3.2	79
OTHER	3672	**125	0.9	3.4	42	**251	2.2	6.8	103	**340	1.9	9.3	89	**217	3.2	5.9	146
NORTHEAST-CENSUS	37005	3051	22.6	8.2	103	1783	15.9	4.8	72	4151	23.8	11.2	108	2086	30.8	5.6	140
NORTH CENTRAL	42642	3781	28.1	8.9	110	2530	22.6	5.9	89	4684	26.8	11.0	105	1765	26.0	4.1	102
SOUTH	56777	4019	29.8	7.1	88	4367	39.1	7.7	115	4940	28.3	8.7	84	1855	27.4	3.3	81
WEST	31303	2619	19.4	8.4	104	2502	22.4	8.0	120	3699	21.2	11.8	113	1071	15.8	3.4	85
NORTHEAST-MKTG.	38125	2855	21.2	7.5	93	1755	15.7	4.6	69	3996	22.9	10.5	101	1947	28.7	5.1	126
EAST CENTRAL	24794	2118	15.7	8.5	106	1471	13.2	5.9	89	2667	15.3	10.8	103	1092	16.1	4.4	109
WEST CENTRAL	28511	2532	18.8	8.9	111	1829	16.4	6.4	96	3151	18.0	11.1	106	1146	16.9	4.0	99
SOUTH	48953	3645	27.1	7.4	93	3921	35.1	8.0	120	4464	25.5	9.1	88	1630	24.1	3.3	82
PACIFIC	27344	2321	17.2	8.5	106	2206	19.7	8.1	121	3196	18.3	11.7	112	962	14.2	3.5	87
COUNTY SIZE A	69301	5343	39.7	7.7	96	4551	40.7	6.6	99	7038	40.3	10.2	97	3094	45.7	4.5	110
COUNTY SIZE B	50633	4207	31.2	8.3	103	3458	30.9	6.8	102	5972	34.2	11.8	113	2197	32.4	4.3	107
COUNTY SIZE C	26259	2307	17.1	8.8	109	1743	15.6	6.6	100	2511	14.4	9.6	92	830	12.2	3.2	78
COUNTY SIZE D	21534	1614	12.0	7.5	93	1430	12.8	6.6	100	1951	11.2	9.1	87	657	9.7	3.1	76
METRO CENTRAL CITY	50014	3969	29.5	7.9	99	3430	30.7	6.9	103	5780	33.1	11.6	111	2250	33.2	4.5	111
METRO SUBURBAN	76832	6168	45.8	8.0	100	4983	44.6	6.5	97	7944	45.5	10.3	99	3304	48.8	4.3	106
NON METRO	40881	3334	24.7	8.2	102	2769	24.8	6.8	102	3749	21.5	9.2	88	1223	18.0	3.0	74
TOP 5 ADI'S	39550	2981	22.1	7.5	94	2380	21.3	6.0	90	4388	25.1	11.1	107	2012	29.7	5.1	126
TOP 10 ADI'S	54877	3912	29.0	7.1	89	3400	30.4	6.2	93	5488	31.4	10.0	96	2524	37.2	4.6	114
TOP 20 ADI'S	77516	6039	44.8	7.8	97	4969	44.4	6.4	96	7792	44.6	10.1	96	3369	49.7	4.3	108
HSHLD INC. $50,000 OR MORE	17257	1420	10.5	8.2	102	1193	10.7	6.9	104	2018	11.5	11.7	112	809	11.9	4.7	116
$40,000 OR MORE	33235	2595	19.3	7.8	97	2007	17.9	6.0	91	3978	22.8	12.0	115	1634	24.1	4.9	122
$30,000 OR MORE	59693	4946	36.7	8.3	103	4019	35.9	6.7	101	7019	40.2	11.8	113	2717	40.1	4.6	113
$25,000 OR MORE	76275	6160	45.7	8.1	101	5188	46.4	6.8	102	8898	50.9	11.7	112	3335	49.2	4.4	108
$20,000 - $24,999	18607	1597	11.9	8.6	107	1396	12.5	7.5	113	2004	11.5	10.8	103	645	9.5	3.5	86
$15,000 - $19,999	17175	1622	12.0	9.4	118	1176	10.5	6.8	103	2016	11.5	11.7	113	894	13.2	5.2	129
$10,000 - $14,999	24569	2367	17.6	9.6	120	1794	16.0	7.3	110	2386	13.7	9.7	93	1095	16.2	4.5	110
UNDER $10,000	31101	1725	12.8	5.5	69	1629	14.6	5.2	79	2169	12.4	7.0	67	808	11.9	2.6	64
HOUSEHOLD OF 1 PERSON	19441	1231	9.1	6.3	79	915	8.2	4.7	71	1210	6.9	6.2	60	501	7.4	2.6	64
2 PEOPLE	51803	3690	27.4	7.1	89	3039	27.2	5.9	88	4172	23.9	8.1	77	1377	20.3	2.7	66
3 OR 4 PEOPLE	66933	6067	45.0	9.1	113	4875	43.6	7.3	109	8654	49.5	12.9	124	3131	46.2	4.7	116
5 OR MORE PEOPLE	29550	2483	18.4	8.4	105	2354	21.1	8.0	119	3438	19.7	11.6	112	1769	26.1	6.0	148
NO CHILD IN HSHLD	96587	7054	52.4	7.3	91	5496	49.2	5.7	85	8181	46.8	8.5	81	3138	46.3	3.2	80
CHILD(REN) UNDER 2 YRS	10844	1196	8.9	11.0	137	1140	10.2	10.5	158	1768	10.1	16.3	157	*516	7.6	4.8	118
2 - 5 YEARS	26358	2341	17.4	8.9	111	2163	19.3	8.2	123	3438	19.7	13.0	125	1355	20.0	5.1	127
6 - 11 YEARS	30453	2878	21.4	9.5	118	2575	23.0	8.5	127	3951	22.6	13.0	125	1553	22.9	5.1	126
12 - 17 YEARS	36575	3182	23.6	8.7	108	2913	26.1	8.0	119	4527	25.9	12.4	119	2067	30.5	5.7	140
RESIDENCE OWNED	117770	9381	69.6	8.0	99	7213	64.5	6.1	92	11612	66.5	9.9	95	4739	69.9	4.0	100
VALUE: $50,000 OR MORE	70166	5546	41.2	7.9	98	3973	35.5	5.7	85	6894	39.5	9.8	94	3039	44.8	4.3	107
VALUE: UNDER $50,000	47604	3835	28.5	8.1	100	3241	29.0	6.8	102	4718	27.0	9.9	95	1700	25.1	3.6	88

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS		167727	13471	100.0	8.0	100	11182	100.0	6.7	100	17473	100.0	10.4	100	6777	100.0	4.0	100
MAGAZINES	QUINTILE 1	34022	3363	25.0	9.9	123	2720	24.3	8.0	120	4106	23.5	12.1	116	1552	22.9	4.6	113
	QUINTILE 2	34800	3065	22.8	8.8	110	2501	22.4	7.2	108	3931	22.5	11.3	108	1747	25.8	5.0	124
	QUINTILE 3	30514	2205	16.4	7.2	90	1869	16.7	6.1	92	3120	17.9	10.2	98	1107	16.3	3.6	90
	QUINTILE 4	33324	2748	20.4	8.2	103	2306	20.6	6.9	104	3604	20.6	10.8	104	1432	21.1	4.3	106
	QUINTILE 5	35066	2090	15.5	6.0	74	1785	16.0	5.1	76	2713	15.5	7.7	74	939	13.9	2.7	66
NEWSPAPERS	QUINTILE 1	29107	2152	16.0	7.4	92	1955	17.5	6.7	101	3058	17.5	10.5	101	1435	21.2	4.9	122
	QUINTILE 2	49095	3972	29.5	8.1	101	3112	27.8	6.3	95	5047	28.9	10.3	99	1737	25.6	3.5	88
	QUINTILE 3	23107	1986	14.7	8.6	107	1510	13.5	6.5	98	2688	15.4	11.6	112	1145	16.9	5.0	123
	QUINTILE 4	33556	2813	20.9	8.4	104	2256	20.2	6.7	101	3781	21.6	11.3	108	1229	18.1	3.7	91
	QUINTILE 5	32863	2547	18.9	7.8	96	2349	21.0	7.1	107	2900	16.6	8.8	85	1231	18.2	3.7	93
OUTDOOR	QUINTILE 1	33431	3009	22.3	9.0	112	2616	23.4	7.8	117	4510	25.8	13.5	129	1757	25.9	5.3	130
	QUINTILE 2	33478	2894	21.5	8.6	108	2442	21.8	7.3	109	3670	21.0	11.0	105	1289	19.0	3.9	95
	QUINTILE 3	33574	2892	21.5	8.6	107	2105	18.8	6.3	94	3351	19.2	10.0	96	1086	16.0	3.2	80
	QUINTILE 4	33935	2608	19.4	7.7	96	2244	20.1	6.6	99	3463	19.8	10.2	98	1474	21.8	4.3	108
	QUINTILE 5	33310	2068	15.4	6.2	77	1775	15.9	5.3	80	2479	14.2	7.4	71	1172	17.3	3.5	87
RADIO-DRIVE TIME	QUINTILE 1	33136	2989	22.2	9.0	112	2532	22.6	7.6	115	3925	22.5	11.8	114	1304	19.2	3.9	97
	QUINTILE 2	31658	2347	17.4	7.4	92	2246	20.1	7.1	106	3177	18.2	10.0	96	1298	19.2	4.1	101
	QUINTILE 3	32541	2582	19.2	7.9	99	2304	20.6	7.1	106	3389	19.4	10.4	100	1370	20.2	4.2	104
	QUINTILE 4	34247	2710	20.1	7.9	99	2332	20.9	6.8	102	3743	21.4	10.9	105	1604	23.7	4.7	116
	QUINTILE 5	36144	2843	21.1	7.9	98	1769	15.8	4.9	73	3240	18.5	9.0	86	1202	17.7	3.3	82
RADIO-MID-DAY	TERCILE 1	45037	3958	29.4	8.8	109	3247	29.0	7.2	108	5426	31.1	12.0	116	1931	28.5	4.3	106
	TERCILE 2	44819	3511	26.1	7.8	98	2751	24.6	6.1	92	4762	27.3	10.6	102	1793	26.5	4.0	99
	TERCILE 3	77872	6002	44.6	7.7	96	5184	46.4	6.7	100	7286	41.7	9.4	90	3053	45.0	3.9	97
RADIO-TOTAL	QUINTILE 1	33763	2997	22.2	8.9	111	2682	24.0	7.9	119	3973	22.7	11.8	113	1491	22.0	4.4	109
	QUINTILE 2	33240	2939	21.8	8.8	110	2323	20.8	7.0	105	3926	22.5	11.8	113	1413	20.8	4.3	105
	QUINTILE 3	33408	2132	15.8	6.4	79	2121	19.0	6.3	95	3077	17.6	9.2	88	1259	18.6	3.8	93
	QUINTILE 4	34792	2811	20.9	8.1	101	2280	20.4	6.6	98	3719	21.3	10.7	103	1449	21.4	4.2	103
	QUINTILE 5	32524	2593	19.2	8.0	99	1777	15.9	5.5	82	2779	15.9	8.5	82	1165	17.2	3.6	89
TV-PRIME TIME	QUINTILE 1	33090	2503	18.6	7.6	94	2233	20.0	6.7	101	3603	20.6	10.9	105	1591	23.5	4.8	119
	QUINTILE 2	33357	2811	20.9	8.4	105	2069	18.5	6.2	93	3287	18.8	9.9	95	1189	17.5	3.6	88
	QUINTILE 3	33980	2653	19.7	7.8	97	2536	22.7	7.5	112	3748	21.5	11.0	106	1348	19.9	4.0	98
	QUINTILE 4	33854	2830	21.0	8.4	104	2160	19.3	6.4	96	3544	20.3	10.5	100	1384	20.4	4.1	101
	QUINTILE 5	33444	2674	19.9	8.0	100	2184	19.5	6.5	98	3292	18.8	9.8	94	1265	18.7	3.8	94
TV-DAYTIME	TERCILE 1	49121	3629	26.9	7.4	92	3432	30.7	7.0	105	4717	27.0	9.6	92	1998	29.5	4.1	101
	TERCILE 2	48823	4269	31.7	8.7	109	3488	31.2	7.1	107	5484	31.4	11.2	108	1983	29.3	4.1	101
	TERCILE 3	69782	5572	41.4	8.0	99	4262	38.1	6.1	92	7272	41.6	10.4	100	2796	41.3	4.0	99
TV-TOTAL	QUINTILE 1	33584	2436	18.1	7.3	90	2253	20.1	6.7	101	3470	19.9	10.3	99	1635	24.1	4.9	120
	QUINTILE 2	33441	2577	19.1	7.7	96	2192	19.6	6.6	98	3322	19.0	9.9	95	1052	15.5	3.1	78
	QUINTILE 3	33505	2750	20.4	8.2	102	2381	21.3	7.1	107	3542	20.3	10.6	101	1283	18.9	3.8	95
	QUINTILE 4	33466	2849	21.1	8.5	106	2289	20.5	6.8	103	3566	20.4	10.7	102	1234	18.2	3.7	91
	QUINTILE 5	33731	2859	21.2	8.5	106	2067	18.5	6.1	92	3573	20.4	10.6	102	1573	23.2	4.7	115
MAGAZINES-NEWSPAPERS: DUAL		44503	3942	29.3	8.9	110	3162	28.3	7.1	107	5011	28.7	11.3	108	2005	29.6	4.5	112
MAGAZINE IMPERATIVE		39363	3686	27.4	9.4	117	3058	27.3	7.8	117	4577	26.2	11.6	112	1818	26.8	4.6	114
NEWSPAPER IMPERATIVE		46441	3137	23.3	6.8	84	2718	24.3	5.9	88	4598	26.3	9.9	95	1739	25.7	3.7	93
MAGAZINES-OUTDOOR: DUAL		33726	3197	23.7	9.5	118	2697	24.1	8.0	120	4339	24.8	12.9	123	1570	23.2	4.7	115
MAGAZINE IMPERATIVE		52846	4375	32.5	8.3	103	3542	31.7	6.7	101	5406	30.9	10.2	98	2278	33.6	4.3	107
OUTDOOR IMPERATIVE		52140	4031	29.9	7.7	96	3367	30.1	6.5	97	5582	31.9	10.7	103	1914	28.2	3.7	91
MAGAZINES-RADIO: DUAL		37081	3523	26.2	9.5	118	3014	27.0	8.1	122	4454	25.5	12.0	115	1793	26.5	4.8	120
MAGAZINE IMPERATIVE		49747	4340	32.2	8.7	109	3303	29.5	6.6	100	5489	31.4	11.0	106	2189	32.3	4.4	109
RADIO IMPERATIVE		49208	3467	25.7	7.0	88	3177	28.4	6.5	97	5068	29.0	10.3	99	1770	26.1	3.6	89
MAGAZINES-TELEVISION: DUAL		33103	2726	20.2	8.2	103	2501	22.4	7.6	113	3811	21.8	11.5	111	1280	18.9	3.9	96
MAGAZINE IMPERATIVE		54575	5001	37.1	9.2	114	3806	34.0	7.0	105	6096	34.9	11.2	107	2622	38.7	4.8	119
TELEVISION IMPERATIVE		53249	3633	27.0	6.8	85	3185	28.5	6.0	90	4839	27.7	9.1	87	1980	29.2	3.7	92
NEWSPAPERS-OUTDOOR: DUAL		36255	3154	23.4	8.7	108	2569	23.0	7.1	106	4513	25.8	12.4	119	1689	24.9	4.7	115
NEWSPAPER IMPERATIVE		55591	4085	30.3	7.3	91	3306	29.6	5.9	89	5116	29.3	9.2	88	2116	31.2	3.8	94
OUTDOOR IMPERATIVE		48319	4390	32.6	9.1	113	3632	32.5	7.5	113	5461	31.3	11.3	108	1978	29.2	4.1	101
NEWSPAPERS-RADIO: DUAL		37242	3195	23.7	8.6	107	2615	23.4	7.0	105	4433	25.4	11.9	114	1742	25.7	4.7	116
NEWSPAPER IMPERATIVE		54423	4090	30.4	7.5	94	3338	29.9	6.1	92	5135	29.4	9.4	91	2136	31.5	3.9	97
RADIO IMPERATIVE		46650	3870	28.7	8.3	103	3527	31.5	7.6	113	5144	29.4	11.0	106	1835	27.1	3.9	97
NEWSPAPERS-TELEVISION: DUAL		35974	2810	20.9	7.8	97	2637	23.6	7.3	110	4048	23.2	11.3	108	1654	24.4	4.6	114
NEWSPAPER IMPERATIVE		56095	4506	33.4	8.0	100	3331	29.8	5.9	89	5777	33.1	10.3	99	2312	34.1	4.1	102
TELEVISION IMPERATIVE		47170	3723	27.6	7.9	98	3193	28.6	6.8	102	4694	26.9	10.0	96	1760	26.0	3.7	92
OUTDOOR-RADIO: DUAL		33748	3008	22.3	8.9	111	2748	24.6	8.1	122	4451	25.5	13.2	127	1470	21.7	4.4	108
OUTDOOR IMPERATIVE		52785	4385	32.6	8.3	103	3496	31.3	6.6	99	5503	31.5	10.4	100	2217	32.7	4.2	104
RADIO IMPERATIVE		52882	4009	29.8	7.6	94	3416	30.5	6.5	97	5102	29.2	9.6	93	2115	31.2	4.0	99
OUTDOOR-TELEVISION: DUAL		32030	3036	22.5	9.5	118	2592	23.2	8.1	121	4040	23.1	12.6	121	1655	24.4	5.2	128
OUTDOOR IMPERATIVE		54626	4636	34.4	8.5	106	3700	33.1	6.8	102	6277	35.9	11.5	110	2090	30.8	3.8	95
TELEVISION IMPERATIVE		54874	3633	27.0	6.6	82	3252	29.1	5.9	89	4716	27.0	8.6	82	1805	26.6	3.3	81
RADIO-TELEVISION: DUAL		33386	2637	19.6	7.9	98	2536	22.7	7.6	114	3832	21.9	11.5	110	1442	21.3	4.3	107
RADIO IMPERATIVE		53810	4680	34.7	8.7	108	3786	33.9	7.0	106	5986	34.3	11.1	107	2283	33.7	4.2	105
TELEVISION IMPERATIVE		54023	4003	29.7	7.4	92	3393	30.3	6.3	94	5109	29.2	9.5	91	2048	30.2	3.8	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS	167727	13471	100.0	8.0	100	11182	100.0	6.7	100	17473	100.0	10.4	100	6777	100.0	4.0	100
ATLANTIC MONTHLY	867	**42	0.3	4.8	60	**30	0.3	3.5	52	**49	0.3	5.7	54	**27	0.4	3.1	77
BARRON'S	1580	**66	0.5	4.2	52	**41	0.4	2.6	39	**217	1.2	13.7	132	**63	0.9	4.0	99
BETTER HOMES & GARDENS	22203	2028	15.1	9.1	114	1517	13.6	6.8	102	2584	14.8	11.6	112	1047	15.4	4.7	117
BON APPETIT	3810	336	2.5	8.8	110	*159	1.4	4.2	63	395	2.3	10.4	100	*153	2.3	4.0	99
BUSINESS WEEK	4663	409	3.0	8.8	109	311	2.8	6.7	100	501	2.9	10.7	103	*287	4.2	6.2	152
CAR AND DRIVER	3102	268	2.0	8.6	108	*218	1.9	7.0	105	378	2.2	12.2	117	**78	1.2	2.5	62
CBS MAGAZINE NETWORK (GROSS)	7311	711	5.3	9.7	121	640	5.7	8.8	131	793	4.5	10.8	104	*380	5.6	5.2	129
CHANGING TIMES	3400	326	2.4	9.6	119	*225	2.0	6.6	99	396	2.3	11.6	112	*182	2.7	5.4	132
COLONIAL HOMES	1796	*236	1.8	13.1	164	*184	1.6	10.2	154	*245	1.4	13.6	131	**117	1.7	6.5	161
CONDE NAST MAG. PKG. (GROSS)	19924	1954	14.5	9.8	122	1417	12.7	7.1	107	2806	16.1	14.1	135	1128	16.6	5.7	140
CONSUMERS DIGEST	3125	*243	1.8	7.8	97	**130	1.2	4.2	62	*272	1.6	8.7	84	**111	1.6	3.6	88
COSMOPOLITAN	10577	898	6.7	8.5	106	912	8.2	8.6	129	1402	8.0	13.3	127	556	8.2	5.3	130
COUNTRY LIVING	3746	*245	1.8	6.5	81	*192	1.7	5.1	77	337	1.9	9.0	86	**81	1.2	2.2	54
CUISINE	2214	*213	1.6	9.6	120	**116	1.0	5.2	79	267	1.5	12.1	116	*122	1.8	5.5	136
CYCLE WORLD	2394	*198	1.5	8.3	103	*197	1.8	8.2	123	*294	1.7	12.3	118	**144	2.1	6.0	149
DCI:CREATIVE IDEAS FOR LIV	3068	226	1.7	7.4	92	*241	2.2	7.9	118	396	2.3	12.9	124	**147	2.2	4.8	119
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	660	4.9	6.9	86	685	6.1	7.2	108	895	5.1	9.4	90	290	4.3	3.0	75
DISCOVER	2277	*213	1.6	9.4	116	*187	1.7	8.2	123	*266	1.5	11.7	112	**120	1.8	5.3	130
EBONY	7187	565	4.2	7.9	98	853	7.6	11.9	178	644	3.7	9.0	86	302	4.5	4.2	104
ESQUIRE	2560	207	1.5	8.1	101	*197	1.8	7.7	115	323	1.8	12.6	121	*134	2.0	5.2	130
ESSENCE	3242	284	2.1	8.8	109	519	4.6	16.0	240	332	1.9	10.2	98	*196	2.9	6.0	150
FAMILY CIRCLE	19639	1824	13.5	9.3	116	1322	11.8	6.7	101	2288	13.1	11.7	112	880	13.0	4.5	111
THE FAMILY HANDYMAN	3540	332	2.5	9.4	117	*180	1.6	5.1	76	495	2.8	14.0	134	*158	2.3	4.5	110
FAMILY WEEKLY	23924	1872	13.9	7.8	97	1567	14.0	6.5	98	2406	13.8	10.1	97	825	12.2	3.4	85
FIELD & STREAM	9883	923	6.9	9.3	116	587	5.2	5.9	89	1053	6.0	10.7	102	414	6.1	4.2	104
FOOD & WINE	1030	**39	0.3	3.8	47	**65	0.6	6.3	95	**95	0.5	9.2	89	**21	0.3	2.0	50
FORBES	2679	*216	1.6	8.1	100	*157	1.4	5.9	88	331	1.9	12.4	119	*202	3.0	7.5	187
FORTUNE	2931	235	1.7	8.0	100	*172	1.5	5.9	88	320	1.8	10.9	105	**130	1.9	4.4	110
GENTLEMEN'S QUARTERLY	3481	303	2.2	8.7	108	413	3.7	11.9	178	444	2.5	12.8	122	*215	3.2	6.2	153
GLAMOUR	7163	626	4.6	8.7	109	544	4.9	7.6	114	1101	6.3	15.4	148	*371	5.5	5.2	128
GOLF DIGEST	2355	*211	1.6	9.0	112	**118	1.1	5.0	75	*167	1.0	7.1	68	**77	1.1	3.3	81
GOLF DIGEST/TENNIS (GROSS)	3610	271	2.0	7.5	93	*239	2.1	6.6	99	240	1.4	6.6	64	**95	1.4	2.6	65
GOLF MAGAZINE	2046	*231	1.7	11.3	141	*162	1.4	7.9	119	*192	1.1	9.4	90	**36	0.5	1.8	44
GOLF MAGAZINE/SKI (GROSS)	3547	380	2.8	10.7	133	*238	2.1	6.7	101	349	2.0	9.8	94	*88	1.3	2.5	61
GOOD HOUSEKEEPING	20353	1856	13.8	9.1	114	1310	11.7	6.4	97	2240	12.8	11.0	106	655	9.7	3.2	80
HARPER'S BAZAAR	3362	303	2.2	9.0	112	*205	1.8	6.1	91	385	2.2	11.5	110	**100	1.5	3.0	74
HEALTH	2987	*200	1.5	6.7	83	*181	1.6	6.1	91	346	2.0	11.6	111	**111	1.6	3.7	92
HEARST MAG CORP. BUY (GROSS)	67928	6163	45.8	9.1	113	4946	44.2	7.3	109	8095	46.3	11.9	114	2902	42.8	4.3	106
HEARST MAN POWER (GROSS)	11282	1114	8.3	9.9	123	734	6.6	6.5	98	1277	7.3	11.3	109	655	9.7	5.8	144
HEARST WOMAN POWER (GROSS)	40514	3670	27.2	9.1	113	3059	27.4	7.6	113	5061	29.0	12.5	120	1739	25.7	4.3	106
HOUSE BEAUTIFUL	4885	366	2.7	7.5	93	391	3.5	8.0	120	594	3.4	12.2	117	*152	2.2	3.1	77
INC.	1308	**63	0.5	4.8	60	**93	0.8	7.1	107	**170	1.0	13.0	125	**143	2.1	10.9	271
JET	6498	516	3.8	7.9	99	865	7.7	13.3	200	651	3.7	10.0	96	263	3.9	4.0	100
LADIES' HOME JOURNAL	14797	1441	10.7	9.7	121	1166	10.4	7.9	118	1815	10.4	12.3	118	715	10.6	4.8	120
LHJ FAMILY GRP COMBO(GROSS)	21743	2034	15.1	9.4	116	1720	15.4	7.9	119	2669	15.3	12.3	118	978	14.4	4.5	111
LIFE	9881	779	5.8	7.9	98	789	7.1	8.0	120	1159	6.6	11.7	113	489	7.2	4.9	122
L.A. TIMES HOME MAGAZINE	2775	*221	1.6	8.0	99	*183	1.6	6.6	99	284	1.6	10.2	98	**85	1.3	3.1	76
MADEMOISELLE	4219	449	3.3	10.6	133	*281	2.5	6.7	100	531	3.0	12.6	121	*252	3.7	6.0	148
MC CALL'S	16422	1332	9.9	8.1	101	1358	12.1	8.3	124	1969	11.3	12.0	115	815	12.0	5.0	123
MC CALL'S/WRK MOTHER (GROSS)	17919	1446	10.7	8.1	100	1523	13.6	8.5	127	2197	12.6	12.3	118	907	13.4	5.1	125
MECHANIX ILLUSTRATED	4433	417	3.1	9.4	117	299	2.7	6.7	101	442	2.5	10.0	96	*211	3.1	4.8	118
METROPOLITAN HOME	1504	*123	0.9	8.2	102	**88	0.8	5.9	88	*193	1.1	12.8	123	**95	1.4	6.3	156
MONEY	4723	470	3.5	10.0	124	363	3.2	7.7	115	491	2.8	10.4	100	*243	3.6	5.1	127
MOTHER EARTH NEWS	2325	294	2.2	12.6	157	*180	1.6	7.7	116	278	1.6	12.0	115	**93	1.4	4.0	99
MS.	1189	**128	1.0	10.8	134	**111	1.0	9.3	140	*157	0.9	13.2	127	**26	0.4	2.2	54
NATIONAL ENQUIRER	18892	1789	13.3	9.5	118	1550	13.9	8.2	123	2490	14.3	13.2	127	1024	15.1	5.4	134
NATIONAL GEOGRAPHIC	22129	2010	14.9	9.1	113	1359	12.2	6.1	92	2384	13.6	10.8	103	1021	15.1	4.6	114
NATIONAL SUNDAY MAGAZINE PKG	103750	8330	61.8	8.0	100	6705	60.0	6.5	97	11127	63.7	10.7	103	4375	64.6	4.2	104
NATURAL HISTORY	1379	*181	1.3	13.1	163	**151	1.4	10.9	164	*141	0.8	10.2	98	**142	2.1	10.3	255
NEW WOMAN	2289	*260	1.9	11.4	141	*148	1.3	6.5	97	401	2.3	17.5	168	**75	1.1	3.3	81
NEW YORK INCLUDING CUE	1088	*120	0.9	11.0	137	**62	0.6	5.7	85	*103	0.6	9.5	91	**49	0.7	4.5	111
THE NEW YORKER	2459	*235	1.7	9.6	119	*185	1.7	7.5	113	272	1.6	11.1	106	**77	1.1	3.1	77
NEWSWEEK	16527	1333	9.9	8.1	100	1142	10.2	6.9	104	1892	10.8	11.4	110	698	10.3	4.2	105
THE N.Y. TIMES DAILY EDITION	2739	*163	1.2	6.0	74	*173	1.5	6.3	95	256	1.5	9.3	90	*106	1.6	3.9	96
THE N.Y. TIMES MAGAZINE	4443	250	1.9	5.6	70	224	2.0	5.0	76	436	2.5	9.8	94	*193	2.8	4.3	108
OMNI	2799	*281	2.1	10.0	125	*270	2.4	9.6	145	398	2.3	14.2	136	*206	3.0	7.4	182
ON CABLE	2209	*277	2.1	12.5	156	*238	2.1	10.8	162	395	2.3	17.9	172	**141	2.1	6.4	158
1001 HOME IDEAS	3959	393	2.9	9.9	124	373	3.3	9.4	141	509	2.9	12.9	123	*153	2.3	3.9	96
ORGANIC GARDENING	3111	382	2.8	12.3	153	*283	2.5	9.1	136	394	2.3	12.7	122	**106	1.6	3.4	84
OUTDOOR LIFE	5024	494	3.7	9.8	122	356	3.2	7.1	106	568	3.3	11.3	109	*309	4.6	6.2	152
PARADE MAGAZINE	51292	4254	31.6	8.3	103	3352	30.0	6.5	98	5968	34.2	11.6	112	2393	35.3	4.7	115

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	HOLMES A '000	HOLMES B % DOWN	HOLMES C % ACROSS	HOLMES D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS	167727	13471	100.0	8.0	100	11182	100.0	6.7	100	17473	100.0	10.4	100	6777	100.0	4.0	100
PARENTS	5298	598	4.4	11.3	141	524	4.7	9.9	148	845	4.8	15.9	153	336	5.0	6.3	157
PENTHOUSE	5129	516	3.8	10.1	125	357	3.2	7.0	104	611	3.5	11.9	114	*254	3.7	5.0	123
PEOPLE	21070	1813	13.5	8.6	107	1524	13.6	7.2	108	2692	15.4	12.8	123	912	13.5	4.3	107
PLAYBOY	10562	866	6.4	8.2	102	946	8.5	9.0	134	1220	7.0	11.6	111	472	7.0	4.5	111
POPULAR HOT RODDING	2498	*184	1.4	7.4	92	*310	2.8	12.4	186	*415	2.4	16.6	159	*214	3.2	8.6	212
POPULAR MECHANICS	5887	563	4.2	9.6	119	414	3.7	7.0	105	688	3.9	11.7	112	329	4.9	5.6	138
POPULAR SCIENCE	4317	453	3.4	10.5	131	222	2.0	5.1	77	421	2.4	9.8	94	*238	3.5	5.5	136
PREVENTION	5792	342	2.5	5.9	74	280	2.5	4.8	73	516	3.0	8.9	86	*217	3.2	3.7	93
PSYCHOLOGY TODAY	3284	280	2.1	8.5	106	*279	2.5	8.5	127	411	2.4	12.5	120	**115	1.7	3.5	87
READER'S DIGEST	40046	3337	24.8	8.3	104	2577	23.0	6.4	97	4216	24.1	10.5	101	1589	23.4	4.0	98
REDBOOK	9584	915	6.8	9.5	119	837	7.5	8.7	131	1419	8.1	14.8	142	528	7.8	5.5	136
ROAD & TRACK	2590	*269	2.0	10.4	129	*191	1.7	7.4	111	*306	1.8	11.8	113	**135	2.0	5.2	129
ROLLING STONE	3302	367	2.7	11.1	138	*380	3.4	11.5	173	603	3.5	18.3	175	*235	3.5	7.1	176
RUNNER'S WORLD	1229	**118	0.9	9.6	120	**99	0.9	8.1	121	*197	1.1	16.0	154	**24	0.4	2.0	48
SATURDAY EVENING POST	2110	*131	1.0	6.2	77	*184	1.6	8.7	131	*268	1.5	12.7	122	**120	1.8	5.7	141
SCIENCE 84	1543	*172	1.3	11.1	139	**106	0.9	6.9	103	*111	0.6	7.2	69	**53	0.8	3.4	85
SCIENCE DIGEST	1747	**136	1.0	7.8	97	**121	1.1	6.9	104	*187	1.1	10.7	103	**149	2.2	8.5	211
SCIENTIFIC AMERICAN	1994	**108	0.8	5.4	67	**112	1.0	5.6	84	*200	1.1	10.0	96	**101	1.5	5.1	125
SELF	3119	343	2.5	11.0	137	297	2.7	9.5	143	556	3.2	17.8	171	*244	3.6	7.8	194
SEVENTEEN	3923	395	2.9	10.1	125	*325	2.9	8.3	124	547	3.1	13.9	134	*194	2.9	4.9	122
SKI	1501	*149	1.1	9.9	124	**76	0.7	5.1	76	*157	0.9	10.5	100	**52	0.8	3.5	86
SMITHSONIAN	5976	457	3.4	7.6	95	340	3.0	5.7	85	558	3.2	9.3	90	*288	4.2	4.8	119
SOAP OPERA DIGEST	4228	457	3.4	10.8	135	513	4.6	12.1	182	663	3.8	15.7	151	*305	4.5	7.2	179
SOUTHERN LIVING	6488	435	3.2	6.7	83	444	4.0	6.8	103	499	2.9	7.7	74	*143	2.1	2.2	55
SPORT	3500	*243	1.8	6.9	86	305	2.7	8.7	131	414	2.4	11.8	114	*255	3.8	7.3	180
THE SPORTING NEWS	2456	*246	1.8	10.0	125	*194	1.7	7.9	118	347	2.0	14.1	136	*174	2.6	7.1	175
SPORTS AFIELD	3648	416	3.1	11.4	142	*198	1.8	5.4	81	402	2.3	11.0	106	*177	2.6	4.9	120
SPORTS ILLUSTRATED	14484	1128	8.4	7.8	97	991	8.9	6.8	103	1849	10.6	12.8	123	624	9.2	4.3	107
STAR	12661	1204	8.9	9.5	118	782	7.0	6.2	93	1443	8.3	11.4	109	502	7.4	4.0	98
SUNDAY	52799	4328	32.1	8.2	102	3385	30.3	6.4	96	5805	33.2	11.0	106	2410	35.6	4.6	113
SUNSET	3513	401	3.0	11.4	142	419	3.7	11.9	179	501	2.9	14.3	137	**183	2.7	5.2	129
TV GUIDE	42766	3901	29.0	9.1	114	3468	31.0	8.1	122	5336	30.5	12.5	120	2113	31.2	4.9	122
TENNIS	1254	**60	0.4	4.8	60	**121	1.1	9.6	145	**73	0.4	5.8	56	**18	0.3	1.4	36
TIME	22054	2082	15.5	9.4	118	1559	13.9	7.1	106	2636	15.1	12.0	115	1136	16.8	5.2	127
TOWN & COUNTRY	1555	*192	1.4	12.3	154	*128	1.1	8.2	123	*137	0.8	8.8	85	**43	0.6	2.8	68
TRAVEL & LEISURE	2173	249	1.8	11.5	143	*157	1.4	7.2	108	285	1.6	13.1	126	**130	1.9	6.0	148
TRUE STORY	4636	420	3.1	9.1	113	455	4.1	9.8	147	703	4.0	15.2	146	*354	5.2	7.6	189
U.S.NEWS & WORLD REPORT	10353	825	6.1	8.0	99	769	6.9	7.4	111	1135	6.5	11.0	105	455	6.7	4.4	109
USA TODAY	4994	434	3.2	8.7	108	309	2.8	6.2	93	493	2.8	9.9	95	*211	3.1	4.2	105
US	3528	363	2.7	10.3	128	325	2.9	9.2	138	682	3.9	19.3	186	*207	3.1	5.9	145
VOGUE	5424	536	4.0	9.9	123	295	2.6	5.4	82	619	3.5	11.4	110	261	3.9	4.8	119
WALL STREET JOURNAL	6292	458	3.4	7.3	91	433	3.9	6.9	103	657	3.8	10.4	100	240	3.5	3.8	94
WEIGHT WATCHERS	2762	*169	1.3	6.1	76	*151	1.4	5.5	82	299	1.7	10.8	104	**103	1.5	3.7	92
WOMAN'S DAY	16320	1381	10.3	8.5	105	1209	10.8	7.4	111	1910	10.9	11.7	112	694	10.2	4.3	105
WORKING MOTHER	1496	**114	0.8	7.6	95	*165	1.5	11.0	165	*228	1.3	15.2	146	**92	1.4	6.1	152
WORKING WOMAN	1851	*210	1.6	11.3	141	*187	1.7	10.1	152	*263	1.5	14.2	136	**102	1.5	5.5	136
WORLD TENNIS	580	**37	0.3	6.4	79	**62	0.6	10.7	160	**35	0.2	6.0	58	**14	0.2	2.4	60
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1040	7.7	8.4	104	912	8.2	7.3	110	1532	8.8	12.3	118	504	7.4	4.1	100
BLAIR INSERTS	91671	7268	54.0	7.9	99	5942	53.1	6.5	97	9953	57.0	10.9	104	3971	58.6	4.3	107
DAILY NEWSPAPERS																	
READ ANY	109190	8760	65.0	8.0	100	7027	62.8	6.4	97	11414	65.3	10.5	100	4480	66.1	4.1	102
READ ONE	89587	7141	53.0	8.0	99	5636	50.4	6.3	94	9351	53.5	10.4	100	3519	51.9	3.9	97
READ TWO OR MORE	19602	1619	12.0	8.3	103	1392	12.4	7.1	107	2063	11.8	10.5	101	961	14.2	4.9	121
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	8734	64.8	8.0	99	7200	64.4	6.6	98	11797	67.5	10.8	103	4667	68.9	4.3	105
READ ONE	95074	7549	56.0	7.9	99	6232	55.7	6.6	98	10132	58.0	10.7	102	3970	58.6	4.2	103
READ TWO OR MORE	14588	1185	8.8	8.1	101	968	8.7	6.6	100	1665	9.5	11.4	110	697	10.3	4.8	118
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.35				31.22				33.55				31.08			
30 DAY REACH	149706	12378	91.9	8.3	103	10219	91.4	6.8	102	16182	92.6	10.8	104	6250	92.2	4.2	103
50 SHWG - 30 DAY AV FREQ	15.16	15.77				16.25				17.43				16.50			
30 DAY REACH	142406	11916	88.5	8.4	104	9829	87.9	6.9	104	15601	89.3	11.0	105	5895	87.0	4.1	102
25 SHWG - 30 DAY AV FREQ	8.23	8.48				8.75				9.28				8.97			
30 DAY REACH	131152	11070	82.2	8.4	105	9167	82.0	7.0	105	14680	84.0	11.2	107	5420	80.0	4.1	102
CABLE TV: HOME WIRED	66879	5724	42.5	8.6	107	4573	40.9	6.8	103	7883	45.1	11.8	113	2903	42.8	4.3	107
HOME NOT WIRED	100848	7746	57.5	7.7	96	6610	59.1	6.6	98	9590	54.9	9.5	91	3875	57.2	3.8	95
HAVE PAY CABLE	35024	3318	24.6	9.5	118	2618	23.4	7.5	112	4740	27.1	13.5	130	1768	26.1	5.0	125

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS	167727	13471	100.0	8.0	100	11182	100.0	6.7	100	17473	100.0	10.4	100	6777	100.0	4.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	7954	59.0	8.3	104	6810	60.9	7.1	107	10397	59.5	10.9	104	3925	57.9	4.1	102
10:00 AM - 3:00 PM	63599	5396	40.1	8.5	106	4356	39.0	6.8	103	7291	41.7	11.5	110	2685	39.6	4.2	104
3:00 PM - 7:00 PM	72097	5871	43.6	8.1	101	5312	47.5	7.4	111	8415	48.2	11.7	112	3028	44.7	4.2	104
7:00 PM - MIDNIGHT	36670	3148	23.4	8.6	107	2834	25.3	7.7	116	4470	25.6	12.2	117	1708	25.2	4.7	115
MIDNIGHT - 6:00 AM	21908	1904	14.1	8.7	108	1680	15.0	7.7	115	2581	14.8	11.8	113	1082	16.0	4.9	122
6:00 AM - MIDNIGHT	127571	10529	78.2	8.3	103	8950	80.0	7.0	105	14163	81.1	11.1	107	5376	79.3	4.2	104
ENTIRE DAY	129239	10680	79.3	8.3	103	9032	80.8	7.0	105	14388	82.3	11.1	107	5475	80.8	4.2	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2930	21.8	8.6	107	2264	20.2	6.7	100	4100	23.5	12.1	116	1604	23.7	4.7	117
ALL NEWS	6062	375	2.8	6.2	77	229	2.0	3.8	57	519	3.0	8.6	82	*191	2.8	3.2	78
AOR/PROGRESSIVE	11884	1001	7.4	8.4	105	934	8.4	7.9	118	1484	8.5	12.5	120	591	8.7	5.0	123
BEAUTIFUL MUSIC	11180	862	6.4	7.7	96	789	7.1	7.1	106	1100	6.3	9.8	94	354	5.2	3.2	78
BLACK	4538	258	1.9	5.7	71	551	4.9	12.1	182	473	2.7	10.4	100	*191	2.8	4.2	104
CLASSICAL	3857	326	2.4	8.5	105	*185	1.7	4.8	72	341	2.0	8.8	85	*192	2.8	5.0	123
CHR/ROCK	21946	2143	15.9	9.8	122	1864	16.7	8.5	127	3161	18.1	14.4	138	1099	16.2	5.0	124
COUNTRY	27262	2406	17.9	8.8	110	1917	17.1	7.0	105	2876	16.5	10.5	101	1051	15.5	3.9	95
GOLDEN OLDIES	3339	267	2.0	8.0	100	*243	2.2	7.3	109	366	2.1	11.0	105	**107	1.6	3.2	79
MOR/NOSTALGIA	10346	764	5.7	7.4	92	649	5.8	6.3	94	1020	5.8	9.9	95	432	6.4	4.2	103
NEWS/TALK	8929	769	5.7	8.6	107	635	5.7	7.1	107	801	4.6	9.0	86	265	3.9	3.0	73
RELIGIOUS	5488	493	3.7	9.0	112	430	3.8	7.8	118	645	3.7	11.8	113	*266	3.9	4.8	120
SOFT ROCK	1232	**47	0.3	3.8	47	**38	0.3	3.1	46	**121	0.7	9.8	94	**54	0.8	4.4	108
URBAN CONTEMPORARY	3184	208	1.5	6.5	81	323	2.9	10.1	152	379	2.2	11.9	114	**140	2.1	4.4	109
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	478	3.5	6.9	86	511	4.6	7.4	111	770	4.4	11.1	107	*229	3.4	3.3	82
ABC DIRECTION	5212	481	3.6	9.2	115	431	3.9	8.3	124	577	3.3	11.1	106	260	3.8	5.0	123
ABC ENTERTAINMENT	10385	959	7.1	9.2	115	657	5.9	6.3	95	1094	6.3	10.5	101	425	6.3	4.1	101
ABC FM	4762	341	2.5	7.2	89	469	4.2	9.8	148	778	4.5	16.3	157	*176	2.6	3.7	91
ABC INFORMATION	11339	892	6.6	7.9	98	787	7.0	6.9	104	1139	6.5	10.0	96	549	8.1	4.8	120
ABC ROCK	4878	463	3.4	9.5	118	404	3.6	8.3	124	632	3.6	13.0	124	218	3.2	4.5	111
CBS	10709	936	6.9	8.7	109	653	5.8	6.1	91	909	5.2	8.5	81	304	4.5	2.8	70
MUTUAL	10251	771	5.7	7.5	94	723	6.5	7.1	106	1153	6.6	11.2	108	398	5.9	3.9	96
NBC	12243	1122	8.3	9.2	114	571	5.1	4.7	70	1399	8.0	11.4	110	384	5.7	3.1	78
RADIORADIO	4606	373	2.8	8.1	101	333	3.0	7.2	108	545	3.1	11.8	114	*242	3.6	5.3	130
RKO ONE	5148	422	3.1	8.2	102	475	4.2	9.2	138	866	5.0	16.8	161	*260	3.8	5.1	125
RKO TWO	7313	487	3.6	6.7	83	424	3.8	5.8	87	732	4.2	10.0	96	358	5.3	4.9	121
THE SOURCE	5981	435	3.2	7.3	91	474	4.2	7.9	119	756	4.3	12.6	121	*217	3.2	3.6	90
NON-WIRED : BLAIR	19329	1768	13.1	9.1	114	1483	13.3	7.7	115	1944	11.1	10.1	97	814	12.0	4.2	104
INTERNET	27139	2254	16.7	8.3	103	2082	18.6	7.7	115	3371	19.3	12.4	119	1174	17.3	4.3	107
KATZ RADIO GROUP	36319	3126	23.2	8.6	107	2465	22.0	6.8	102	3980	22.8	11.0	105	1498	22.1	4.1	102
SUPERNET	22361	1869	13.9	8.4	104	1672	15.0	7.5	112	2795	16.0	12.5	120	943	13.9	4.2	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1168	8.7	8.0	100	918	8.2	6.3	95	1431	8.2	9.8	95	574	8.5	3.9	98
MKDAY 9:00 AM - 1:00 PM	18688	1333	9.9	7.1	89	1194	10.7	6.4	96	1752	10.0	9.4	90	695	10.3	3.7	92
MKDAY 1:00 PM - 4:30 PM	24061	1766	13.1	7.3	91	1614	14.4	6.7	101	2385	13.6	9.9	95	953	14.1	4.0	98
MKDAY 4:30 PM - 7:30 PM	44079	3251	24.1	7.4	92	2801	25.0	6.4	95	4278	24.5	9.7	93	1719	25.4	3.9	97
MKDAY 7:30 PM - 8:00 PM	61979	4716	35.0	7.6	95	3920	35.1	6.3	95	6063	34.7	9.8	94	2320	34.2	3.7	93
MKDAY 11:00 PM - 11:30 PM	49084	4024	29.9	8.2	102	3397	30.4	6.9	104	5411	31.0	11.0	106	2110	31.1	4.3	106
MKDAY 11:30 PM - 1:00 AM	16560	1410	10.5	8.5	106	1133	10.1	6.8	103	1930	11.0	11.7	112	761	11.2	4.6	114
M-SAT 8-11 PM+SUN 7-11 PM	66947	5356	39.8	8.0	100	4461	39.9	6.7	100	7060	40.4	10.5	101	2790	41.2	4.2	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	637	4.7	6.9	86	754	6.7	8.1	122	1054	6.0	11.4	109	363	5.4	3.9	97
ANOTHER WORLD N	6138	406	3.0	6.6	82	461	4.1	7.5	113	623	3.6	10.1	97	248	3.7	4.0	100
AS THE WORLD TURNS C	7707	617	4.6	8.0	100	408	3.6	5.3	79	642	3.7	8.3	80	255	3.8	3.3	82
CAPITOL C	4688	389	2.9	8.3	103	267	2.4	5.7	85	443	2.5	9.4	91	176	2.6	3.8	93
CBS MORN. NEWS 1 C	2792	174	1.3	6.2	78	162	1.4	5.8	87	254	1.5	9.1	87	*45	0.7	1.6	40
CBS MORN. NEWS 2 C	2071	165	1.2	8.0	99	118	1.1	5.7	85	166	1.0	8.0	77	*85	1.3	4.1	102
DAYS OF OUR LIVES N	8018	542	4.0	6.8	84	607	5.4	7.6	114	966	5.5	12.0	116	297	4.4	3.7	92
FACTS OF LIFE - DAYTIME N	3487	187	1.4	5.4	67	147	1.3	4.2	63	305	1.7	8.7	84	*103	1.5	3.0	73
FAMILY FEUD A	4817	283	2.1	5.9	73	331	3.0	6.9	103	459	2.6	9.5	91	153	2.3	3.2	79
GENERAL HOSPITAL A	8333	572	4.2	6.9	85	563	5.0	6.8	101	953	5.5	11.4	110	355	5.2	4.3	105
GOOD MORNING, AMERICA-730 A	5472	365	2.7	6.7	83	346	3.1	6.3	95	632	3.6	11.5	111	201	3.0	3.7	91
GOOD MORNING, AMERICA-830 A	3965	264	2.0	6.7	83	257	2.3	6.5	97	347	2.0	8.8	84	148	2.2	3.7	92
GUIDING LIGHT C	7542	619	4.6	8.2	102	371	3.3	4.9	74	637	3.6	8.4	81	250	3.7	3.3	82
ONE LIFE TO LIVE A	6018	424	3.1	7.0	88	453	4.1	7.5	113	649	3.7	10.8	104	248	3.7	4.1	102
PRESS YOUR LUCK C	3589	263	2.0	7.3	91	252	2.3	7.0	105	382	2.2	10.6	102	164	2.4	4.6	113
PRICE IS RIGHT 1 C	7418	482	3.6	6.5	81	453	4.1	6.1	92	625	3.6	8.4	81	222	3.3	3.0	74
PRICE IS RIGHT 2 C	8276	537	4.0	6.5	81	496	4.4	6.0	90	696	4.0	8.4	81	222	3.3	2.7	66
RYAN'S HOPE A	4358	333	2.5	7.6	95	418	3.7	9.6	144	502	2.9	11.5	111	240	3.5	5.5	136
SALE OF THE CENTURY N	3749	201	1.5	5.4	67	170	1.5	4.5	68	290	1.7	7.7	74	*94	1.4	2.5	62
SEARCH FOR TOMORROW N	2884	198	1.5	6.9	85	214	1.9	7.4	111	262	1.5	9.1	87	*197	2.9	6.8	169
TODAY SHOW 1 N	4869	458	3.4	9.4	117	312	2.8	6.4	96	477	2.7	9.8	94	217	3.2	4.5	110
TODAY SHOW 2 N	4135	328	2.4	7.9	99	230	2.1	5.6	83	329	1.9	8.0	76	173	2.6	4.2	104
$25,000 PYRAMID C	4361	313	2.3	7.2	89	294	2.6	6.7	101	421	2.4	9.7	93	161	2.4	3.7	91
WHEEL OF FORTUNE N	6187	446	3.3	7.2	90	378	3.4	6.1	92	474	2.7	7.7	74	154	2.3	2.5	62
YOUNG AND THE RESTLESS C	8186	574	4.3	7.0	87	477	4.3	5.8	87	706	4.0	8.6	83	250	3.7	3.1	76
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	377	2.8	8.0	99	281	2.5	5.9	89	462	2.6	9.8	94	*146	2.2	3.1	76
NBA PLAYOFF GAME -1 C	5127	450	3.3	8.8	109	407	3.6	7.9	119	554	3.2	10.8	104	193	2.8	3.8	93
NBC MAJOR LEAGUE PRE-GAME N	3945	*320	2.4	8.1	101	*323	2.9	8.2	123	446	2.6	11.3	109	**228	3.4	5.8	143
SPORTSWORLD - SUN N	3370	353	2.6	10.5	130	247	2.2	7.3	110	336	1.9	10.0	96	*162	2.4	4.8	119
SUNDAY MORNING C	4200	468	3.5	11.1	139	289	2.6	6.9	103	461	2.6	11.0	105	*224	3.3	5.3	132

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		TOTAL U.S. '000	3 MOUNDS A '000	3 MOUNDS B % DOWN	3 MOUNDS C % ACROSS	3 MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	NESTLE MILK CHOCOLATE A '000	NESTLE MILK CHOCOLATE B % DOWN	NESTLE MILK CHOCOLATE C % ACROSS	NESTLE MILK CHOCOLATE D INDX
TOTAL ADULTS		167727	13471	100.0	8.0	100	11182	100.0	6.7	100	17473	100.0	10.4	100	6777	100.0	4.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3710	27.5	7.1	88	3040	27.2	5.8	87	4843	27.7	9.3	89	1835	27.1	3.5	87
NETWORK AFFILIATES - LATE		39164	3153	23.4	8.1	100	2651	23.7	6.8	102	4148	23.7	10.6	102	1670	24.6	4.3	106
INDEPENDENTS - LATE		5133	410	3.0	8.0	99	328	2.9	6.4	96	601	3.4	11.7	112	302	4.5	5.9	146
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1852	13.7	8.1	101	1618	14.5	7.1	106	2363	13.5	10.4	99	909	13.4	4.0	99
ABC MONDAY NIGHT MOVIE	A	11258	787	5.8	7.0	87	671	6.0	6.0	89	1177	6.7	10.5	100	454	6.7	4.0	100
ABC SUNDAY NIGHT MOVIE	A	23600	1994	14.8	8.4	105	1541	13.8	6.5	98	2607	14.9	11.0	106	1045	15.4	4.4	110
ABC WORLD NEWS TONIGHT	A	12801	841	6.2	6.6	82	865	7.7	6.8	101	1345	7.7	10.5	101	450	6.6	3.5	87
AFTERMASH	C	10966	769	5.7	7.0	87	778	7.0	7.1	106	1046	6.0	9.5	92	*368	5.4	3.4	83
ALICE	C	17050	1275	9.5	7.5	93	1078	9.6	6.3	95	1466	8.4	8.6	83	687	10.1	4.0	100
AMERICAN PARADE	C	11998	947	7.0	7.9	98	657	5.9	5.5	82	1005	5.8	8.4	80	364	5.4	3.0	75
BENSON	A	19258	1333	9.9	6.9	86	1227	11.0	6.4	96	1992	11.4	10.3	99	587	8.7	3.0	75
BLUE THUNDER	A	11478	888	6.6	7.7	96	849	7.6	7.4	111	1270	7.3	11.1	106	465	6.9	4.1	100
CAGNEY & LACEY	C	18243	1670	12.4	9.1	114	1223	10.9	6.7	100	1849	10.6	10.1	97	629	9.3	3.4	85
CBS EVENING NEWS-DEAN	C	7733	430	3.2	5.6	69	311	2.8	4.0	60	524	3.0	6.8	65	*192	2.8	2.5	61
CBS EVENING NEWS-RATHER	C	15653	1148	8.5	7.3	91	765	6.8	4.9	73	1407	8.1	9.0	86	528	7.8	3.4	83
CBS SAT. NEWS-SCHIEFFER	C	8744	643	4.8	7.4	92	546	4.9	6.2	94	751	4.3	8.6	82	247	3.6	2.8	70
CBS SATURDAY NIGHT MOVIE	C	13000	983	7.3	8.2	102	894	8.0	7.4	112	1260	7.2	10.5	101	551	8.1	4.6	114
CBS WEDNESDAY NIGHT MOVIE	C	11522	877	6.5	7.6	95	712	6.4	6.2	93	1166	6.7	10.1	97	511	7.5	4.4	110
CHEERS	N	16818	1388	10.3	8.3	103	1007	9.0	6.0	90	2007	11.5	11.9	115	639	9.4	3.8	94
DALLAS	C	37510	2832	21.0	7.5	94	2402	21.5	6.4	96	3647	20.9	9.7	93	1151	17.0	3.1	76
DIFF'RENT STROKES	N	11258	774	5.7	6.9	86	694	6.2	6.2	92	1148	6.6	10.2	98	386	5.7	3.4	85
DOUBLE TROUBLE	N	12248	930	6.9	7.6	95	851	7.6	6.9	104	1425	8.2	11.6	112	651	9.6	5.3	132
DUCK FACTORY	N	11100	1020	7.6	9.2	114	648	5.8	5.8	88	1278	7.3	11.5	111	459	6.8	4.1	102
DUKES OF HAZZARD	C	12353	1030	7.6	8.3	104	718	6.4	5.8	87	1204	6.9	9.7	94	658	9.7	5.3	132
DYNASTY	A	33279	2699	20.0	8.1	101	2342	20.9	7.0	106	3454	19.8	10.4	100	1187	17.5	3.6	88
FACTS OF LIFE	N	13410	1056	7.8	7.9	98	802	7.2	6.0	90	1282	7.3	9.6	92	569	8.4	4.2	105
FALCON CREST	C	31093	2269	16.8	7.3	91	1962	17.5	6.3	95	3180	18.2	10.2	98	978	14.4	3.1	78
FALL GUY	A	18649	1519	11.3	8.1	101	1371	12.3	7.4	110	2033	11.6	10.9	105	831	12.3	4.5	110
FAMILY TIES	N	13101	903	6.7	6.9	86	730	6.5	5.6	84	1588	9.1	12.1	116	483	7.1	3.7	91
FANTASY ISLAND	A	13069	1013	7.5	7.8	97	840	7.5	6.4	96	1471	8.4	11.3	108	536	7.9	4.1	102
FOULUPS, BLEEPS & BLUNDERS	A	16588	1267	9.4	7.6	95	909	8.1	5.5	82	1633	9.3	9.8	94	612	9.0	3.7	91
FOUR SEASONS	C	9302	651	4.8	7.0	87	668	6.0	7.2	108	976	5.6	10.5	101	*254	3.7	2.7	68
GIMME A BREAK	N	13955	955	7.1	6.8	85	786	7.0	5.6	84	1492	8.5	10.7	103	490	7.2	3.5	87
HART TO HART	A	15735	1241	9.2	7.9	98	982	8.8	6.2	94	1684	9.6	10.7	103	582	8.6	3.7	92
HILL STREET BLUES	N	18257	1590	11.8	8.7	108	1168	10.4	6.4	96	2121	12.1	11.6	112	723	10.7	4.0	98
HOTEL	A	24236	1717	12.7	7.1	88	1551	13.9	6.4	96	2413	13.8	10.0	96	839	12.4	3.5	86
JEFFERSONS	C	17010	1290	9.6	7.6	94	1031	9.2	6.1	91	1401	8.0	8.2	79	610	9.0	3.6	89
JENNIFER SLEPT HERE	N	9397	719	5.3	7.7	95	482	4.3	5.1	77	904	5.2	9.6	92	*288	4.2	3.1	76
KATE & ALLIE	C	16762	1331	9.9	7.9	99	1098	9.8	6.6	98	1798	10.3	10.7	103	552	8.1	3.3	82
KNIGHT RIDER	N	13164	1084	8.0	8.2	103	1042	9.3	7.9	119	1705	9.8	13.0	124	640	9.4	4.9	120
LOVE BOAT	A	20400	1566	11.6	7.7	96	1222	10.9	6.0	90	1894	10.8	9.3	89	799	11.8	3.9	97
MAGNUM PI	C	22543	1774	13.2	7.9	98	1362	12.2	6.0	91	2196	12.6	9.7	94	910	13.4	4.0	100
MAMA'S FAMILY	N	9852	741	5.5	7.5	94	650	5.8	6.6	99	1029	5.9	10.4	100	453	6.7	4.6	114
MASTER, THE	N	8082	735	5.5	9.1	113	618	5.5	7.6	115	898	5.1	11.1	107	363	5.4	4.5	111
MATT HOUSTON	A	12881	1107	8.2	8.6	107	856	7.7	6.6	100	1336	7.6	10.4	100	578	8.5	4.5	111
NBC MONDAY NIGHT MOVIE	N	23889	1961	14.6	8.2	102	1766	15.8	7.4	111	2833	16.2	11.9	114	1016	15.0	4.3	105
NBC NIGHTLY NEWS	N	11156	952	7.1	8.5	106	792	7.1	7.1	106	1130	6.5	10.1	97	455	6.7	4.1	101
NBC NIGHTLY NEWS-SAT	N	7363	439	3.3	6.0	74	512	4.6	7.0	104	585	3.3	7.9	76	*235	3.5	3.2	79
NBC NIGHTLY NEWS-SUN	N	6214	354	2.6	5.7	71	327	2.9	5.3	79	418	2.4	6.7	65	*254	3.7	4.1	101
NBC SUNDAY NIGHT MOVIE	N	17590	1407	10.4	8.0	100	1472	13.2	8.4	126	2115	12.1	12.0	115	771	11.4	4.4	108
NEWHART	C	16740	1392	10.3	8.3	104	1130	10.1	6.8	101	1787	10.2	10.7	102	465	6.9	2.8	69
ONE DAY AT A TIME	C	11820	1032	7.7	8.7	109	715	6.4	6.0	91	1249	7.1	10.6	101	536	7.9	4.5	112
PEOPLE ARE FUNNY	N	9138	774	5.7	8.5	105	512	4.6	5.6	84	963	5.5	10.5	101	345	5.1	3.8	93
REAL PEOPLE	N	15979	1137	8.4	7.1	89	897	8.0	5.6	84	1473	8.4	9.2	88	636	9.4	4.0	99
REMINGTON STEELE	N	14395	1122	8.3	7.8	97	954	8.5	6.6	99	1595	9.1	11.1	106	522	7.7	3.6	90
RIPLEY'S BELIEVE IT - NOT	A	11362	955	7.1	8.4	105	780	7.0	6.9	103	1238	7.1	10.9	105	538	7.9	4.7	117
RIPTIDE	N	13920	1177	8.7	8.5	105	1057	9.5	7.6	114	1552	8.9	11.1	107	569	8.4	4.1	101
SCARECROW & MRS. KING	C	17571	1415	10.5	8.1	100	1114	10.0	6.3	95	1727	9.9	9.8	94	582	8.6	3.3	82
SIMON & SIMON	C	20208	1575	11.7	7.8	97	1184	10.6	5.9	88	1813	10.4	9.0	86	832	12.3	4.1	102
60 MINUTES	C	27668	1896	14.1	6.9	85	1436	12.8	5.2	78	2386	13.7	8.6	83	787	11.6	2.8	70
ST. ELSEWHERE	N	13699	1223	9.1	8.9	111	897	8.0	6.5	98	1616	9.2	11.8	113	553	8.2	4.0	100
THREE'S COMPANY	A	20632	1578	11.7	7.6	95	1250	11.2	6.1	91	2099	12.0	10.2	98	785	11.6	3.8	94
T.J. HOOKER	A	17136	1461	10.8	8.5	106	1080	9.7	6.3	95	1588	9.1	9.3	89	610	9.0	3.6	88
TONIGHT SHOW	N	4963	439	3.3	8.8	110	311	2.8	6.3	94	626	3.6	12.6	121	183	2.7	3.7	91
TRAPPER JOHN, M.D.	C	16332	1186	8.8	7.3	90	1051	9.4	6.4	97	1603	9.2	9.8	94	614	9.1	3.8	93
TV BLOOPERS & PRAC. JOKES	N	18881	1560	11.6	8.3	103	1214	10.9	6.4	96	2005	11.5	10.6	102	681	10.0	3.6	89
20/20	A	18315	1339	9.9	7.3	91	1088	9.7	5.9	89	2082	11.9	11.4	109	760	11.2	4.1	103
WEBSTER	A	18722	1296	9.6	6.9	86	1148	10.3	6.1	92	1972	11.3	10.5	101	546	8.1	2.9	72
WORLD NEWS - SUN	A	5327	398	3.0	7.5	93	351	3.1	6.6	99	505	2.9	9.5	91	*182	2.7	3.4	85
YELLOW ROSE	N	8370	825	6.1	9.9	123	560	5.0	6.7	100	808	4.6	9.7	93	283	4.2	3.4	84
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2291	17.0	8.9	110	1911	17.1	7.4	111	2851	16.3	11.0	106	1135	16.7	4.4	109
BASKETBALL - COLLEGE GAMES		14468	1277	9.5	8.8	110	1290	11.5	8.9	134	1832	10.5	12.7	122	555	8.2	3.8	95
BASKETBALL - PRO GAMES		12124	1169	8.7	9.6	120	1139	10.2	9.4	141	1524	8.7	12.6	121	*374	5.5	3.1	76
BOWLING		9412	1093	8.1	11.6	145	597	5.3	6.3	95	1059	6.1	11.3	108	*408	6.0	4.3	107
BOXING		15409	1525	11.3	9.9	123	1109	9.9	7.2	108	1867	10.7	12.1	116	590	8.7	3.8	95
FOOTBALL - COLLEGE GAMES		21400	1971	14.6	9.2	115	1718	15.4	8.0	120	2452	14.0	11.5	110	775	11.4	3.6	90
FOOTBALL - PRO GAMES		35944	3410	25.3	9.5	118	2990	26.7	8.3	125	4965	28.4	13.8	133	1509	22.3	4.2	104
GOLF		9759	884	6.6	9.1	113	600	5.4	6.1	92	1179	6.7	12.1	116	*431	6.4	4.4	109
POST-SEASON COLL. FOOTBALL		18123	1760	13.1	9.7	121	1665	14.9	9.2	138	2338	13.4	12.9	124	787	11.6	4.3	107
POST-SEASON PRO FOOTBALL		22091	2143	15.9	9.7	121	1811	16.2	8.2	123	3105	17.8	14.1	135	1152	17.0	5.2	129
TENNIS		6764	731	5.4	10.8	135	506	4.5	7.5	112	889	5.1	13.1	126	**229	3.4	3.4	84
WRESTLING - PROFESSIONAL		9695	1080	8.0	11.1	139	857	7.7	8.8	133	1460	8.4	15.1	145	*526	7.8	5.4	134

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	OH HENRY A '000	OH HENRY B % DOWN	OH HENRY C % ACROSS	OH HENRY D INDX	$100,000 BAR A '000	$100,000 BAR B % DOWN	$100,000 BAR C % ACROSS	$100,000 BAR D INDX	PAY DAY A '000	PAY DAY B % DOWN	PAY DAY C % ACROSS	PAY DAY D INDX	RAISINETS A '000	RAISINETS B % DOWN	RAISINETS C % ACROSS	RAISINETS D INDX
TOTAL ADULTS	167727	3597	100.0	2.1	100	6419	100.0	3.8	100	6969	100.0	4.2	100	4928	100.0	2.9	100
MALES	79263	2165	60.2	2.7	127	3012	46.9	3.8	99	3420	49.1	4.3	104	2000	40.6	2.5	86
FEMALES	88464	1432	39.8	1.6	75	3407	53.1	3.9	101	3549	50.9	4.0	97	2928	59.4	3.3	113
18 - 24	28671	843	23.4	2.9	137	2538	39.5	8.9	231	1724	24.7	6.0	145	1378	28.0	4.8	164
25 - 34	39536	979	27.2	2.5	115	1977	30.8	5.0	131	2526	36.2	6.4	154	1536	31.2	3.9	132
35 - 44	28978	643	17.9	2.2	103	810	12.6	2.8	73	1207	17.3	4.2	100	877	17.8	3.0	103
45 - 54	22345	*436	12.1	2.0	91	*543	8.5	2.4	63	717	10.3	3.2	77	629	12.8	2.8	96
55 - 64	22224	*326	9.1	1.5	68	*247	3.8	1.1	29	*398	5.7	1.8	43	*262	5.3	1.2	40
65 OR OLDER	25973	*371	10.3	1.4	67	*305	4.8	1.2	31	*398	5.7	1.5	37	*246	5.0	0.9	32
18 - 34	68207	1821	50.6	2.7	124	4515	70.3	6.6	173	4250	61.0	6.2	150	2914	59.1	4.3	145
18 - 49	108058	2688	74.7	2.5	116	5649	88.0	5.2	137	5783	83.0	5.4	129	4116	83.5	3.8	130
25 - 54	90859	2058	57.2	2.3	106	3329	51.9	3.7	96	4450	63.9	4.9	118	3043	61.7	3.3	114
35 - 49	39851	866	24.1	2.2	101	1134	17.7	2.8	74	1534	22.0	3.8	93	1203	24.4	3.0	103
50 OR OLDER	59669	909	25.3	1.5	71	770	12.0	1.3	34	1186	17.0	2.0	48	812	16.5	1.4	46
GRADUATED COLLEGE	28091	588	16.3	2.1	98	857	13.4	3.1	80	839	12.0	3.0	72	844	17.1	3.0	102
ATTENDED COLLEGE	28938	*477	13.3	1.6	77	1293	20.1	4.5	117	1329	19.1	4.6	111	1043	21.2	3.6	123
GRADUATED HIGH SCHOOL	65503	1633	45.4	2.5	116	2968	46.2	4.5	118	3278	47.0	5.0	120	2019	41.0	3.1	105
DID NOT GRADUATE HIGH SCHOOL	45195	898	25.0	2.0	93	1301	20.3	2.9	75	1524	21.9	3.4	81	1023	20.8	2.3	77
EMPLOYED MALES	56429	1499	41.7	2.7	124	2319	36.1	4.1	107	2485	35.7	4.4	106	1618	32.8	2.9	98
EMPLOYED FEMALES	43971	731	20.3	1.7	78	1865	29.1	4.2	111	1810	26.0	4.1	99	1686	34.2	3.8	131
EMPLOYED FULL-TIME	87773	1923	53.5	2.2	102	3245	50.6	3.7	97	3898	55.9	4.4	107	2923	59.3	3.3	113
EMPLOYED PART-TIME	12627	**308	8.6	2.4	114	939	14.6	7.4	194	*397	5.7	3.1	76	*381	7.7	3.0	103
NOT EMPLOYED	67327	1367	38.0	2.0	95	2236	34.8	3.3	87	2675	38.4	4.0	96	1624	33.0	2.4	82
PROFESSIONAL/MANAGER	25845	566	15.7	2.2	102	745	11.6	2.9	75	1038	14.9	4.0	97	815	16.5	3.2	107
TECH/CLERICAL/SALES	30895	744	20.7	2.4	112	1267	19.7	4.1	107	1526	21.9	4.9	119	1184	24.0	3.8	130
PRECISION/CRAFT	12629	**240	6.7	1.9	89	623	9.7	4.9	129	509	7.3	4.0	97	*410	8.3	3.2	110
OTHER EMPLOYED	31031	681	18.9	2.2	102	1549	24.1	5.0	130	1222	17.5	3.9	95	895	18.2	2.9	98
SINGLE	35557	1043	29.0	2.9	137	2611	40.7	7.3	192	1802	25.9	5.1	122	1549	31.4	4.4	148
MARRIED	103585	2077	57.7	2.0	93	3281	51.1	3.2	83	4229	60.7	4.1	98	2601	52.8	2.5	85
DIVORCED/SEPARATED/WIDOWED	28585	476	13.2	1.7	78	527	8.2	1.8	48	939	13.5	3.3	79	778	15.8	2.7	93
PARENTS	59295	1353	37.6	2.3	106	2614	40.7	4.4	115	3284	47.1	5.5	133	2078	42.2	3.5	119
WHITE	146081	2920	81.2	2.0	93	5643	87.9	3.9	101	5700	81.8	3.9	94	4274	86.7	2.9	100
BLACK	17974	*627	17.4	3.5	163	701	10.9	3.9	102	1129	16.2	6.3	151	631	12.8	3.5	119
OTHER	3672	**50	1.4	1.4	63	**75	1.2	2.0	53	**140	2.0	3.8	92	**23	0.5	0.6	21
NORTHEAST-CENSUS	37005	846	23.5	2.3	107	1483	23.1	4.0	105	629	9.0	1.7	41	1630	33.1	4.4	150
NORTH CENTRAL	42642	1291	35.9	3.0	141	1877	29.2	4.4	115	2104	30.2	4.9	119	1109	22.5	2.6	89
SOUTH	56777	842	23.4	1.5	69	2245	35.0	4.0	103	2496	35.8	4.4	106	1283	26.0	2.3	77
WEST	31303	617	17.2	2.0	92	814	12.7	2.6	68	1741	25.0	5.6	134	906	18.4	2.9	99
NORTHEAST-MKTG.	38125	838	23.3	2.2	102	1391	21.7	3.6	95	583	8.4	1.5	37	1472	29.9	3.9	131
EAST CENTRAL	24794	630	17.5	2.5	118	1199	18.7	4.8	126	1347	19.3	5.4	131	834	16.9	3.4	114
WEST CENTRAL	28511	893	24.8	3.1	146	1154	18.0	4.0	106	1260	18.1	4.4	106	758	15.4	2.7	90
SOUTH	48953	*750	20.9	1.5	71	2006	31.3	4.1	107	2254	32.3	4.6	111	1088	22.1	2.2	76
PACIFIC	27344	*486	13.5	1.8	83	*670	10.4	2.5	64	1526	21.9	5.6	134	777	15.8	2.8	97
COUNTY SIZE A	69301	1630	45.3	2.4	110	2437	38.0	3.5	92	2493	35.8	3.6	87	2712	55.0	3.9	133
COUNTY SIZE B	50633	973	27.1	1.9	90	2258	35.2	4.5	117	2309	33.1	4.6	110	1280	26.0	2.5	86
COUNTY SIZE C	26259	*457	12.7	1.7	81	908	14.1	3.5	90	1162	16.7	4.4	107	619	12.6	2.4	80
COUNTY SIZE D	21534	*536	14.9	2.5	116	816	12.7	3.8	99	1006	14.4	4.7	112	*318	6.5	1.5	50
METRO CENTRAL CITY	50014	1316	36.6	2.6	123	2198	34.2	4.4	115	2142	30.7	4.3	103	1771	35.9	3.5	121
METRO SUBURBAN	76832	1433	39.8	1.9	87	2719	42.4	3.5	92	2861	41.1	3.7	90	2428	49.3	3.2	108
NON METRO	40881	847	23.5	2.1	97	1502	23.4	3.7	96	1966	28.2	4.8	116	728	14.8	1.8	61
TOP 5 ADI'S	39550	997	27.7	2.5	118	1469	22.9	3.7	97	1399	20.1	3.5	85	1805	36.6	4.6	155
TOP 10 ADI'S	54877	1304	36.3	2.4	111	1963	30.6	3.6	93	1739	25.0	3.2	76	2183	44.3	4.0	135
TOP 20 ADI'S	77516	1659	46.1	2.1	100	2727	42.5	3.5	92	2716	39.0	3.5	84	2970	60.3	3.8	130
HSHLD INC. $50,000 OR MORE	17257	*418	11.6	2.4	113	778	12.1	4.5	118	*569	8.2	3.3	79	*481	9.8	2.8	95
$40,000 OR MORE	33235	747	20.8	2.2	105	1603	25.0	4.8	126	1196	17.2	3.6	87	909	18.4	2.7	93
$30,000 OR MORE	59693	1188	33.0	2.0	93	2547	39.7	4.3	111	2408	34.6	4.0	97	1705	34.6	2.9	97
$25,000 OR MORE	76275	1666	46.3	2.2	102	3219	50.1	4.2	110	3047	43.7	4.0	96	2254	45.7	3.0	101
$20,000 - $24,999	18607	*384	10.7	2.1	96	*513	8.0	2.8	72	775	11.1	4.2	100	*513	10.4	2.8	94
$15,000 - $19,999	17175	*265	7.4	1.5	72	577	9.0	3.4	88	802	11.5	4.7	112	*580	11.8	3.4	115
$10,000 - $14,999	24569	534	14.8	2.2	101	1062	16.5	4.3	113	1005	14.4	4.1	98	757	15.4	3.1	105
UNDER $10,000	31101	748	20.8	2.4	112	1048	16.3	3.4	88	1340	19.2	4.3	104	824	16.7	2.6	90
HOUSEHOLD OF 1 PERSON	19441	360	10.0	1.9	86	474	7.4	2.4	64	515	7.4	2.6	64	401	8.1	2.1	70
2 PEOPLE	51803	868	24.1	1.7	78	1514	23.6	2.9	76	1822	26.1	3.5	85	1335	27.1	2.6	88
3 OR 4 PEOPLE	66933	1521	42.3	2.3	106	2953	46.0	4.4	115	2928	42.0	4.4	105	2189	44.4	3.3	111
5 OR MORE PEOPLE	29550	848	23.6	2.9	134	1479	23.0	5.0	131	1705	24.5	5.8	139	1002	20.3	3.4	115
NO CHILD IN HSHLD	96587	1772	49.3	1.8	86	3124	48.7	3.2	85	2999	43.0	3.1	75	2250	45.7	2.3	79
CHILD(REN) UNDER 2 YRS	10844	*292	8.1	2.7	126	617	9.6	5.7	149	887	12.7	8.2	197	*372	7.5	3.4	117
2 - 5 YEARS	26358	560	15.6	2.1	99	1267	19.7	4.8	126	1770	25.4	6.7	162	1041	21.1	3.9	134
6 - 11 YEARS	30453	814	22.6	2.7	125	1361	21.2	4.5	117	2022	29.0	6.6	160	1104	22.4	3.6	123
12 - 17 YEARS	36575	992	27.6	2.7	126	1719	26.8	4.7	123	1723	24.7	4.7	113	1317	26.7	3.6	123
RESIDENCE OWNED	117770	2389	66.4	2.0	95	4045	63.0	3.4	90	4627	66.4	3.9	95	2862	58.1	2.4	83
VALUE: $50,000 OR MORE	70166	1406	39.1	2.0	93	2583	40.2	3.7	96	2561	36.7	3.6	88	1689	34.3	2.4	82
VALUE: UNDER $50,000	47604	983	27.3	2.1	96	1463	22.8	3.1	80	2066	29.6	4.3	104	1173	23.8	2.5	84

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	OH HENRY A '000	OH HENRY B % DOWN	OH HENRY C % ACROSS	OH HENRY D INDX	$100,000 BAR A '000	$100,000 BAR B % DOWN	$100,000 BAR C % ACROSS	$100,000 BAR D INDX	PAY DAY A '000	PAY DAY B % DOWN	PAY DAY C % ACROSS	PAY DAY D INDX	RAISINETS A '000	RAISINETS B % DOWN	RAISINETS C % ACROSS	RAISINETS D INDX
TOTAL ADULTS		167727	3597	100.0	2.1	100	6419	100.0	3.8	100	6969	100.0	4.2	100	4928	100.0	2.9	100
MAGAZINES	QUINTILE 1	34022	897	24.9	2.6	123	1610	25.1	4.7	124	1963	28.2	5.8	139	1288	26.1	3.8	129
	QUINTILE 2	34800	781	21.7	2.2	105	1354	21.1	3.9	102	1588	22.8	4.6	110	1185	24.0	3.4	116
	QUINTILE 3	30514	666	18.5	2.2	102	1261	19.6	4.1	108	1040	14.9	3.4	82	955	19.4	3.1	107
	QUINTILE 4	33324	665	18.5	2.0	93	1143	17.8	3.4	90	1297	18.6	3.9	94	764	15.5	2.3	78
	QUINTILE 5	35066	*588	16.3	1.7	78	1052	16.4	3.0	78	1082	15.5	3.1	74	737	15.0	2.1	72
NEWSPAPERS	QUINTILE 1	29107	798	22.2	2.7	128	1024	16.0	3.5	92	1074	15.4	3.7	89	868	17.6	3.0	101
	QUINTILE 2	49095	1088	30.2	2.2	103	1601	24.9	3.3	85	2000	28.7	4.1	98	1427	29.0	2.9	99
	QUINTILE 3	23107	650	18.1	2.8	131	1300	20.3	5.6	147	1079	15.5	4.7	112	949	19.3	4.1	140
	QUINTILE 4	33556	*495	13.8	1.5	69	1403	21.9	4.2	109	1301	18.7	3.9	93	985	20.0	2.9	100
	QUINTILE 5	32863	565	15.7	1.7	80	1092	17.0	3.3	87	1516	21.8	4.6	111	700	14.2	2.1	72
OUTDOOR	QUINTILE 1	33431	940	26.1	2.8	131	1655	25.8	5.0	129	1963	28.2	5.9	141	1151	23.4	3.4	117
	QUINTILE 2	33478	699	19.4	2.1	97	1303	20.3	3.9	102	1547	22.2	4.6	111	1079	21.9	3.2	110
	QUINTILE 3	33574	708	19.7	2.1	98	1220	19.0	3.6	95	1391	20.0	4.1	100	1039	21.1	3.1	105
	QUINTILE 4	33935	737	20.5	2.2	101	1077	16.8	3.2	83	1189	17.1	3.5	84	974	19.8	2.9	98
	QUINTILE 5	33310	513	14.3	1.5	72	1164	18.1	3.5	91	880	12.6	2.6	64	686	13.9	2.1	70
RADIO-DRIVE TIME	QUINTILE 1	33136	813	22.6	2.5	114	1370	21.3	4.1	108	1530	22.0	4.6	111	1031	20.9	3.1	106
	QUINTILE 2	31658	559	15.5	1.8	82	1151	17.9	3.6	95	1338	19.2	4.2	102	927	18.8	2.9	100
	QUINTILE 3	32541	758	21.1	2.3	109	1429	22.3	4.4	115	1295	18.6	4.0	96	1185	24.0	3.6	124
	QUINTILE 4	34247	808	22.5	2.4	110	1410	22.0	4.1	108	1677	24.1	4.9	118	972	19.7	2.8	97
	QUINTILE 5	36144	659	18.3	1.8	85	1060	16.5	2.9	77	1129	16.2	3.1	75	813	16.5	2.2	77
RADIO-MID-DAY	TERCILE 1	45037	1085	30.2	2.4	112	1763	27.5	3.9	102	2097	30.1	4.7	112	1670	33.9	3.7	126
	TERCILE 2	44819	916	25.5	2.0	95	2006	31.3	4.5	117	2012	28.9	4.5	108	1330	27.0	3.0	101
	TERCILE 3	77872	1595	44.3	2.0	96	2650	41.3	3.4	89	2861	41.1	3.7	88	1928	39.1	2.5	84
RADIO-TOTAL	QUINTILE 1	33763	846	23.5	2.5	117	1338	20.8	4.0	104	1640	23.5	4.9	117	1190	24.1	3.5	120
	QUINTILE 2	33240	760	21.1	2.3	107	1563	24.3	4.7	123	1603	23.0	4.8	116	1115	22.6	3.4	114
	QUINTILE 3	33408	703	19.5	2.1	98	1253	19.5	3.8	98	1230	17.6	3.7	89	946	19.2	2.8	96
	QUINTILE 4	34792	654	18.2	1.9	88	1247	19.4	3.6	94	1478	21.2	4.2	102	1065	21.6	3.1	104
	QUINTILE 5	32524	634	17.6	1.9	91	1018	15.9	3.1	82	1019	14.6	3.1	75	611	12.4	1.9	64
TV-PRIME TIME	QUINTILE 1	33090	630	17.5	1.9	89	1382	21.5	4.2	109	1162	16.7	3.5	85	1080	21.9	3.3	111
	QUINTILE 2	33357	668	18.6	2.0	93	1204	18.8	3.6	94	1303	18.7	3.9	94	984	20.0	2.9	100
	QUINTILE 3	33980	648	18.0	1.9	89	1329	20.7	3.9	102	1526	21.9	4.5	108	1003	20.4	3.0	100
	QUINTILE 4	33854	757	21.0	2.2	104	1228	19.1	3.6	95	1278	18.3	3.8	91	1038	21.1	3.1	104
	QUINTILE 5	33444	894	24.9	2.7	125	1276	19.9	3.8	100	1701	24.4	5.1	122	824	16.7	2.5	84
TV-DAYTIME	TERCILE 1	49121	1134	31.5	2.3	108	1954	30.4	4.0	104	2192	31.5	4.5	107	1534	31.1	3.1	106
	TERCILE 2	48823	1000	27.8	2.0	96	2016	31.4	4.1	108	1828	26.2	3.7	90	1569	31.8	3.2	109
	TERCILE 3	69782	1463	40.7	2.1	98	2449	38.2	3.5	92	2949	42.3	4.2	102	1825	37.0	2.6	89
TV-TOTAL	QUINTILE 1	33584	675	18.8	2.0	94	1339	20.9	4.0	104	1132	16.2	3.4	81	889	18.0	2.6	90
	QUINTILE 2	33441	597	16.6	1.8	83	1109	17.3	3.3	87	1337	19.2	4.0	96	1221	24.8	3.7	124
	QUINTILE 3	33505	734	20.4	2.2	102	1430	22.3	4.3	112	1378	19.8	4.1	99	950	19.3	2.8	97
	QUINTILE 4	33466	678	18.8	2.0	94	1206	18.8	3.6	94	1397	20.0	4.2	100	975	19.8	2.9	99
	QUINTILE 5	33731	913	25.4	2.7	126	1334	20.8	4.0	103	1725	24.8	5.1	123	893	18.1	2.6	90
MAGAZINES-NEWSPAPERS: DUAL		44503	1210	33.6	2.7	127	1826	28.4	4.1	107	2117	30.4	4.8	114	1471	29.8	3.3	113
MAGAZINE IMPERATIVE		39363	787	21.9	2.0	93	1864	29.0	4.7	124	1970	28.3	5.0	120	1416	28.7	3.6	122
NEWSPAPER IMPERATIVE		46441	1050	29.2	2.3	105	1544	24.1	3.3	87	1608	23.1	3.5	83	1222	24.8	2.6	90
MAGAZINES-OUTDOOR: DUAL		33726	806	22.4	2.4	111	1586	24.7	4.7	123	1863	26.7	5.5	133	1288	26.1	3.8	130
MAGAZINE IMPERATIVE		52846	1163	32.3	2.2	103	2068	32.2	3.9	102	2176	31.2	4.1	99	1622	32.9	3.1	104
OUTDOOR IMPERATIVE		52140	1129	31.4	2.2	101	1978	30.8	3.8	99	2201	31.6	4.2	102	1395	28.3	2.7	91
MAGAZINES-RADIO: DUAL		37081	981	27.3	2.6	123	1718	26.8	4.6	121	2070	29.7	5.6	134	1170	23.7	3.2	107
MAGAZINE IMPERATIVE		49747	1150	32.0	2.3	108	2016	31.4	4.1	106	2164	31.1	4.4	105	1744	35.4	3.5	119
RADIO IMPERATIVE		49208	1034	28.7	2.1	98	1942	30.3	3.9	103	1777	25.5	3.6	87	1457	29.6	3.0	101
MAGAZINES-TELEVISION: DUAL		33103	799	22.2	2.4	113	1231	19.2	3.7	97	1447	20.8	4.4	105	1029	20.9	3.1	106
MAGAZINE IMPERATIVE		54575	1292	35.9	2.4	110	2395	37.3	4.4	115	2709	38.9	5.0	119	1902	38.6	3.5	119
TELEVISION IMPERATIVE		53249	863	24.0	1.6	76	1827	28.5	3.4	90	1711	24.6	3.2	77	1388	28.2	2.6	89
NEWSPAPERS-OUTDOOR: DUAL		36255	1013	28.2	2.8	130	1540	24.0	4.2	111	1743	25.0	4.8	116	1331	27.0	3.7	125
NEWSPAPER IMPERATIVE		55591	1312	36.5	2.4	110	1788	27.9	3.2	84	1914	27.5	3.4	83	1524	30.9	2.7	93
OUTDOOR IMPERATIVE		48319	853	23.7	1.8	82	2129	33.2	4.4	115	2490	35.7	5.2	124	1497	30.4	3.1	105
NEWSPAPERS-RADIO: DUAL		37242	994	27.6	2.7	124	1690	26.3	4.5	119	1708	24.5	4.6	110	1277	25.9	3.4	117
NEWSPAPER IMPERATIVE		54423	1265	35.2	2.3	108	1722	26.8	3.2	83	1998	28.7	3.7	88	1464	29.7	2.7	92
RADIO IMPERATIVE		46650	883	24.5	1.9	88	2034	31.7	4.4	114	2235	32.1	4.8	115	1509	30.6	3.2	110
NEWSPAPERS-TELEVISION: DUAL		35974	979	27.2	2.7	127	1348	21.0	3.7	98	1574	22.6	4.4	105	1242	25.2	3.5	118
NEWSPAPER IMPERATIVE		56095	1391	38.7	2.5	116	2106	32.8	3.8	98	2280	32.7	4.1	98	1606	32.6	2.9	97
TELEVISION IMPERATIVE		47170	593	16.5	1.3	59	1855	28.9	3.9	103	1660	23.8	3.5	85	1355	27.5	2.9	98
OUTDOOR-RADIO: DUAL		33748	858	23.9	2.5	119	1645	25.6	4.9	127	1977	28.4	5.9	141	1198	24.3	3.5	121
OUTDOOR IMPERATIVE		52785	1171	32.6	2.2	103	1893	29.5	3.6	94	2244	32.2	4.3	102	1583	32.1	3.0	102
RADIO IMPERATIVE		52882	1111	30.9	2.1	98	1792	27.9	3.4	89	1959	28.1	3.7	89	1581	32.1	3.0	102
OUTDOOR-TELEVISION: DUAL		32030	734	20.4	2.3	107	1527	23.8	4.8	125	1795	25.8	5.6	135	1287	26.1	4.0	137
OUTDOOR IMPERATIVE		54626	1291	35.9	2.4	110	2218	34.6	4.1	106	2687	38.6	4.9	118	1525	30.9	2.8	95
TELEVISION IMPERATIVE		54874	932	25.9	1.7	79	1743	27.2	3.2	83	1407	20.2	2.6	62	1423	28.9	2.6	88
RADIO-TELEVISION: DUAL		33386	756	21.0	2.3	106	1634	25.5	4.9	128	1476	21.2	4.4	106	1322	26.8	4.0	135
RADIO IMPERATIVE		53810	1287	35.8	2.4	112	2167	33.8	4.0	105	2601	37.3	4.8	116	1614	32.8	3.0	102
TELEVISION IMPERATIVE		54023	1009	28.1	1.9	87	1678	26.1	3.1	81	1817	26.1	3.4	81	1449	29.4	2.7	91

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	OH HENRY A '000	OH HENRY B % DOWN	OH HENRY C % ACROSS	OH HENRY D INDX	$100,000 BAR A '000	$100,000 BAR B % DOWN	$100,000 BAR C % ACROSS	$100,000 BAR D INDX	PAY DAY A '000	PAY DAY B % DOWN	PAY DAY C % ACROSS	PAY DAY D INDX	RAISINETS A '000	RAISINETS B % DOWN	RAISINETS C % ACROSS	RAISINETS D INDX
TOTAL ADULTS	167727	3597	100.0	2.1	100	6419	100.0	3.8	100	6969	100.0	4.2	100	4928	100.0	2.9	100
ATLANTIC MONTHLY	867	**18	0.5	2.1	97	**22	0.3	2.5	66	**28	0.4	3.2	78	**10	0.2	1.2	39
BARRON'S	1580	**64	1.8	4.1	189	**65	1.0	4.1	107	**9	0.1	0.6	14	**39	0.8	2.5	84
BETTER HOMES & GARDENS	22203	513	14.3	2.3	108	845	13.2	3.8	99	1173	16.8	5.3	127	700	14.2	3.2	107
BON APPETIT	3810	**85	2.4	2.2	104	**123	1.9	3.2	84	*111	1.6	2.9	70	*106	2.2	2.8	95
BUSINESS WEEK	4663	*179	5.0	3.8	179	*278	4.3	6.0	156	*251	3.6	5.4	130	*176	3.6	3.8	128
CAR AND DRIVER	3102	**101	2.8	3.3	152	*168	2.6	5.4	142	**137	2.0	4.4	106	**126	2.6	4.1	138
CBS MAGAZINE NETWORK (GROSS)	7311	*317	8.8	4.3	202	469	7.3	6.4	168	421	6.0	5.8	139	258	5.2	3.5	120
CHANGING TIMES	3400	**123	3.4	3.6	169	**202	3.1	5.9	155	**167	2.4	4.9	118	**134	2.7	3.9	134
COLONIAL HOMES	1796	**53	1.5	3.0	138	**97	1.5	5.4	141	**91	1.3	5.1	122	**72	1.5	4.0	136
CONDE NAST MAG. PKG. (GROSS)	19924	457	12.7	2.3	107	1158	18.0	5.8	152	1258	18.1	6.3	152	1000	20.3	5.0	171
CONSUMERS DIGEST	3125	**114	3.2	3.6	170	**98	1.5	3.1	82	**126	1.8	4.0	97	**69	1.4	2.2	75
COSMOPOLITAN	10577	*164	4.6	1.6	72	561	8.7	5.3	139	512	7.3	4.8	117	583	11.8	5.5	188
COUNTRY LIVING	3746	**26	0.7	0.7	32	**126	2.0	3.4	88	*188	2.7	5.0	121	**131	2.7	3.5	119
CUISINE	2214	**35	1.0	1.6	74	**49	0.8	2.2	58	**136	2.0	6.1	148	**58	1.2	2.6	89
CYCLE WORLD	2394	**100	2.8	4.2	195	**131	2.0	5.5	143	**138	2.0	5.8	139	**57	1.2	2.4	81
DCI:CREATIVE IDEAS FOR LIV	3068	**84	2.3	2.7	128	**166	2.6	5.4	141	**120	1.7	3.9	94	**105	2.1	3.4	116
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*147	4.1	1.5	72	*404	6.3	4.2	110	429	6.2	4.5	108	*225	4.6	2.4	80
DISCOVER	2277	**124	3.4	5.4	254	**188	2.9	8.3	216	**92	1.3	4.0	97	**78	1.6	3.4	117
EBONY	7187	372	10.3	5.2	241	358	5.6	5.0	130	501	7.2	7.0	168	289	5.9	4.0	137
ESQUIRE	2560	*156	4.3	6.1	284	*142	2.2	5.5	145	*157	2.3	6.1	148	**87	1.8	3.4	116
ESSENCE	3242	**229	6.4	7.1	329	*183	2.9	5.6	147	293	4.2	9.0	218	*180	3.7	5.6	189
FAMILY CIRCLE	19639	464	12.9	2.4	110	741	11.5	3.8	99	1140	16.4	5.8	140	723	14.7	3.7	125
THE FAMILY HANDYMAN	3540	*186	5.2	5.3	245	*136	2.1	3.8	100	*187	2.7	5.3	127	*117	2.4	3.3	112
FAMILY WEEKLY	23924	504	14.0	2.1	98	838	13.1	3.5	92	1233	17.7	5.2	124	450	9.1	1.9	64
FIELD & STREAM	9883	351	9.8	3.6	166	473	7.4	4.8	125	524	7.5	5.3	128	*218	4.4	2.2	75
FOOD & WINE	1030	**41	1.1	4.0	186	**22	0.3	2.1	56	**72	1.0	7.0	168	**46	0.9	4.5	152
FORBES	2679	**149	4.1	5.6	259	**101	1.6	3.8	99	**79	1.1	2.9	71	*105	2.1	3.9	133
FORTUNE	2931	**130	3.6	4.4	207	**107	1.7	3.7	95	**154	2.2	5.3	126	*109	2.2	3.7	127
GENTLEMEN'S QUARTERLY	3481	**127	3.5	3.6	170	*262	4.1	7.5	197	*209	3.0	6.0	145	*177	3.6	5.1	173
GLAMOUR	7163	*132	3.7	1.8	86	427	6.7	6.0	156	420	6.0	5.9	141	350	7.1	4.9	166
GOLF DIGEST	2355	**59	1.6	2.5	117	**34	0.5	1.4	38	**66	0.9	2.8	67	**47	1.0	2.0	68
GOLF DIGEST/TENNIS (GROSS)	3610	**81	2.3	2.2	105	**62	1.0	1.7	45	**123	1.8	3.4	82	**88	1.8	2.4	83
GOLF MAGAZINE	2046	**48	1.3	2.3	109	**46	0.7	2.2	59	**54	0.8	2.6	64	**59	1.2	2.9	98
GOLF MAGAZINE/SKI (GROSS)	3547	**74	2.1	2.1	97	*112	1.7	3.2	83	*106	1.5	3.0	72	*140	2.8	3.9	134
GOOD HOUSEKEEPING	20353	363	10.1	1.8	83	803	12.5	3.9	103	980	14.1	4.8	116	590	12.0	2.9	99
HARPER'S BAZAAR	3362	**84	2.3	2.5	117	*144	2.2	4.3	112	*222	3.2	6.6	159	*112	2.3	3.3	113
HEALTH	2987	**63	1.8	2.1	98	**105	1.6	3.5	92	*162	2.3	5.4	131	**108	2.2	3.6	123
HEARST MAG CORP. BUY (GROSS)	67928	1570	43.6	2.3	108	3070	47.8	4.5	118	3398	48.8	5.0	120	2605	52.9	3.8	131
HEARST MAN POWER (GROSS)	11282	591	16.4	5.2	244	665	10.4	5.9	154	503	7.2	4.5	107	401	8.1	3.6	121
HEARST WOMAN POWER (GROSS)	40514	649	18.0	1.6	75	1805	28.1	4.5	116	2082	29.9	5.1	124	1640	33.3	4.0	138
HOUSE BEAUTIFUL	4885	**113	3.1	2.3	108	*157	2.4	3.2	84	*201	2.9	4.1	99	*129	2.6	2.6	90
INC.	1308	**87	2.4	6.7	310	**81	1.3	6.2	162	**64	0.9	4.9	118	**37	0.8	2.8	96
JET	6498	348	9.7	5.4	250	353	5.5	5.4	142	504	7.2	7.8	187	285	5.8	4.4	149
LADIES' HOME JOURNAL	14797	291	8.1	2.0	92	674	10.5	4.6	119	974	14.0	6.6	158	527	10.7	3.6	121
LHJ FAMILY GRP COMBO(GROSS)	21743	445	12.4	2.0	95	946	14.7	4.4	114	1377	19.8	6.3	152	789	16.0	3.6	124
LIFE	9881	*340	9.5	3.4	160	504	7.9	5.1	133	543	7.8	5.5	132	259	5.3	2.6	89
L.A. TIMES HOME MAGAZINE	2775	**13	0.4	0.5	22	**35	0.5	1.3	33	**62	0.9	2.2	54	**61	1.2	2.2	75
MADEMOISELLE	4219	**46	1.3	1.1	51	*190	3.0	4.5	118	*247	3.5	5.9	141	*169	3.4	4.0	136
MC CALL'S	16422	297	8.3	1.8	84	679	10.6	4.1	108	985	14.1	6.0	144	364	7.4	2.2	75
MC CALL'S/WRK MOTHER (GROSS)	17919	339	9.4	1.9	88	802	12.5	4.5	117	1120	16.1	6.3	150	424	8.6	2.4	81
MECHANIX ILLUSTRATED	4433	**171	4.8	3.9	180	**174	2.7	3.9	103	*198	2.8	4.5	107	*92	1.9	2.1	71
METROPOLITAN HOME	1504	**64	1.8	4.3	198	**24	0.4	1.6	42	**80	1.1	5.3	128	**78	1.6	5.2	177
MONEY	4723	*174	4.8	3.7	172	*187	2.9	4.0	103	*163	2.3	3.5	83	*214	4.3	4.5	154
MOTHER EARTH NEWS	2325	**44	1.2	1.9	88	**139	2.2	6.0	156	**123	1.8	5.3	127	**81	1.6	3.5	119
MS.	1189	**35	1.0	2.9	137	**78	1.2	6.6	171	**127	1.8	10.7	257	**50	1.0	4.2	143
NATIONAL ENQUIRER	18892	653	18.2	3.5	161	855	13.3	4.5	118	1016	14.6	5.4	129	639	13.0	3.4	115
NATIONAL GEOGRAPHIC	22129	609	16.9	2.8	128	742	11.6	3.4	88	927	13.3	4.2	101	671	13.6	3.0	103
NATIONAL SUNDAY MAGAZINE PKG	103750	2401	66.8	2.3	108	4119	64.2	4.0	104	4283	61.5	4.1	99	3421	69.4	3.3	112
NATURAL HISTORY	1379	**128	3.6	9.3	433	**77	1.2	5.6	146	**93	1.3	6.7	162	**59	1.2	4.3	146
NEW WOMAN	2289	**77	2.1	3.4	157	**91	1.4	4.0	104	*168	2.4	7.3	177	**156	3.2	6.8	232
NEW YORK INCLUDING CUE	1088	**46	1.3	4.2	197	**45	0.7	4.1	108	**30	0.4	2.8	66	**58	1.2	5.3	181
THE NEW YORKER	2459	**41	1.1	1.7	78	**79	1.2	3.2	84	**60	0.9	2.4	59	*122	2.5	5.0	169
NEWSWEEK	16527	417	11.6	2.5	118	799	12.4	4.8	126	765	11.0	4.6	111	410	8.3	2.5	84
THE N.Y. TIMES DAILY EDITION	2739	**42	1.2	1.5	72	**93	1.4	3.4	89	**77	1.1	2.8	68	*82	1.7	3.0	102
THE N.Y. TIMES MAGAZINE	4443	*116	3.2	2.6	122	*153	2.4	3.4	90	**142	2.0	3.2	77	*131	2.7	2.9	100
OMNI	2799	**93	2.6	3.3	155	*254	4.0	9.1	237	**126	1.8	4.5	108	**121	2.5	4.3	147
ON CABLE	2209	**82	2.3	3.7	173	*173	2.7	7.8	205	*158	2.3	7.2	172	**54	1.1	2.4	83
1001 HOME IDEAS	3959	**91	2.5	2.3	107	*167	2.6	4.2	110	*240	3.4	6.1	146	*155	3.1	3.9	133
ORGANIC GARDENING	3111	**59	1.6	1.9	88	**57	0.9	1.8	48	*166	2.4	5.3	128	**62	1.3	2.0	68
OUTDOOR LIFE	5024	*260	7.2	5.2	241	*279	4.3	5.6	145	336	4.8	6.7	161	*200	4.1	4.0	135
PARADE MAGAZINE	51292	1266	35.2	2.5	115	2223	34.6	4.3	113	2105	30.2	4.1	99	2002	40.6	3.9	133

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0193
P-22

	TOTAL U.S.	OH HENRY				$100,000 BAR				PAY DAY				RAISINETS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	3597	100.0	2.1	100	6419	100.0	3.8	100	6969	100.0	4.2	100	4928	100.0	2.9	100
PARENTS	5298	*198	5.5	3.7	174	*264	4.1	5.0	130	366	5.3	6.9	166	*209	4.2	3.9	134
PENTHOUSE	5129	*261	7.3	5.1	237	328	5.1	6.4	167	280	4.0	5.5	131	*148	3.0	2.9	98
PEOPLE	21070	567	15.8	2.7	125	1112	17.3	5.3	138	1012	14.5	4.8	116	728	14.8	3.5	118
PLAYBOY	10562	427	11.9	4.0	189	587	9.1	5.6	145	511	7.3	4.8	116	327	6.6	3.1	105
POPULAR HOT RODDING	2498	*196	5.4	7.8	366	*176	2.7	7.0	184	*188	2.7	7.5	181	**58	1.2	2.3	79
POPULAR MECHANICS	5887	*339	9.4	5.8	269	*320	5.0	5.4	142	*221	3.2	3.8	90	*183	3.7	3.1	106
POPULAR SCIENCE	4317	*201	5.6	4.7	217	*189	2.9	4.4	114	*140	2.0	3.2	78	**114	2.3	2.6	90
PREVENTION	5792	**127	3.5	2.2	102	*200	3.1	3.5	90	*225	3.2	3.9	93	*128	2.6	2.2	75
PSYCHOLOGY TODAY	3284	**119	3.3	3.6	169	*223	3.5	6.8	177	*247	3.5	7.5	181	*144	2.9	4.4	149
READER'S DIGEST	40046	724	20.1	1.8	84	1454	22.7	3.6	95	1902	27.3	4.7	114	983	19.9	2.5	84
REDBOOK	9584	*121	3.4	1.3	59	442	6.9	4.6	121	591	8.5	6.2	148	467	9.5	4.9	166
ROAD & TRACK	2590	**126	3.5	4.9	227	*161	2.5	6.2	162	**115	1.7	4.4	107	**108	2.2	4.2	142
ROLLING STONE	3302	**120	3.3	3.6	169	*270	4.2	8.2	214	*200	2.9	6.1	146	**135	2.7	4.1	139
RUNNER'S WORLD	1229	**31	0.9	2.5	118	**62	1.0	5.0	132	**130	1.9	10.6	255	**50	1.0	4.1	138
SATURDAY EVENING POST	2110	**82	2.3	3.9	181	**128	2.0	6.1	159	**105	1.5	5.0	120	**79	1.6	3.7	127
SCIENCE 84	1543	**35	1.0	2.3	106	**59	0.9	3.8	100	**54	0.8	3.5	84	**71	1.4	4.6	157
SCIENCE DIGEST	1747	**101	2.8	5.8	270	**119	1.9	6.8	178	**70	1.0	4.0	96	**95	1.9	5.4	185
SCIENTIFIC AMERICAN	1994	**43	1.2	2.2	101	**125	1.9	6.3	164	**65	0.9	3.3	78	**60	1.2	3.0	102
SELF	3119	**141	3.9	4.5	211	*266	4.1	8.5	223	*259	3.7	8.3	200	*232	4.7	7.4	253
SEVENTEEN	3923	**113	3.1	2.9	134	*246	3.8	6.3	164	*280	4.0	7.1	172	*245	5.0	6.2	213
SKI	1501	**26	0.7	1.7	81	**66	1.0	4.4	115	**52	0.7	3.5	83	**81	1.6	5.4	184
SMITHSONIAN	5976	*164	4.6	2.7	128	*226	3.5	3.8	99	*134	1.9	2.2	54	*227	4.6	3.8	129
SOAP OPERA DIGEST	4228	**106	2.9	2.5	117	*310	4.8	7.3	192	370	5.3	8.8	211	*236	4.8	5.6	190
SOUTHERN LIVING	6488	**63	1.8	1.0	45	*238	3.7	3.7	96	*309	4.4	4.8	115	**120	2.4	1.8	63
SPORT	3500	*178	4.9	5.1	237	*250	3.9	7.1	187	*178	2.6	5.1	122	**82	1.7	2.3	80
THE SPORTING NEWS	2456	**100	2.8	4.1	190	**219	3.4	8.9	233	*239	3.4	9.7	234	**76	1.5	3.1	105
SPORTS AFIELD	3648	**151	4.2	4.1	193	*227	3.5	6.2	163	*213	3.1	5.8	141	**123	2.5	3.4	115
SPORTS ILLUSTRATED	14484	412	11.5	2.8	133	793	12.4	5.5	143	597	8.6	4.1	99	528	10.7	3.6	124
STAR	12661	406	11.3	3.2	150	532	8.3	4.2	110	490	7.0	3.9	93	444	9.0	3.5	119
SUNDAY	52799	1408	39.1	2.7	124	2137	33.3	4.0	106	1959	28.1	3.7	89	1964	39.9	3.7	127
SUNSET	3513	**96	2.7	2.7	127	**138	2.1	3.9	103	*323	4.6	9.2	221	**147	3.0	4.2	142
TV GUIDE	42766	966	26.9	2.3	105	1966	30.6	4.6	120	2212	31.7	5.2	124	1659	33.7	3.9	132
TENNIS	1254	**23	0.6	1.8	86	**28	0.4	2.2	58	**57	0.8	4.5	109	**41	0.8	3.3	111
TIME	22054	572	15.9	2.6	121	929	14.5	4.2	110	894	12.8	4.1	98	773	15.7	3.5	119
TOWN & COUNTRY	1555	**31	0.9	2.0	93	**37	0.6	2.4	62	**71	1.0	4.6	110	**85	1.7	5.5	186
TRAVEL & LEISURE	2173	**91	2.5	4.2	195	**133	2.1	6.1	160	**164	2.4	7.5	182	**78	1.6	3.6	122
TRUE STORY	4636	**109	3.0	2.4	110	*389	6.1	8.4	219	*289	4.1	6.2	150	**173	3.5	3.7	127
U.S.NEWS & WORLD REPORT	10353	*239	6.6	2.3	108	487	7.6	4.7	123	409	5.9	4.0	95	411	8.3	4.0	135
USA TODAY	4994	**89	2.5	1.8	83	*205	3.2	4.1	107	*189	2.7	3.8	91	*188	3.8	3.8	128
US	3528	**184	5.1	5.2	243	*232	3.6	6.6	172	294	4.2	8.3	201	**89	1.8	2.5	86
VOGUE	5424	**137	3.8	2.5	118	*275	4.3	5.1	132	331	4.7	6.1	147	*249	5.1	4.6	156
WALL STREET JOURNAL	6292	*190	5.3	3.0	141	*182	2.8	2.9	76	*263	3.8	4.2	101	233	4.7	3.7	126
WEIGHT WATCHERS	2762	**90	2.5	3.3	152	**126	2.0	4.6	119	*178	2.6	6.4	155	**85	1.7	3.1	105
WOMAN'S DAY	16320	323	9.0	2.0	92	627	9.8	3.8	100	840	12.1	5.1	124	564	11.4	3.5	118
WORKING MOTHER	1496	**43	1.2	2.9	134	**123	1.9	8.2	215	**135	1.9	9.0	217	**60	1.2	4.0	137
WORKING WOMAN	1851	**94	2.6	5.1	237	**118	1.8	6.4	167	*164	2.4	8.9	213	**68	1.4	3.7	125
WORLD TENNIS	580	**0	0.0	0.0	0	**44	0.7	7.6	198	**35	0.5	6.0	145	**43	0.9	7.4	252
ZIFF-DAVIS MAG NETWK (GROSS)	12412	458	12.7	3.7	172	725	11.3	5.8	153	679	9.7	5.5	132	452	9.2	3.6	124
BLAIR INSERTS	91671	2238	62.2	2.4	114	3693	57.5	4.0	105	3553	51.0	3.9	93	3258	66.1	3.6	121
DAILY NEWSPAPERS																	
READ ANY	109190	2493	69.3	2.3	106	4057	63.2	3.7	97	4303	61.7	3.9	95	3233	65.6	3.0	101
READ ONE	89587	1984	55.2	2.2	103	3481	54.2	3.9	102	3643	52.3	4.1	98	2677	54.3	3.0	102
READ TWO OR MORE	19602	509	14.2	2.6	121	576	9.0	2.9	77	660	9.5	3.4	81	555	11.3	2.8	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	2596	72.2	2.4	110	4370	68.1	4.0	104	4484	64.3	4.1	98	3632	73.7	3.3	113
READ ONE	95074	2175	60.5	2.3	107	3838	59.8	4.0	105	3874	55.6	4.1	98	3239	65.7	3.4	116
READ TWO OR MORE	14588	422	11.7	2.9	135	533	8.3	3.7	95	610	8.8	4.2	101	393	8.0	2.7	92
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.72				34.47				34.52				31.21			
30 DAY REACH	149706	3402	94.6	2.3	106	5708	88.9	3.8	100	6528	93.7	4.4	105	4606	93.5	3.1	105
50 SHWG - 30 DAY AV FREQ	15.16	16.88				17.81				17.98				16.29			
30 DAY REACH	142406	3201	89.0	2.2	105	5533	86.2	3.9	102	6288	90.2	4.4	106	4410	89.5	3.1	105
25 SHWG - 30 DAY AV FREQ	8.22	8.93				9.79				9.54				8.79			
30 DAY REACH	131152	3040	84.5	2.3	108	5054	78.7	3.9	101	5923	85.0	4.5	109	4087	82.9	3.1	106
CABLE TV: HOME WIRED	66879	1518	42.2	2.3	106	2757	43.0	4.1	108	2665	38.2	4.0	96	1916	38.9	2.9	98
HOME NOT WIRED	100848	2079	57.8	2.1	96	3662	57.0	3.6	95	4304	61.8	4.3	103	3012	61.1	3.0	102
HAVE PAY CABLE	35024	895	24.9	2.6	119	1618	25.2	4.6	121	1538	22.1	4.4	106	1111	22.5	3.2	108

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0194
P-22

	TOTAL U.S. '000	OH HENRY A '000	OH HENRY B % DOWN	OH HENRY C % ACROSS	OH HENRY D INDX	$100,000 BAR A '000	$100,000 BAR B % DOWN	$100,000 BAR C % ACROSS	$100,000 BAR D INDX	PAY DAY A '000	PAY DAY B % DOWN	PAY DAY C % ACROSS	PAY DAY D INDX	RAISINETS A '000	RAISINETS B % DOWN	RAISINETS C % ACROSS	RAISINETS D INDX
TOTAL ADULTS	167727	3597	100.0	2.1	100	6419	100.0	3.8	100	6969	100.0	4.2	100	4928	100.0	2.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2139	59.5	2.2	104	3927	61.2	4.1	107	4096	58.8	4.3	103	2772	56.3	2.9	99
10:00 AM - 3:00 PM	63599	1439	40.0	2.3	106	2757	43.0	4.3	113	3022	43.4	4.8	114	2182	44.3	3.4	117
3:00 PM - 7:00 PM	72097	1710	47.5	2.4	111	3065	47.7	4.3	111	3474	49.8	4.8	116	2390	48.5	3.3	113
7:00 PM - MIDNIGHT	36670	985	27.4	2.7	125	1788	27.9	4.9	127	1780	25.5	4.9	117	1266	25.7	3.5	118
MIDNIGHT - 6:00 AM	21908	497	13.8	2.3	106	768	12.0	3.5	92	946	13.6	4.3	104	757	15.4	3.5	118
6:00 AM - MIDNIGHT	127571	2894	80.5	2.3	106	5317	82.8	4.2	109	5669	81.3	4.4	107	3993	81.0	3.1	107
ENTIRE DAY	129239	2909	80.9	2.3	105	5372	83.7	4.2	109	5739	82.4	4.4	107	4021	81.6	3.1	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	787	21.9	2.3	108	1211	18.9	3.6	93	1249	17.9	3.7	88	1016	20.6	3.0	102
ALL NEWS	6062	*104	2.9	1.7	80	*161	2.5	2.7	69	**117	1.7	1.9	46	275	5.6	4.5	154
AOR/PROGRESSIVE	11884	291	8.1	2.4	114	739	11.5	6.2	162	613	8.8	5.2	124	543	11.0	4.6	156
BEAUTIFUL MUSIC	11180	255	7.1	2.3	106	422	6.6	3.8	99	410	5.9	3.7	88	*272	5.5	2.4	83
BLACK	4538	**165	4.6	3.6	170	*157	2.4	3.5	90	298	4.3	6.6	158	**149	3.0	3.3	112
CLASSICAL	3857	**86	2.4	2.2	104	**123	1.9	3.2	83	*153	2.2	4.0	95	*154	3.1	4.0	136
CHR/ROCK	21946	496	13.8	2.3	105	1254	19.5	5.7	149	1188	17.0	5.4	130	927	18.8	4.2	144
COUNTRY	27262	670	18.6	2.5	115	1095	17.1	4.0	105	1476	21.2	5.4	130	700	14.2	2.6	87
GOLDEN OLDIES	3339	**88	2.4	2.6	123	**104	1.6	3.1	81	**140	2.0	4.2	101	**145	2.9	4.3	148
MOR/NOSTALGIA	10346	*196	5.4	1.9	88	*396	6.2	3.8	100	485	7.0	4.7	113	249	5.1	2.4	82
NEWS/TALK	8929	**90	2.5	1.0	47	*246	3.8	2.8	72	362	5.2	4.1	98	288	5.8	3.2	110
RELIGIOUS	5488	**176	4.9	3.2	150	*153	2.4	2.8	73	*228	3.3	4.2	100	**146	3.0	2.7	91
SOFT ROCK	1232	**15	0.4	1.2	57	**42	0.7	3.4	89	**47	0.7	3.8	92	**34	0.7	2.8	94
URBAN CONTEMPORARY	3184	**92	2.6	2.9	135	*174	2.7	5.5	143	*257	3.7	8.1	194	*242	4.9	7.6	259
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	**136	3.8	2.0	92	*233	3.6	3.4	88	354	5.1	5.1	123	*232	4.7	3.4	114
ABC DIRECTION	5212	*135	3.8	2.6	121	*210	3.3	4.0	105	*364	5.2	7.0	168	*199	4.0	3.8	130
ABC ENTERTAINMENT	10385	*169	4.7	1.6	76	*333	5.2	3.2	84	553	7.9	5.3	128	*260	5.3	2.5	85
ABC FM	4762	**87	2.4	1.8	85	*297	4.6	6.2	163	369	5.3	7.7	186	*267	5.4	5.6	191
ABC INFORMATION	11339	*177	4.9	1.6	73	382	6.0	3.4	88	480	6.9	4.2	102	385	7.8	3.4	116
ABC ROCK	4878	*120	3.3	2.5	115	297	4.6	6.1	159	*217	3.1	4.4	107	*244	5.0	5.0	170
CBS	10709	*154	4.3	1.4	67	286	4.5	2.7	70	255	3.7	2.4	57	298	6.0	2.8	95
MUTUAL	10251	*211	5.9	2.1	96	375	5.8	3.7	96	499	7.2	4.9	117	*289	5.9	2.8	96
NBC	12243	*201	5.6	1.6	77	364	5.7	3.0	78	496	7.1	4.1	98	353	7.2	2.9	98
RADIORADIO	4606	**76	2.1	1.7	77	*150	2.3	3.3	85	279	4.0	6.1	146	*156	3.2	3.4	115
RKO ONE	5148	*203	5.6	3.9	184	346	5.4	6.7	176	*254	3.6	4.9	119	*150	3.0	2.9	99
RKO TWO	7313	*132	3.7	1.8	84	313	4.9	4.3	112	357	5.1	4.9	117	*188	3.8	2.6	87
THE SOURCE	5981	**120	3.3	2.0	94	311	4.8	5.2	136	*313	4.5	5.2	126	*281	5.7	4.7	160
NON-WIRED : BLAIR	19329	359	10.0	1.9	87	771	12.0	4.0	104	794	11.4	4.1	99	661	13.4	3.4	116
INTERNET	27139	702	19.5	2.6	121	1262	19.7	4.7	122	1433	20.6	5.3	127	1026	20.8	3.8	129
KATZ RADIO GROUP	36319	649	18.0	1.8	83	1366	21.3	3.8	98	1626	23.3	4.5	108	1068	21.7	2.9	100
SUPERNET	22361	495	13.8	2.2	103	937	14.6	4.2	109	1145	16.4	5.1	123	796	16.2	3.6	121
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	289	8.0	2.0	93	519	8.1	3.6	93	485	7.0	3.3	80	417	8.5	2.9	98
MKDAY 9:00 AM - 1:00 PM	18688	379	10.5	2.0	95	676	10.5	3.6	95	774	11.1	4.1	100	543	11.0	2.9	99
MKDAY 1:00 PM - 4:30 PM	24061	451	12.5	1.9	87	932	14.5	3.9	101	1016	14.6	4.2	102	741	15.0	3.1	105
MKDAY 4:30 PM - 7:30 PM	44079	827	23.0	1.9	87	1490	23.2	3.4	88	1561	22.4	3.5	85	1227	24.9	2.8	95
MKDAY 7:30 PM - 8:00 PM	61979	1166	32.4	1.9	88	2211	34.4	3.6	93	2181	31.3	3.5	85	1832	37.2	3.0	101
MKDAY 11:00 PM - 11:30 PM	49084	1097	30.5	2.2	104	1891	29.5	3.9	101	2051	29.4	4.2	101	1512	30.7	3.1	105
MKDAY 11:30 PM - 1:00 AM	16560	355	9.9	2.1	100	684	10.7	4.1	108	734	10.5	4.4	107	598	12.1	3.6	123
M-SAT 8-11 PM+SUN 7-11 PM	66967	1322	36.8	2.0	92	2593	40.4	3.9	101	2584	37.1	3.9	93	2068	42.0	3.1	105
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	203	5.6	2.2	102	395	6.2	4.3	111	498	7.1	5.4	129	430	8.7	4.6	158
ANOTHER WORLD N	6138	*110	3.1	1.8	84	238	3.7	3.9	101	216	3.1	3.5	85	145	2.9	2.4	80
AS THE WORLD TURNS C	7707	*117	3.3	1.5	71	171	2.7	2.2	58	322	4.6	4.2	101	135	2.7	1.8	60
CAPITOL C	4688	**66	1.8	1.4	66	142	2.2	3.0	79	255	3.7	5.4	131	*86	1.7	1.8	62
CBS MORN. NEWS 1 C	2792	**58	1.6	2.1	97	*78	1.2	2.8	73	*112	1.6	4.0	97	*80	1.6	2.9	98
CBS MORN. NEWS 2 C	2071	**47	1.3	2.3	106	*64	1.0	3.1	81	*90	1.3	4.3	105	*80	1.6	3.9	131
DAYS OF OUR LIVES N	8018	*148	4.1	1.8	86	394	6.1	4.9	128	371	5.3	4.6	111	216	4.4	2.7	92
FACTS OF LIFE - DAYTIME N	3487	*69	1.9	2.0	92	147	2.3	4.2	110	176	2.5	5.0	121	*92	1.9	2.6	90
FAMILY FEUD A	4817	*110	3.1	2.3	106	115	1.8	2.4	62	186	2.7	3.9	93	122	2.5	2.5	86
GENERAL HOSPITAL A	8333	158	4.4	1.9	88	426	6.6	5.1	134	332	4.8	4.0	96	356	7.2	4.3	145
GOOD MORNING, AMERICA-730 A	5472	*71	2.0	1.3	61	217	3.4	4.0	104	224	3.2	4.1	99	154	3.1	2.8	96
GOOD MORNING, AMERICA-830 A	3965	*44	1.2	1.1	52	146	2.3	3.7	96	105	1.5	2.6	64	*111	2.3	2.8	95
GUIDING LIGHT C	7542	*87	2.4	1.2	54	248	3.9	3.3	86	358	5.1	4.7	114	150	3.0	2.0	68
ONE LIFE TO LIVE A	6018	*121	3.4	2.0	94	329	5.1	5.5	143	262	3.8	4.4	105	245	5.0	4.1	139
PRESS YOUR LUCK C	3589	*90	2.5	2.5	117	131	2.0	3.7	95	147	2.1	4.1	99	123	2.5	3.4	117
PRICE IS RIGHT 1 C	7418	*96	2.7	1.3	60	255	4.0	3.4	90	205	2.9	2.8	67	155	3.1	2.1	71
PRICE IS RIGHT 2 C	8276	*93	2.6	1.1	52	321	5.0	3.9	101	238	3.4	2.9	69	190	3.9	2.3	78
RYAN'S HOPE A	4358	*101	2.8	2.3	108	212	3.3	4.9	127	298	4.3	6.8	165	227	4.6	5.2	177
SALE OF THE CENTURY N	3749	**67	1.9	1.8	83	117	1.8	3.1	82	108	1.5	2.9	69	*102	2.1	2.7	93
SEARCH FOR TOMORROW N	2884	**47	1.3	1.6	76	*133	2.1	4.6	121	*79	1.1	2.7	66	*133	2.7	4.6	157
TODAY SHOW 1 N	4869	*119	3.3	2.4	114	159	2.5	3.3	85	122	1.8	2.5	60	144	2.9	3.0	101
TODAY SHOW 2 N	4135	*86	2.4	2.1	97	*118	1.8	2.9	75	85	1.2	2.1	49	*72	1.5	1.7	59
$25,000 PYRAMID C	4361	*66	1.8	1.5	71	166	2.6	3.8	99	173	2.5	4.0	95	*118	2.4	2.7	92
WHEEL OF FORTUNE N	6187	*128	3.6	2.1	96	219	3.4	3.5	92	174	2.5	2.8	68	151	3.1	2.4	83
YOUNG AND THE RESTLESS C	8186	155	4.3	1.9	88	223	3.5	2.7	71	350	5.0	4.3	103	155	3.1	1.9	64
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*65	1.8	1.4	64	*178	2.8	3.8	98	161	2.3	3.4	82	*139	2.8	2.9	100
NBA PLAYOFF GAME -1 C	5127	177	4.9	3.5	161	185	2.9	3.6	94	209	3.0	4.1	98	144	2.9	2.8	96
NBC MAJOR LEAGUE PRE-GAME N	3945	**54	1.5	1.4	64	**130	2.0	3.3	86	**179	2.6	4.5	109	**144	2.9	3.7	124
SPORTSWORLD - SUN N	3370	*105	2.9	3.1	145	*169	2.6	5.0	131	*130	1.9	3.9	93	**84	1.7	2.5	85
SUNDAY MORNING C	4200	**83	2.3	2.0	92	*146	2.3	3.5	91	*188	2.7	4.5	108	*133	2.7	3.2	108

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0195
P-22

		TOTAL U.S.	OH HENRY				$100,000 BAR				PAY DAY				RAISINETS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	3597	100.0	2.1	100	6419	100.0	3.8	100	6969	100.0	4.2	100	4928	100.0	2.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	883	24.5	1.7	79	1664	25.9	3.2	83	1629	23.4	3.1	75	1353	27.5	2.6	88
NETWORK AFFILIATES - LATE		39164	821	22.8	2.1	98	1493	23.3	3.8	100	1633	23.4	4.2	100	1228	24.9	3.1	107
INDEPENDENTS - LATE		5133	101	2.8	2.0	92	173	2.7	3.4	88	162	2.3	3.2	76	164	3.3	3.2	109
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	364	10.1	1.6	74	881	13.7	3.9	101	1080	15.5	4.7	114	824	16.7	3.6	123
ABC MONDAY NIGHT MOVIE	A	11258	*190	5.3	1.7	79	426	6.6	3.8	99	378	5.4	3.4	81	254	5.2	2.3	77
ABC SUNDAY NIGHT MOVIE	A	23600	457	12.7	1.9	90	1006	15.7	4.3	111	1017	14.6	4.3	104	722	14.7	3.1	104
ABC WORLD NEWS TONIGHT	A	12801	257	7.1	2.0	94	430	6.7	3.4	88	362	5.2	2.8	68	447	9.1	3.5	119
AFTERMASH	C	10966	*182	5.1	1.7	77	337	5.3	3.1	80	372	5.3	3.4	82	*348	7.1	3.2	108
ALICE	C	17050	377	10.5	2.2	103	536	8.4	3.1	82	575	8.3	3.4	81	429	8.7	2.5	86
AMERICAN PARADE	C	11998	*197	5.5	1.6	77	359	5.6	3.0	78	386	5.5	3.2	77	212	4.3	1.8	60
BENSON	A	19258	320	8.9	1.7	77	688	10.7	3.6	93	629	9.0	3.3	79	596	12.1	3.1	105
BLUE THUNDER	A	11478	*203	5.6	1.8	82	475	7.4	4.1	108	445	6.4	3.9	93	379	7.7	3.3	112
CAGNEY & LACEY	C	18263	449	12.5	2.5	115	687	10.7	3.8	98	740	10.6	4.1	98	664	13.5	3.6	124
CBS EVENING NEWS-DEAN	C	7733	**113	3.1	1.5	68	**103	1.6	1.3	35	*227	3.3	2.9	71	*190	3.9	2.5	84
CBS EVENING NEWS-RATHER	C	15653	374	10.4	2.4	111	418	6.5	2.7	70	489	7.0	3.1	75	347	7.0	2.2	75
CBS SAT. NEWS-SCHIEFFER	C	8744	*99	2.8	1.1	53	228	3.6	2.6	68	270	3.9	3.1	74	166	3.4	1.9	65
CBS SATURDAY NIGHT MOVIE	C	12000	265	7.4	2.2	103	469	7.3	3.9	102	456	6.5	3.8	91	309	6.3	2.6	88
CBS WEDNESDAY NIGHT MOVIE	C	11522	188	5.2	1.6	76	385	6.0	3.3	87	410	5.9	3.6	86	288	5.8	2.5	85
CHEERS	N	16818	236	6.6	1.4	65	767	11.9	4.6	119	721	10.3	4.3	103	554	11.2	3.3	112
DALLAS	C	37510	602	16.7	1.6	75	1211	18.9	3.2	84	1335	19.2	3.6	86	1061	21.5	2.8	96
DIFF'RENT STROKES	N	11258	*187	5.2	1.7	77	447	7.0	4.0	104	445	6.4	4.0	95	243	4.9	2.2	73
DOUBLE TROUBLE	N	12248	*313	8.7	2.6	119	568	8.8	4.6	121	565	8.1	4.6	111	354	7.2	2.9	98
DUCK FACTORY	N	11100	*182	5.1	1.6	76	598	9.3	5.4	141	448	6.4	4.0	97	375	7.6	3.4	115
DUKES OF HAZZARD	C	12353	*206	5.7	1.7	78	574	8.9	4.6	121	401	5.8	3.2	78	319	6.5	2.6	88
DYNASTY	A	33279	700	19.5	2.1	98	1241	19.3	3.7	97	1388	19.9	4.2	100	1131	23.0	3.4	116
FACTS OF LIFE	N	13410	*254	7.1	1.9	88	495	7.7	3.7	96	478	6.9	3.6	86	392	8.0	2.9	99
FALCON CREST	C	31093	492	13.7	1.6	74	1144	17.8	3.7	96	897	12.9	2.9	69	896	18.2	2.9	98
FALL GUY	A	18649	371	10.3	2.0	93	728	11.3	3.9	102	826	11.9	4.4	107	721	14.6	3.9	132
FAMILY TIES	N	13101	*216	6.0	1.6	77	523	8.1	4.0	104	592	8.5	4.5	109	387	7.9	3.0	101
FANTASY ISLAND	A	13069	280	7.8	2.1	100	447	7.0	3.4	89	449	6.4	3.4	83	382	7.8	2.9	99
FOULUPS,BLEEPS & BLUNDERS	A	16588	347	9.6	2.1	98	633	9.9	3.8	100	564	8.1	3.4	82	378	7.7	2.3	78
FOUR SEASONS	C	9302	**171	4.8	1.8	86	*257	4.0	2.8	72	*322	4.6	3.5	83	*356	7.2	3.8	130
GIMME A BREAK	N	13955	*229	6.4	1.6	77	469	7.3	3.4	88	688	9.9	4.9	119	394	8.0	2.8	96
HART TO HART	A	15735	240	6.7	1.5	71	664	10.3	4.2	110	704	10.1	4.5	108	540	11.0	3.4	117
HILL STREET BLUES	N	18257	371	10.3	2.0	95	918	14.3	5.0	131	879	12.6	4.8	116	545	11.1	3.0	102
HOTEL	A	24236	450	12.5	1.9	87	909	14.2	3.8	98	1036	14.9	4.3	103	784	15.9	3.2	110
JEFFERSONS	C	17010	396	11.0	2.3	109	444	6.9	2.6	68	627	9.0	3.7	89	418	8.5	2.5	84
JENNIFER SLEPT HERE	N	9397	*169	4.7	1.8	84	364	5.7	3.9	101	330	4.7	3.5	85	*174	3.5	1.9	63
KATE & ALLIE	C	16762	330	9.2	2.0	92	617	9.6	3.7	96	684	9.8	4.1	98	450	9.1	2.7	91
KNIGHT RIDER	N	13164	356	9.9	2.7	126	551	8.6	4.2	109	538	7.7	4.1	98	466	9.5	3.5	120
LOVE BOAT	A	20400	410	11.4	2.0	94	632	9.8	3.1	81	687	9.9	3.4	81	532	10.8	2.6	89
MAGNUM PI	C	22543	339	9.4	1.5	70	799	12.4	3.5	93	752	10.8	3.3	80	596	12.1	2.6	90
MAMA'S FAMILY	N	9852	*237	6.6	2.4	112	409	6.4	4.2	108	307	4.4	3.1	75	295	6.0	3.0	102
MASTER, THE	N	8082	*209	5.8	2.6	121	*271	4.2	3.4	88	329	4.7	4.1	98	240	4.9	3.0	101
MATT HOUSTON	A	12881	220	6.1	1.7	80	542	8.4	4.2	110	463	6.6	3.6	87	569	11.5	4.4	150
NBC MONDAY NIGHT MOVIE	N	23889	469	13.0	2.0	92	1062	16.5	4.4	116	1058	15.2	4.4	107	824	16.7	3.4	117
NBC NIGHTLY NEWS	N	11156	154	4.3	1.4	64	334	5.2	3.0	78	407	5.8	3.6	88	248	5.0	2.2	76
NBC NIGHTLY NEWS-SAT	N	7363	**112	3.1	1.5	71	*163	2.5	2.2	58	*179	2.6	2.4	59	*160	3.2	2.2	74
NBC NIGHTLY NEWS-SUN	N	6214	*114	3.2	1.8	86	*181	2.8	2.9	76	*128	1.8	2.1	50	*102	2.1	1.6	56
NBC SUNDAY NIGHT MOVIE	N	17590	554	15.4	3.1	147	962	15.0	5.5	143	855	12.3	4.9	117	768	15.6	4.4	149
NEWHART	C	16740	362	10.1	2.2	101	614	9.6	3.7	96	727	10.4	4.3	105	504	10.2	3.0	102
ONE DAY AT A TIME	C	11820	*189	5.3	1.6	75	435	6.8	3.7	96	528	7.6	4.5	108	364	7.4	3.1	105
PEOPLE ARE FUNNY	N	9138	*183	5.1	2.0	93	437	6.8	4.8	125	343	4.9	3.8	90	294	6.0	3.2	110
REAL PEOPLE	N	15979	280	7.8	1.8	82	597	9.3	3.7	98	507	7.3	3.2	76	302	6.1	1.9	64
REMINGTON STEELE	N	14395	320	8.9	2.2	104	558	8.7	3.9	101	567	8.1	3.9	95	466	9.5	3.2	110
RIPLEY'S BELIEVE IT - NOT	A	11362	*170	4.7	1.5	70	547	8.5	4.8	126	364	5.2	3.2	77	360	7.3	3.2	108
RIPTIDE	N	13920	311	8.6	2.2	104	658	10.3	4.7	124	642	9.2	4.6	111	411	8.3	3.0	100
SCARECROW & MRS. KING	C	17571	311	8.6	1.8	83	603	9.4	3.4	90	696	10.0	4.0	95	544	11.0	3.1	105
SIMON & SIMON	C	20208	325	9.0	1.6	75	844	13.1	4.2	109	671	9.6	3.3	80	547	11.1	2.7	92
60 MINUTES	C	27668	492	13.7	1.8	83	717	11.2	2.6	68	762	10.9	2.8	66	686	13.9	2.5	84
ST. ELSEWHERE	N	13699	355	9.9	2.6	121	628	9.8	4.6	120	659	9.5	4.8	116	500	10.1	3.6	124
THREE'S COMPANY	A	20632	378	10.5	1.8	85	839	13.1	4.1	106	867	12.4	4.2	101	598	12.1	2.9	99
T.J. HOOKER	A	17136	288	8.0	1.7	78	515	8.0	3.0	79	662	9.5	3.9	93	563	11.4	3.3	112
TONIGHT SHOW	N	4963	110	3.1	2.2	103	171	2.7	3.4	90	178	2.6	3.6	86	179	3.6	3.6	123
TRAPPER JOHN, M.D.	C	16332	413	11.5	2.5	118	567	8.8	3.5	91	498	7.1	3.0	73	481	9.8	2.9	100
TV BLOOPERS & PRAC. JOKES	N	18881	385	10.7	2.0	95	718	11.2	3.8	99	765	11.0	4.1	98	607	12.3	3.2	109
20/20	A	18315	330	9.2	1.8	84	580	9.0	3.2	83	654	9.4	3.6	86	561	11.4	3.1	104
WEBSTER	A	18722	*210	5.8	1.1	52	647	10.1	3.5	90	641	9.2	3.4	82	604	12.3	3.2	110
WORLD NEWS - SUN	A	5327	**83	2.3	1.6	73	*180	2.8	3.4	88	*219	3.1	4.1	99	*161	3.3	3.0	103
YELLOW ROSE	N	8370	*153	4.3	1.8	85	314	4.9	3.8	98	351	5.0	4.2	101	322	6.5	3.8	131
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	913	25.4	3.5	165	1142	17.8	4.4	115	1117	16.0	4.3	104	1022	20.7	4.0	135
BASKETBALL - COLLEGE GAMES		14468	*330	9.2	2.3	106	795	12.4	5.5	144	736	10.6	5.1	122	*507	10.3	3.5	119
BASKETBALL - PRO GAMES		12124	*394	11.0	3.2	152	*508	7.9	4.2	109	641	9.2	5.3	127	*523	10.6	4.3	147
BOWLING		9412	*331	9.2	3.5	164	*311	4.8	3.3	86	*386	5.5	4.1	99	*378	7.7	4.0	137
BOXING		15409	*385	10.7	2.5	117	677	10.5	4.4	115	807	11.6	5.2	126	535	10.9	3.5	118
FOOTBALL - COLLEGE GAMES		21400	537	14.9	2.5	117	1137	17.7	5.3	139	1193	17.1	5.6	134	785	15.9	3.7	125
FOOTBALL - PRO GAMES		35944	903	25.1	2.5	117	2120	33.0	5.9	154	1721	24.7	4.8	115	1444	29.3	4.0	137
GOLF		9759	*179	5.0	1.8	86	*444	6.9	4.5	119	**247	3.5	2.5	61	*329	6.7	3.4	115
POST-SEASON COLL. FOOTBALL		18123	468	13.0	2.6	120	976	15.2	5.4	141	1120	16.1	6.2	149	714	14.5	3.9	134
POST-SEASON PRO FOOTBALL		22091	536	14.9	2.4	113	1448	22.6	6.6	171	1137	16.3	5.1	124	899	18.2	4.1	139
TENNIS		6764	**97	2.7	1.4	67	*299	4.7	4.4	116	*281	4.0	4.2	100	*225	4.6	3.3	113
WRESTLING - PROFESSIONAL		9695	*311	8.6	3.2	150	*397	6.2	4.1	107	516	7.4	5.3	128	*399	8.1	4.1	140

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	REESE'S CRUNCHY A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PEANUT BUTTER CUP A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PIECES A '000	B % DOWN	C % ACROSS	D INDX	ROLO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	3901	100.0	2.3	100	26847	100.0	16.0	100	7601	100.0	4.5	100	7160	100.0	4.3	100
MALES	79263	1964	50.3	2.5	107	11572	43.1	14.6	91	3505	46.1	4.4	98	2838	39.6	3.6	84
FEMALES	88464	1937	49.7	2.2	94	15275	56.9	17.3	108	4095	53.9	4.6	102	4323	60.4	4.9	114
18 - 24	28671	1300	33.3	4.5	195	6590	24.5	23.0	144	1987	26.1	6.9	153	2078	29.0	7.2	170
25 - 34	39536	1270	32.6	3.2	138	8198	30.5	20.7	130	2430	32.0	6.1	136	2262	31.6	5.7	134
35 - 44	28978	*598	15.3	2.1	89	5051	18.8	17.4	109	1483	19.5	5.1	113	1464	20.4	5.1	118
45 - 54	22345	*352	9.0	1.6	68	2667	9.9	11.9	75	737	9.7	3.3	73	668	9.3	3.0	70
55 - 64	22224	**175	4.5	0.8	34	2422	9.0	10.9	68	*469	6.2	2.1	47	*360	5.0	1.6	38
65 OR OLDER	25973	**205	5.3	0.8	34	1919	7.1	7.4	46	*495	6.5	1.9	42	*329	4.6	1.3	30
18 - 34	68207	2570	65.9	3.8	162	14788	55.1	21.7	135	4417	58.1	6.5	143	4340	60.6	6.4	149
18 - 49	108058	3328	85.3	3.1	132	21286	79.3	19.7	123	6303	82.9	5.8	129	6258	87.4	5.8	136
25 - 54	90859	2220	56.9	2.4	105	15916	59.3	17.5	109	4650	61.2	5.1	113	4394	61.4	4.8	113
35 - 49	39851	758	19.4	1.9	82	6498	24.2	16.3	102	1886	24.8	4.7	104	1918	26.8	4.8	113
50 OR OLDER	59669	573	14.7	1.0	41	5561	20.7	9.3	58	1297	17.1	2.2	48	903	12.6	1.5	35
GRADUATED COLLEGE	28091	414	10.6	1.5	63	4240	15.8	15.1	94	1008	13.3	3.6	79	969	13.5	3.4	81
ATTENDED COLLEGE	28938	747	19.1	2.6	111	5712	21.3	19.7	123	1782	23.4	6.2	136	1633	22.8	5.6	132
GRADUATED HIGH SCHOOL	65503	1994	51.1	3.0	131	11613	43.3	17.7	111	3199	42.1	4.9	108	3393	47.4	5.2	121
DID NOT GRADUATE HIGH SCHOOL	45195	746	19.1	1.7	71	5282	19.7	11.7	73	1613	21.2	3.6	79	1165	16.3	2.6	60
EMPLOYED MALES	56429	1511	38.7	2.7	115	8955	33.4	15.9	99	2789	36.7	4.9	109	2227	31.1	3.9	92
EMPLOYED FEMALES	43971	908	23.3	2.1	89	8116	30.2	18.5	115	2169	28.5	4.9	109	2435	34.0	5.5	130
EMPLOYED FULL-TIME	87773	2002	51.3	2.3	98	14603	54.4	16.6	104	4170	54.9	4.8	105	3803	53.1	4.3	101
EMPLOYED PART-TIME	12627	*417	10.7	3.3	142	2468	9.2	19.5	122	787	10.4	6.2	138	858	12.0	6.8	159
NOT EMPLOYED	67327	1482	38.0	2.2	95	9776	36.4	14.5	91	2644	34.8	3.9	87	2499	34.9	3.7	87
PROFESSIONAL/MANAGER	25845	*431	11.0	1.7	72	4195	15.6	16.2	101	1084	14.3	4.2	93	947	13.2	3.7	86
TECH/CLERICAL/SALES	30895	796	20.4	2.6	111	5892	21.9	19.1	119	1581	20.8	5.1	113	1800	25.1	5.8	136
PRECISION/CRAFT	12629	*470	12.0	3.7	160	2317	8.6	18.3	115	778	10.2	6.2	136	*463	6.5	3.7	86
OTHER EMPLOYED	31031	723	18.5	2.3	100	4666	17.4	15.0	94	1515	19.9	4.9	108	1452	20.3	4.7	110
SINGLE	35557	1278	32.8	3.6	155	6486	24.2	18.2	114	2251	29.6	6.3	140	2154	30.1	6.1	142
MARRIED	103585	2190	56.1	2.1	91	17095	63.7	16.5	103	4576	60.2	4.4	97	4329	60.5	4.2	98
DIVORCED/SEPARATED/WIDOWED	28585	*432	11.1	1.5	65	3267	12.2	11.4	71	774	10.2	2.7	60	677	9.5	2.4	55
PARENTS	59295	1803	46.2	3.0	131	12226	45.5	20.6	129	3592	47.3	6.1	134	3294	46.0	5.6	130
WHITE	146081	3326	85.3	2.3	98	24356	90.7	16.7	104	6852	90.1	4.7	104	6531	91.2	4.5	105
BLACK	17974	525	13.5	2.9	126	2109	7.9	11.7	73	629	8.3	3.5	77	561	7.8	3.1	73
OTHER	3672	**51	1.3	1.4	60	*383	1.4	10.4	65	**120	1.6	3.3	72	**69	1.0	1.9	44
NORTHEAST-CENSUS	37005	644	16.5	1.7	75	6280	23.4	17.0	106	2157	28.4	5.8	129	1583	22.1	4.3	100
NORTH CENTRAL	42642	1109	28.4	2.6	112	7199	26.8	16.9	105	1650	21.7	3.9	85	2217	31.0	5.2	122
SOUTH	56777	1546	39.6	2.7	117	8351	31.1	14.7	92	2541	33.4	4.5	99	2225	31.1	3.9	92
WEST	31303	601	15.4	1.9	83	5017	18.7	16.0	100	1252	16.5	4.0	88	1136	15.9	3.6	85
NORTHEAST-MKTG.	38125	616	15.8	1.6	69	5636	21.0	14.8	92	1966	25.9	5.2	114	1586	22.2	4.2	97
EAST CENTRAL	24794	624	16.0	2.5	108	4847	18.1	19.5	122	1257	16.5	5.1	112	1373	19.2	5.5	130
WEST CENTRAL	28511	797	20.4	2.8	120	4679	17.4	16.4	103	1099	14.5	3.9	85	1368	19.1	4.8	112
SOUTH	48953	1381	35.4	2.8	121	7398	27.6	15.1	94	2222	29.2	4.5	100	1827	25.5	3.7	87
PACIFIC	27344	*484	12.4	1.8	76	4287	16.0	15.7	98	1057	13.9	3.9	85	1006	14.1	3.7	86
COUNTY SIZE A	69301	1523	39.0	2.2	94	9776	36.4	14.1	88	2841	37.4	4.1	90	2501	34.9	3.6	85
COUNTY SIZE B	50633	1371	35.1	2.7	116	9334	34.8	18.4	115	2559	33.7	5.1	112	2587	36.1	5.1	120
COUNTY SIZE C	26259	565	14.5	2.2	93	4510	16.8	17.2	107	1464	19.3	5.6	123	1019	14.2	3.9	91
COUNTY SIZE D	21534	*442	11.3	2.1	88	3228	12.0	15.0	94	737	9.7	3.4	76	1054	14.7	4.9	115
METRO CENTRAL CITY	50014	1596	40.9	3.2	137	8218	30.6	16.4	103	2356	31.0	4.7	104	2150	30.0	4.3	101
METRO SUBURBAN	76832	1381	35.4	1.8	77	12222	45.5	15.9	99	3532	46.5	4.6	101	3118	43.5	4.1	95
NON METRO	40881	924	23.7	2.3	97	6407	23.9	15.7	98	1713	22.5	4.2	92	1892	26.4	4.6	108
TOP 5 ADI'S	39550	790	20.3	2.0	86	5471	20.4	13.8	86	1576	20.7	4.0	88	1519	21.2	3.8	90
TOP 10 ADI'S	54877	1074	27.5	2.0	84	7263	27.1	13.2	83	2175	28.6	4.0	87	2078	29.0	3.8	89
TOP 20 ADI'S	77516	1506	38.6	1.9	84	11129	41.5	14.4	90	3407	44.8	4.4	97	3089	43.1	4.0	93
HSHLD INC. $50,000 OR MORE	17257	**328	8.4	1.9	82	2893	10.8	16.8	105	868	11.4	5.0	111	992	13.9	5.7	135
$40,000 OR MORE	33235	751	19.3	2.3	97	5716	21.3	17.2	107	1674	22.0	5.0	111	1790	25.0	5.4	126
$30,000 OR MORE	59693	1236	31.7	2.1	89	10234	38.1	17.1	107	2735	36.0	4.6	101	2939	41.0	4.9	115
$25,000 OR MORE	76275	1544	39.6	2.0	87	12714	47.4	16.7	104	3444	45.3	4.5	100	3688	51.5	4.8	113
$20,000 - $24,999	18607	*602	15.4	3.2	139	3428	12.8	18.4	115	956	12.6	5.1	113	722	10.1	3.9	91
$15,000 - $19,999	17175	*557	14.3	3.2	139	3414	12.7	19.9	124	983	12.9	5.7	126	915	12.8	5.3	125
$10,000 - $14,999	24569	685	17.6	2.8	120	3598	13.4	14.6	91	1247	16.4	5.1	112	1095	15.3	4.5	104
UNDER $10,000	31101	513	13.2	1.6	71	3694	13.8	11.9	74	971	12.8	3.1	69	740	10.3	2.4	56
HOUSEHOLD OF 1 PERSON	19441	317	8.1	1.6	70	1854	6.9	9.5	60	366	4.8	1.9	42	451	6.3	2.3	54
2 PEOPLE	51803	881	22.6	1.7	73	6839	25.5	13.2	82	1737	22.9	3.4	74	1663	23.2	3.2	75
3 OR 4 PEOPLE	66933	1888	48.4	2.8	121	12778	47.6	19.1	119	3821	50.3	5.7	126	3271	45.7	4.9	114
5 OR MORE PEOPLE	29550	*815	20.9	2.8	119	5376	20.0	18.2	114	1677	22.1	5.7	125	1775	24.8	6.0	141
NO CHILD IN HSHLD	96587	1631	41.8	1.7	73	12448	46.4	12.9	81	3222	42.4	3.3	74	3117	43.5	3.2	76
CHILD(REN) UNDER 2 YRS	10844	*475	12.2	4.4	188	2663	9.9	24.6	153	649	8.5	6.0	132	666	9.3	6.1	144
2 - 5 YEARS	26358	690	17.7	2.6	113	5771	21.5	21.9	137	1525	20.1	5.8	128	1490	20.8	5.7	132
6 - 11 YEARS	30453	940	24.1	3.1	133	6140	22.9	20.2	126	1869	24.6	6.1	135	1719	24.0	5.6	132
12 - 17 YEARS	36575	1158	29.7	3.2	136	6511	24.3	17.8	111	2369	31.2	6.5	143	2105	29.4	5.8	135
RESIDENCE OWNED	117770	2459	63.0	2.1	90	18565	69.2	15.8	98	5453	71.7	4.6	102	4756	66.4	4.0	95
VALUE: $50,000 OR MORE	70166	1315	33.7	1.9	81	10938	40.7	15.6	97	3303	43.5	4.7	104	2766	38.6	3.9	92
VALUE: UNDER $50,000	47604	1144	29.3	2.4	103	7627	28.4	16.0	100	2151	28.3	4.5	100	1990	27.8	4.2	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	REESE'S CRUNCHY A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PEANUT BUTTER CUP A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PIECES A '000	B % DOWN	C % ACROSS	D INDX	ROLO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	3901	100.0	2.3	100	26847	100.0	16.0	100	7601	100.0	4.5	100	7160	100.0	4.3	100
MAGAZINES	QUINTILE 1	34022	957	24.5	2.8	121	6472	24.1	19.0	119	1838	24.2	5.4	119	1832	25.6	5.4	126
	QUINTILE 2	34800	971	24.9	2.8	120	6143	22.9	17.7	110	1767	23.2	5.1	112	1863	26.0	5.4	125
	QUINTILE 3	30514	*563	14.4	1.8	79	4550	16.9	14.9	93	1399	18.4	4.6	101	1033	14.4	3.4	79
	QUINTILE 4	33324	798	20.5	2.4	103	5699	21.2	17.1	107	1480	19.5	4.4	98	1498	20.9	4.5	105
	QUINTILE 5	35066	611	15.7	1.7	75	3984	14.8	11.4	71	1117	14.7	3.2	70	935	13.1	2.7	62
NEWSPAPERS	QUINTILE 1	29107	628	16.1	2.2	93	4334	16.1	14.9	93	1505	19.8	5.2	114	1208	16.9	4.2	97
	QUINTILE 2	49095	1110	28.5	2.3	97	8135	30.3	16.6	104	2176	28.6	4.4	98	2248	31.4	4.6	107
	QUINTILE 3	23107	*490	12.6	2.1	91	3806	14.2	16.5	103	1134	14.9	4.9	108	1000	14.0	4.3	101
	QUINTILE 4	33556	883	22.6	2.6	113	6006	22.4	17.9	112	1555	20.5	4.6	102	1497	20.9	4.5	105
	QUINTILE 5	32863	790	20.3	2.4	103	4566	17.0	13.9	87	1231	16.2	3.7	83	1207	16.9	3.7	86
OUTDOOR	QUINTILE 1	33431	990	25.4	3.0	127	6689	24.9	20.0	125	1800	23.7	5.4	119	1607	22.4	4.8	113
	QUINTILE 2	33478	856	21.9	2.6	110	5825	21.7	17.4	109	1601	21.1	4.8	106	1589	22.2	4.7	111
	QUINTILE 3	33574	691	17.7	2.1	88	5407	20.1	16.1	101	1711	22.5	5.1	112	1506	21.0	4.5	105
	QUINTILE 4	33935	742	19.0	2.2	94	4714	17.6	13.9	87	1427	18.8	4.2	93	1265	17.7	3.7	87
	QUINTILE 5	33310	621	15.9	1.9	80	4212	15.7	12.6	79	1062	14.0	3.2	70	1193	16.7	3.6	84
RADIO-DRIVE TIME	QUINTILE 1	33136	715	18.3	2.2	93	5695	21.2	17.2	107	1707	22.5	5.2	114	1400	19.6	4.2	99
	QUINTILE 2	31658	618	15.8	2.0	84	5101	19.0	16.1	101	1164	15.3	3.7	81	1383	19.3	4.4	102
	QUINTILE 3	32541	989	25.4	3.0	131	5440	20.3	16.7	104	1709	22.5	5.3	116	1759	24.6	5.4	127
	QUINTILE 4	34247	944	24.2	2.8	119	5904	22.0	17.2	108	1742	22.9	5.1	112	1438	20.1	4.2	98
	QUINTILE 5	36144	635	16.3	1.8	76	4708	17.5	13.0	81	1279	16.8	3.5	78	1181	16.5	3.3	77
RADIO-MID-DAY	TERCILE 1	45037	1214	31.1	2.7	116	7921	29.5	17.6	110	2344	30.8	5.2	115	1880	26.3	4.2	98
	TERCILE 2	44819	1087	27.9	2.4	104	7145	26.6	15.9	100	2107	27.7	4.7	104	2124	29.7	4.7	111
	TERCILE 3	77872	1600	41.0	2.1	88	11782	43.9	15.1	95	3149	41.4	4.0	89	3157	44.1	4.1	95
RADIO-TOTAL	QUINTILE 1	33763	699	17.9	2.1	89	5976	22.3	17.7	111	1812	23.8	5.4	118	1334	18.6	4.0	93
	QUINTILE 2	33240	1210	31.0	3.6	157	5690	21.2	17.1	107	1540	20.3	4.6	102	1636	22.8	4.9	115
	QUINTILE 3	33408	596	15.3	1.8	77	5198	19.4	15.6	97	1280	16.8	3.8	85	1620	22.6	4.8	114
	QUINTILE 4	34792	826	21.2	2.4	102	5877	21.9	16.9	106	1793	23.6	5.2	114	1649	23.0	4.7	111
	QUINTILE 5	32524	571	14.6	1.8	75	4106	15.3	12.6	79	1176	15.5	3.6	80	922	12.9	2.8	66
TV-PRIME TIME	QUINTILE 1	33090	972	24.9	2.9	126	5070	18.9	15.3	96	1760	23.2	5.3	117	1463	20.4	4.4	104
	QUINTILE 2	33357	659	16.9	2.0	85	5807	21.6	17.4	109	1500	19.7	4.5	99	1400	19.6	4.2	98
	QUINTILE 3	33980	818	21.0	2.4	104	5552	20.7	16.3	102	1549	20.4	4.6	101	1547	21.6	4.6	107
	QUINTILE 4	33854	819	21.0	2.4	104	5320	19.8	15.7	98	1415	18.6	4.2	92	1610	22.5	4.8	111
	QUINTILE 5	33444	633	16.2	1.9	81	5099	19.0	15.2	95	1378	18.1	4.1	91	1141	15.9	3.4	80
TV-DAYTIME	TERCILE 1	49121	1156	29.6	2.4	101	8110	30.2	16.5	103	1811	23.8	3.7	81	2078	29.0	4.2	99
	TERCILE 2	48823	1267	32.5	2.6	112	8034	29.9	16.5	103	2510	33.0	5.1	113	2512	35.1	5.1	121
	TERCILE 3	69782	1478	37.9	2.1	91	10703	39.9	15.3	96	3280	43.2	4.7	104	2571	35.9	3.7	86
TV-TOTAL	QUINTILE 1	33584	836	21.4	2.5	107	5115	19.1	15.2	95	1444	19.0	4.3	95	1303	18.2	3.9	91
	QUINTILE 2	33441	719	18.4	2.2	92	5451	20.3	16.3	102	1486	19.6	4.4	98	1549	21.6	4.6	109
	QUINTILE 3	33505	864	22.1	2.6	111	5642	21.0	16.8	105	1497	19.7	4.5	99	1611	22.5	4.8	113
	QUINTILE 4	33466	834	21.4	2.5	107	5496	20.5	16.4	103	1704	22.4	5.1	112	1370	19.1	4.1	96
	QUINTILE 5	33731	649	16.6	1.9	83	5143	19.2	15.2	95	1470	19.3	4.4	96	1328	18.5	3.9	92
MAGAZINES-NEWSPAPERS: DUAL		44503	1127	28.9	2.5	109	8014	29.9	18.0	113	2351	30.9	5.3	117	2408	33.6	5.4	127
MAGAZINE IMPERATIVE		39363	1093	28.0	2.8	119	7120	26.5	18.1	113	2028	26.7	5.2	114	1879	26.2	4.8	112
NEWSPAPER IMPERATIVE		46441	851	21.8	1.8	79	6484	24.2	14.0	87	1962	25.8	4.2	93	1596	22.3	3.4	81
MAGAZINES-OUTDOOR: DUAL		33726	1001	25.7	3.0	128	6854	25.5	20.3	127	1878	24.7	5.6	123	1925	26.9	5.7	134
MAGAZINE IMPERATIVE		52846	1163	29.8	2.2	95	7973	29.7	15.1	94	2454	32.3	4.6	102	2354	32.9	4.5	104
OUTDOOR IMPERATIVE		52140	1167	29.9	2.2	96	8298	30.9	15.9	99	2296	30.2	4.4	97	2098	29.3	4.0	94
MAGAZINES-RADIO: DUAL		37081	1196	30.7	3.2	139	6775	25.2	18.3	114	2120	27.9	5.7	126	1843	25.7	5.0	116
MAGAZINE IMPERATIVE		49747	1078	27.6	2.2	93	8505	31.7	17.1	107	2324	30.6	4.7	103	2479	34.6	5.0	117
RADIO IMPERATIVE		49208	1070	27.4	2.2	93	7698	28.7	15.6	98	1973	26.0	4.0	88	1908	26.6	3.9	91
MAGAZINES-TELEVISION: DUAL		33103	776	19.9	2.3	101	5663	21.1	17.1	107	1586	20.9	4.8	106	1555	21.7	4.7	110
MAGAZINE IMPERATIVE		54575	1425	36.5	2.6	112	9618	35.8	17.6	110	2870	37.8	5.3	116	2770	38.7	5.1	119
TELEVISION IMPERATIVE		53249	1117	28.6	2.1	90	7699	28.7	14.5	90	2091	27.5	3.9	87	2001	27.9	3.8	88
NEWSPAPERS-OUTDOOR: DUAL		36255	927	23.8	2.6	110	6662	24.8	18.4	115	1866	24.5	5.1	114	1857	25.9	5.1	120
NEWSPAPER IMPERATIVE		55591	1071	27.5	1.9	83	7918	29.5	14.2	89	2365	31.1	4.3	94	2157	30.1	3.9	91
OUTDOOR IMPERATIVE		48319	1314	33.7	2.7	117	8618	32.1	17.8	111	2487	32.7	5.1	114	2251	31.4	4.7	109
NEWSPAPERS-RADIO: DUAL		37242	915	23.5	2.5	106	6212	23.1	16.7	104	1892	24.9	5.1	112	1777	24.8	4.8	112
NEWSPAPER IMPERATIVE		54423	1020	26.1	1.9	81	8285	30.9	15.2	95	2397	31.5	4.4	97	2289	32.0	4.2	99
RADIO IMPERATIVE		46650	1347	34.5	2.9	124	8166	30.4	17.5	109	2158	28.4	4.6	102	2005	28.0	4.3	101
NEWSPAPERS-TELEVISION: DUAL		35974	907	23.3	2.5	108	5661	21.1	15.7	98	1709	22.5	4.8	105	1637	22.9	4.6	107
NEWSPAPER IMPERATIVE		56095	1132	29.0	2.0	87	8960	33.4	16.0	100	2576	33.9	4.6	101	2337	32.6	4.2	98
TELEVISION IMPERATIVE		47170	1107	28.4	2.3	101	7758	28.9	16.4	103	1985	26.1	4.2	93	2113	29.5	4.5	105
OUTDOOR-RADIO: DUAL		33748	1067	27.4	3.2	136	6711	25.0	19.9	124	1848	24.3	5.5	121	1547	21.6	4.6	107
OUTDOOR IMPERATIVE		52785	1091	28.0	2.1	89	8761	32.6	16.6	104	2396	31.5	4.5	100	2413	33.7	4.6	107
RADIO IMPERATIVE		52882	1154	29.6	2.2	94	7645	28.5	14.5	90	2227	29.3	4.2	93	2192	30.6	4.1	97
OUTDOOR-TELEVISION: DUAL		32030	1148	29.4	3.6	154	6232	23.2	19:5	122	1808	23.8	5.6	125	1748	24.4	5.5	128
OUTDOOR IMPERATIVE		54626	1196	30.7	2.2	94	9605	35.8	17.6	110	2679	35.2	4.9	108	2346	32.8	4.3	101
TELEVISION IMPERATIVE		54874	879	22.5	1.6	69	7442	27.7	13.6	85	2022	26.6	3.7	81	1979	27.6	3.6	84
RADIO-TELEVISION: DUAL		33386	1004	25.7	3.0	129	5922	22.1	17.7	111	1610	21.2	4.8	106	1663	23.2	5.0	117
RADIO IMPERATIVE		53810	1269	32.5	2.4	101	8922	33.2	16.6	104	2549	33.5	4.7	105	2230	31.1	4.1	97
TELEVISION IMPERATIVE		54023	1118	28.7	2.1	89	8142	30.3	15.1	94	2263	29.8	4.2	92	2189	30.6	4.1	95

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
--NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0198
P-22

	TOTAL U.S.	REESE'S CRUNCHY A	B % ACROSS	C	D	REESE'S PEANUT BUTTER CUP A	B % ACROSS	C	D	REESE'S PIECES A	B % ACROSS	C	D	ROLO A	B % ACROSS	C	D
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	3901	100.0	2.3	100	26847	100.0	16.0	100	7601	100.0	4.5	100	7160	100.0	4.3	100
ATLANTIC MONTHLY	867	**14	0.4	1.6	69	**73	0.3	8.4	53	**12	0.2	1.4	31	**9	0.1	1.0	24
BARRON'S	1580	**33	0.8	2.1	90	*302	1.1	19.1	119	**63	0.8	4.0	88	**14	0.2	0.9	21
BETTER HOMES & GARDENS	22203	656	16.8	3.0	127	4144	15.4	18.7	117	1074	14.1	4.8	107	1013	14.1	4.6	107
BON APPETIT	3810	**34	0.9	0.9	38	499	1.9	13.1	82	*135	1.8	3.5	78	*118	1.6	3.1	73
BUSINESS WEEK	4663	**72	1.8	1.5	66	714	2.7	15.3	96	*147	1.9	3.2	70	*152	2.1	3.3	76
CAR AND DRIVER	3102	**89	2.3	2.9	123	577	2.1	18.6	116	*193	2.5	6.2	137	*143	2.0	4.6	108
CBS MAGAZINE NETWORK (GROSS)	7311	*187	4.8	2.6	110	1462	5.4	20.0	125	396	5.2	5.4	120	425	5.9	5.8	136
CHANGING TIMES	3400	**98	2.5	2.9	124	493	1.8	14.5	91	*205	2.7	6.0	133	*218	3.0	6.4	150
COLONIAL HOMES	1796	**109	2.8	6.1	261	322	1.2	17.9	112	**50	0.7	2.8	61	**106	1.5	5.9	138
CONDE NAST MAG. PKG. (GROSS)	19924	740	19.0	3.7	160	4075	15.2	20.5	128	1403	18.5	7.0	155	1383	19.3	6.9	163
CONSUMERS DIGEST	3125	**62	1.6	2.0	85	423	1.6	13.5	85	*169	2.2	5.4	119	**92	1.3	2.9	69
COSMOPOLITAN	10577	324	8.3	3.1	132	2283	8.5	21.6	135	723	9.5	6.8	151	804	11.2	7.6	178
COUNTRY LIVING	3746	**76	1.9	2.0	87	715	2.7	19.1	119	*167	2.2	4.5	98	*168	2.3	4.5	105
CUISINE	2214	**30	0.8	1.4	58	369	1.4	16.7	104	**130	1.7	5.9	130	**100	1.4	4.5	106
CYCLE WORLD	2394	**33	0.8	1.4	59	499	1.9	20.8	130	**145	1.9	6.1	134	**96	1.3	4.0	94
DCI:CREATIVE IDEAS FOR LIV	3068	**74	1.9	2.4	104	613	2.3	20.0	125	*138	1.8	4.5	99	*161	2.2	5.2	123
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*161	4.1	1.7	72	1670	6.2	17.5	109	406	5.3	4.2	94	402	5.6	4.2	99
DISCOVER	2277	**74	1.9	3.2	140	341	1.3	15.0	94	*179	2.4	7.9	173	**142	2.0	6.2	146
EBONY	7187	249	6.4	3.5	149	977	3.6	13.6	85	307	4.0	4.3	94	313	4.4	4.4	102
ESQUIRE	2560	**73	1.9	2.9	123	478	1.8	18.7	117	*142	1.9	5.5	122	*109	1.5	4.3	100
ESSENCE	3242	**120	3.1	3.7	159	521	1.9	16.1	100	*194	2.6	6.0	132	*203	2.8	6.3	147
FAMILY CIRCLE	19639	446	11.4	2.3	98	3625	13.5	18.5	115	994	13.1	5.1	112	1126	15.7	5.7	134
THE FAMILY HANDYMAN	3540	*110	2.8	3.1	134	763	2.8	21.6	135	*207	2.7	5.8	129	*162	2.3	4.6	107
FAMILY WEEKLY	23924	572	14.7	2.4	103	4147	15.4	17.3	108	1302	17.1	5.4	120	1102	15.4	4.6	108
FIELD & STREAM	9883	*253	6.5	2.6	110	1837	6.8	18.6	116	577	7.6	5.8	129	469	6.6	4.7	111
FOOD & WINE	1030	**30	0.8	2.9	125	*224	0.8	21.7	136	**48	0.6	4.7	103	**37	0.5	3.6	84
FORBES	2679	**53	1.4	2.0	85	429	1.6	16.0	100	**113	1.5	4.2	93	**96	1.3	3.6	84
FORTUNE	2931	*69	1.8	2.4	101	477	1.8	16.3	102	**104	1.4	3.5	78	*122	1.7	4.2	98
GENTLEMEN'S QUARTERLY	3481	*113	2.9	3.2	140	696	2.6	20.0	125	*184	2.4	5.3	117	*247	3.4	7.1	166
GLAMOUR	7163	*281	7.2	3.9	169	1569	5.8	21.9	137	561	7.4	7.8	173	477	6.7	6.7	156
GOLF DIGEST	2355	**24	0.6	1.0	44	424	1.6	18.0	112	**60	0.8	2.5	56	**97	1.4	4.1	96
GOLF DIGEST/TENNIS (GROSS)	3610	**46	1.2	1.3	55	597	2.2	16.5	103	**109	1.4	3.0	67	*146	2.0	4.0	95
GOLF MAGAZINE	2046	**19	0.5	0.9	40	314	1.2	15.3	96	**51	0.7	2.5	55	**79	1.1	3.9	90
GOLF MAGAZINE/SKI (GROSS)	3547	**39	1.0	1.1	47	544	2.0	15.3	96	**93	1.2	2.6	58	*221	3.1	6.2	146
GOOD HOUSEKEEPING	20353	506	13.0	2.5	107	3800	14.2	18.7	117	1040	13.7	5.1	113	1192	16.6	5.9	137
HARPER'S BAZAAR	3362	**152	3.9	4.5	194	806	3.0	24.0	150	*183	2.4	5.4	120	*200	2.8	5.9	139
HEALTH	2987	**60	1.5	2.0	86	603	2.2	20.2	126	**119	1.6	4.0	88	**111	1.6	3.7	87
HEARST MAG CORP. BUY (GROSS)	67928	2004	51.4	3.0	127	13231	49.3	19.5	122	4096	53.9	6.0	133	4115	57.5	6.1	142
HEARST MAN POWER (GROSS)	11282	*253	6.5	2.2	96	1999	7.4	17.7	111	853	11.2	7.6	167	664	9.3	5.9	138
HEARST WOMAN POWER (GROSS)	40514	1234	31.6	3.0	131	8148	30.3	20.1	126	2442	32.1	6.0	133	2554	35.7	6.3	148
HOUSE BEAUTIFUL	4885	**141	3.6	2.9	124	805	3.0	16.5	103	*259	3.4	5.3	117	*314	4.4	6.4	151
INC.	1308	**31	0.8	2.4	102	*230	0.9	17.6	110	**32	0.4	2.4	54	**82	1.1	6.3	147
JET	6498	*193	4.9	3.0	128	804	3.0	12.4	77	309	4.1	4.8	105	263	3.7	4.0	95
LADIES' HOME JOURNAL	14797	472	12.1	3.2	137	2818	10.5	19.0	119	765	10.1	5.2	114	674	9.4	4.6	107
LHJ FAMILY GRP COMBO(GROSS)	21743	646	16.6	3.0	128	4406	16.4	20.3	127	1215	16.0	5.6	123	1050	14.7	4.8	113
LIFE	9881	243	6.2	2.5	106	1785	6.6	18.1	113	479	6.3	4.8	107	619	8.6	6.3	147
L.A. TIMES HOME MAGAZINE	2775	**31	0.8	1.1	48	419	1.6	15.1	94	**119	1.6	4.3	95	**70	1.0	2.5	59
MADEMOISELLE	4219	**134	3.4	3.2	137	867	3.2	20.5	128	*304	4.0	7.2	159	*321	4.5	7.6	178
MC CALL'S	16422	498	12.8	3.0	130	3128	11.7	19.0	119	748	9.8	4.6	101	838	11.7	5.1	120
MC CALL'S/MRK MOTHER (GROSS)	17919	560	14.4	3.1	134	3438	12.8	19.2	120	841	11.1	4.7	104	904	12.6	5.0	118
MECHANIX ILLUSTRATED	4433	**124	3.2	2.8	120	774	2.9	17.5	109	*265	3.5	6.0	132	*186	2.6	4.2	98
METROPOLITAN HOME	1504	**39	1.0	2.6	111	160	0.6	10.6	66	**45	0.6	3.0	66	**41	0.6	2.7	64
MONEY	4723	**99	2.5	2.1	90	739	2.8	15.6	98	*171	2.2	3.6	80	*196	2.7	4.1	97
MOTHER EARTH NEWS	2325	**73	1.9	3.1	135	469	1.7	20.2	126	*185	2.4	8.0	176	**157	2.2	6.8	158
MS.	1189	**70	1.8	5.9	253	*248	0.9	20.9	130	**80	1.1	6.7	148	**76	1.1	6.4	150
NATIONAL ENQUIRER	18892	687	17.6	3.6	156	3409	12.7	18.0	113	1159	15.2	6.1	135	1056	14.7	5.6	131
NATIONAL GEOGRAPHIC	22129	479	12.3	2.2	93	3628	13.5	16.4	102	1008	13.3	4.6	101	1103	15.4	5.0	117
NATIONAL SUNDAY MAGAZINE PKG	103750	2380	61.0	2.3	99	17201	64.1	16.6	104	4965	65.3	4.8	106	4602	64.3	4.4	104
NATURAL HISTORY	1379	**35	0.9	2.5	109	*214	0.8	15.5	97	**42	0.6	3.0	67	**44	0.6	3.2	75
NEW WOMAN	2289	**58	1.5	2.5	109	470	1.8	20.5	128	**48	0.6	2.1	46	**151	2.1	6.6	155
NEW YORK INCLUDING CUE	1088	**19	0.5	1.7	75	*144	0.5	13.2	83	**47	0.6	4.3	95	**47	0.7	4.3	101
THE NEW YORKER	2459	**48	1.2	2.0	84	388	1.4	15.8	99	**105	1.4	4.3	94	*110	1.5	4.5	105
NEWSWEEK	16527	502	12.9	3.0	131	2754	10.3	16.7	104	869	11.4	5.3	116	868	12.1	5.3	123
THE N.Y. TIMES DAILY EDITION	2739	**15	0.4	0.5	24	267	1.0	9.7	61	**56	0.7	2.0	45	**76	1.1	2.8	65
THE N.Y. TIMES MAGAZINE	4443	**33	0.8	0.7	32	469	1.7	10.6	66	*138	1.8	3.1	69	**87	1.2	2.0	46
OMNI	2799	**99	2.5	3.5	152	518	1.9	18.5	116	*200	2.6	7.1	158	*268	3.7	9.6	224
ON CABLE	2209	**119	3.1	5.4	232	496	1.8	22.5	140	**105	1.4	4.8	105	*194	2.7	8.8	206
1001 HOME IDEAS	3959	**113	2.9	2.9	123	985	3.7	24.9	155	331	4.4	8.4	184	*265	3.7	6.7	157
ORGANIC GARDENING	3111	**61	1.6	2.0	84	565	2.1	18.2	113	*247	3.2	7.9	175	**123	1.7	4.0	93
OUTDOOR LIFE	5024	*170	4.4	3.4	145	993	3.7	19.8	123	293	3.9	5.8	129	*270	3.8	5.4	126
PARADE MAGAZINE	51292	1142	29.3	2.2	96	8836	32.9	17.2	108	2615	34.4	5.1	113	2347	32.8	4.6	107

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0199
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	TOTAL U.S. '000	REESE'S CRUNCHY A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PEANUT BUTTER CUP A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PIECES A '000	B % DOWN	C % ACROSS	D INDX	ROLO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	3901	100.0	2.3	100	26847	100.0	16.0	100	7601	100.0	4.5	100	7160	100.0	4.3	100
PARENTS	5298	264	6.8	5.0	214	1421	5.3	26.8	168	392	5.2	7.4	163	411	5.7	7.8	182
PENTHOUSE	5129	*114	2.9	2.2	96	856	3.2	16.7	104	*287	3.8	5.6	123	*270	3.8	5.3	123
PEOPLE	21070	479	12.3	2.3	98	4103	15.3	19.5	122	1111	14.6	5.3	116	1286	18.0	6.1	143
PLAYBOY	10562	329	8.4	3.1	134	1976	7.4	18.7	117	577	7.6	5.5	121	626	8.7	5.9	139
POPULAR HOT RODDING	2498	**84	2.2	3.4	145	550	2.0	22.0	138	**147	1.9	5.9	130	**148	2.1	5.9	139
POPULAR MECHANICS	5887	**147	3.8	2.5	107	1120	4.2	19.0	119	454	6.0	7.7	170	*352	4.9	6.0	140
POPULAR SCIENCE	4317	**48	1.2	1.1	48	657	2.4	15.2	95	*186	2.4	4.3	95	*210	2.9	4.9	114
PREVENTION	5792	**87	2.2	1.5	65	688	2.6	11.9	74	*295	3.9	5.1	112	*147	2.1	2.5	59
PSYCHOLOGY TODAY	3284	**63	1.6	1.9	82	566	2.1	17.2	108	*209	2.7	6.4	140	*136	1.9	4.1	97
READER'S DIGEST	40046	806	20.7	2.0	87	6735	25.1	16.8	105	1852	24.4	4.6	102	1848	25.8	4.6	108
REDBOOK	9584	404	10.4	4.2	181	2065	7.7	21.5	135	679	8.9	7.1	156	558	7.8	5.8	136
ROAD & TRACK	2590	**63	1.6	2.4	105	495	1.8	19.1	119	**145	1.9	5.6	124	**172	2.4	6.6	156
ROLLING STONE	3302	**192	4.9	5.8	250	839	3.1	25.4	159	*252	3.3	7.6	168	*319	4.5	9.7	226
RUNNER'S WORLD	1229	**37	0.9	3.0	129	*271	1.0	22.1	138	**64	0.8	5.2	115	**70	1.0	5.7	133
SATURDAY EVENING POST	2110	**86	2.2	4.1	175	330	1.2	15.6	98	**106	1.4	5.0	111	**78	1.1	3.7	87
SCIENCE 84	1543	**30	0.8	1.9	84	*206	0.8	13.4	83	**61	0.8	4.0	87	**58	0.8	3.8	88
SCIENCE DIGEST	1747	**34	0.9	1.9	84	*202	0.8	11.6	72	**153	2.0	8.8	193	**125	1.7	7.2	168
SCIENTIFIC AMERICAN	1994	**27	0.7	1.4	58	270	1.0	13.5	85	**108	1.4	5.4	120	**95	1.3	4.8	112
SELF	3119	*191	4.9	6.1	263	736	2.7	23.6	147	*272	3.6	8.7	192	*230	3.2	7.4	173
SEVENTEEN	3923	**136	3.5	3.5	149	728	2.7	18.6	116	*222	2.9	5.7	125	*391	5.5	10.0	233
SKI	1501	**20	0.5	1.3	57	*230	0.9	15.3	96	**42	0.6	2.8	62	*142	2.0	9.5	222
SMITHSONIAN	5976	**73	1.9	1.2	53	844	3.1	14.1	88	268	3.5	4.5	99	*268	3.7	4.5	105
SOAP OPERA DIGEST	4228	*187	4.8	4.4	190	934	3.5	22.1	138	*207	2.7	4.9	108	380	5.3	9.0	211
SOUTHERN LIVING	6488	**87	2.2	1.3	58	1057	3.9	16.3	102	*268	3.5	4.1	91	*241	3.4	3.7	87
SPORT	3500	**116	3.0	3.3	143	686	2.6	19.6	122	*248	3.3	7.1	156	*241	3.4	6.9	161
THE SPORTING NEWS	2456	**52	1.3	2.1	91	583	2.2	23.7	148	**167	2.2	6.8	150	**157	2.2	6.4	150
SPORTS AFIELD	3648	**72	1.8	2.0	85	677	2.5	18.6	116	*246	3.2	6.7	149	*188	2.6	5.2	121
SPORTS ILLUSTRATED	14484	413	10.6	2.9	123	2670	9.9	18.4	115	778	10.2	5.4	119	783	10.9	5.4	127
STAR	12661	315	8.1	2.5	107	2311	8.6	18.3	114	671	8.8	5.3	117	708	9.9	5.6	131
SUNDAY	52799	1127	28.9	2.1	92	8249	30.7	15.6	98	2410	31.7	4.6	101	2402	33.5	4.5	107
SUNSET	3513	**134	3.4	3.8	164	615	2.3	17.5	109	*257	3.4	7.3	161	**167	2.3	4.8	111
TV GUIDE	42766	1351	34.6	3.2	136	8292	30.9	19.4	121	2193	28.9	5.1	113	2358	32.9	5.5	129
TENNIS	1254	**22	0.6	1.8	75	*173	0.6	13.8	86	**49	0.6	3.9	86	**49	0.7	3.9	92
TIME	22054	427	10.9	1.9	83	3622	13.5	16.4	103	1013	13.3	4.6	101	1112	15.5	5.0	118
TOWN & COUNTRY	1555	**19	0.5	1.2	53	253	0.9	16.3	102	**79	1.0	5.1	112	**76	1.1	4.9	114
TRAVEL & LEISURE	2173	**39	1.0	1.8	77	322	1.2	14.8	93	**56	0.7	2.6	57	**96	1.3	4.4	103
TRUE STORY	4636	**196	5.0	4.2	182	970	3.6	20.9	131	*289	3.8	6.2	138	*229	3.2	4.9	116
U.S.NEWS & WORLD REPORT	10353	*253	6.5	2.4	105	1562	5.8	15.1	94	478	6.3	4.6	102	491	6.9	4.7	111
USA TODAY	4994	**87	2.2	1.7	75	814	3.0	16.3	102	*245	3.2	4.9	108	*184	2.6	3.7	86
US	3528	*177	4.5	5.0	216	826	3.1	23.4	146	*264	3.5	7.5	165	*299	4.2	8.5	199
VOGUE	5424	*133	3.4	2.5	105	904	3.4	16.7	104	267	3.5	4.9	109	356	5.0	6.6	154
WALL STREET JOURNAL	6292	*98	2.5	1.6	67	1010	3.8	16.1	100	268	3.5	4.3	94	232	3.2	3.7	86
WEIGHT WATCHERS	2762	**94	2.4	3.4	146	441	1.6	16.0	100	*134	1.8	4.9	107	*166	2.3	6.0	141
WOMAN'S DAY	16320	484	12.4	3.0	128	2949	11.0	18.1	113	734	9.7	4.5	99	779	10.9	4.8	112
WORKING MOTHER	1496	**62	1.6	4.1	178	310	1.2	20.7	129	**93	1.2	6.2	137	**66	0.9	4.4	103
WORKING WOMAN	1851	**37	0.9	2.0	86	369	1.4	19.9	125	**101	1.3	5.5	120	**74	1.0	4.0	94
WORLD TENNIS	580	**23	0.6	4.0	171	**102	0.4	17.6	110	**33	0.4	5.7	126	**31	0.4	5.3	125
ZIFF-DAVIS MAG NETWK (GROSS)	12412	311	8.0	2.5	108	2213	8.2	17.8	111	693	9.1	5.6	123	676	9.4	5.4	128
BLAIR INSERTS	91671	2113	54.2	2.3	99	14830	55.2	16.2	101	4250	55.9	4.6	102	4058	56.7	4.4	104
DAILY NEWSPAPERS																	
READ ANY	109190	2444	62.7	2.2	96	17465	65.1	16.0	100	5042	66.3	4.6	102	4713	65.8	4.3	101
READ ONE	89587	2096	53.7	2.3	101	14586	54.3	16.3	102	4134	54.4	4.6	102	3885	54.3	4.3	102
READ TWO OR MORE	19602	348	8.9	1.8	76	2880	10.7	14.7	92	908	11.9	4.6	102	828	11.6	4.2	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	2534	65.0	2.3	99	18053	67.2	16.5	103	5280	69.5	4.8	106	4915	68.6	4.5	105
READ ONE	95074	2239	57.4	2.4	101	15745	58.6	16.6	103	4306	56.7	4.5	100	4253	59.4	4.5	105
READ TWO OR MORE	14588	295	7.6	2.0	87	2308	8.6	15.8	99	974	12.8	6.7	147	662	9.2	4.5	106
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	32.39				33.35				30.16				32.42			
30 DAY REACH	149706	3566	91.4	2.4	102	24561	91.5	16.4	102	7077	93.1	4.7	104	6403	89.4	4.3	100
50 SHMG - 30 DAY AV FREQ	15.16	17.06				17.47				15.80				16.87			
30 DAY REACH	142406	3385	86.8	2.4	102	23495	87.5	16.5	103	6762	89.0	4.7	105	6155	86.0	4.3	101
25 SHMG - 30 DAY AV FREQ	8.23	9.18				9.33				8.39				9.04			
30 DAY REACH	131152	3147	80.7	2.4	103	22079	82.2	16.8	105	6369	83.8	4.9	107	5741	80.2	4.4	103
CABLE TV: HOME WIRED	66879	1556	39.9	2.3	100	12307	45.8	18.4	115	3475	45.7	5.2	115	3273	45.7	4.9	115
HOME NOT WIRED	100848	2345	60.1	2.3	100	14540	54.2	14.4	90	4125	54.3	4.1	90	3887	54.3	3.9	90
HAVE PAY CABLE	35024	989	25.4	2.8	121	7336	27.3	20.9	131	2076	27.3	5.9	131	1995	27.9	5.7	133

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0200
P-22

	TOTAL U.S. '000	REESE'S CRUNCHY A '000	REESE'S CRUNCHY B % DOWN	REESE'S CRUNCHY C % ACROSS	REESE'S CRUNCHY D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX	REESE'S PIECES A '000	REESE'S PIECES B % DOWN	REESE'S PIECES C % ACROSS	REESE'S PIECES D INDX	ROLO A '000	ROLO B % DOWN	ROLO C % ACROSS	ROLO D INDX
TOTAL ADULTS	167727	3901	100.0	2.3	100	26847	100.0	16.0	100	7601	100.0	4.5	100	7160	100.0	4.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	2207	56.6	2.3	99	15953	59.4	16.7	104	4601	60.5	4.8	106	4233	59.1	4.4	104
10:00 AM - 3:00 PM	63599	1701	43.6	2.7	115	10905	40.6	17.1	107	3279	43.1	5.2	114	2916	40.7	4.6	107
3:00 PM - 7:00 PM	72097	1674	42.9	2.3	100	13020	48.5	18.1	113	3665	48.2	5.1	112	3367	47.0	4.7	109
7:00 PM - MIDNIGHT	36670	923	23.7	2.5	108	6715	25.0	18.3	114	1816	23.9	5.0	109	1778	24.8	4.8	114
MIDNIGHT - 6:00 AM	21908	549	14.1	2.5	108	3796	14.1	17.3	108	1068	14.1	4.9	108	835	11.7	3.8	89
6:00 AM - MIDNIGHT	127571	3195	81.9	2.5	108	21732	80.9	17.0	106	6153	80.9	4.8	106	5818	81.3	4.6	107
ENTIRE DAY	129239	3235	82.9	2.5	108	21962	81.8	17.0	106	6237	82.1	4.8	106	5843	81.6	4.5	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	923	23.7	2.7	117	6100	22.7	17.9	112	1657	21.8	4.9	108	1725	24.1	5.1	119
ALL NEWS	6062	**27	0.7	0.4	19	696	2.6	11.5	72	*125	1.6	2.1	46	*148	2.1	2.4	57
AOR/PROGRESSIVE	11884	346	8.9	2.9	125	2306	8.6	19.4	121	600	7.9	5.0	111	696	9.7	5.9	137
BEAUTIFUL MUSIC	11180	*211	5.4	1.9	81	1780	6.6	15.9	99	611	8.0	5.5	121	560	7.8	5.0	117
BLACK	4538	*166	4.3	3.7	157	702	2.6	15.5	97	*238	3.1	5.2	116	*216	3.0	4.8	112
CLASSICAL	3857	**41	1.1	1.1	46	467	1.7	12.1	76	**120	1.6	3.1	69	*156	2.2	4.0	95
CHR/ROCK	21946	666	17.1	3.0	130	4614	17.2	21.0	131	1299	17.1	5.9	131	1308	18.3	6.0	140
COUNTRY	27262	842	21.6	3.1	133	4668	17.4	17.1	107	1486	19.6	5.5	120	1245	17.4	4.6	107
GOLDEN OLDIES	3339	**119	3.1	3.6	153	517	1.9	15.5	97	**188	2.5	5.6	124	**95	1.3	2.8	67
NOR/NOSTALGIA	10346	*229	5.9	2.2	95	1748	6.5	16.9	106	544	7.2	5.3	116	352	4.9	3.4	80
NEWS/TALK	8929	*159	4.1	1.8	77	1177	4.4	13.2	82	396	5.2	4.4	98	*263	3.7	2.9	69
RELIGIOUS	5488	**154	3.9	2.8	121	946	3.5	17.2	108	*355	4.7	6.5	143	*265	3.7	4.8	113
SOFT ROCK	1232	**40	1.0	3.2	140	*225	0.8	18.3	114	**72	0.9	5.8	129	**42	0.6	3.4	80
URBAN CONTEMPORARY	3184	**73	1.9	2.3	99	471	1.8	14.8	92	**121	1.6	3.8	84	**135	1.9	4.2	99
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*212	5.4	3.1	132	1307	4.9	18.9	118	312	4.1	4.5	100	422	5.9	6.1	143
ABC DIRECTION	5212	**163	4.2	3.1	134	972	3.6	18.6	117	*248	3.3	4.8	105	*239	3.3	4.6	107
ABC ENTERTAINMENT	10385	*218	5.6	2.1	90	1722	6.4	16.6	104	401	5.3	3.9	85	505	7.1	4.9	114
ABC FM	4762	**209	5.4	4.4	189	840	3.1	17.6	110	*252	3.3	5.3	117	*284	4.0	6.0	140
ABC INFORMATION	11339	*302	7.7	2.7	115	1884	7.0	16.6	104	691	9.1	6.1	134	502	7.0	4.4	104
ABC ROCK	4878	**102	2.6	2.1	90	880	3.3	18.0	113	*204	2.7	4.2	92	*314	4.4	6.4	151
CBS	10709	*151	3.9	1.4	61	1313	4.9	12.3	77	297	3.9	2.8	61	364	5.1	3.4	80
MUTUAL	10251	*341	8.7	3.3	143	1635	6.1	15.9	100	453	6.0	4.4	98	428	6.0	4.2	98
NBC	12243	*263	6.7	2.1	92	1904	7.1	15.6	97	484	6.4	4.0	87	383	5.3	3.1	73
RADIORADIO	4606	*141	3.6	3.1	132	924	3.4	20.1	125	256	3.4	5.6	123	245	3.4	5.3	125
RKO ONE	5148	*198	5.1	3.8	165	1126	4.2	21.9	137	*304	4.0	5.9	130	292	4.1	5.7	133
RKO TWO	7313	*219	5.6	3.0	129	1056	3.9	14.4	90	318	4.2	4.3	96	272	3.8	3.7	87
THE SOURCE	5981	*162	4.2	2.7	116	1145	4.3	19.1	120	*334	4.4	5.6	123	*306	4.3	5.1	120
NON-WIRED : BLAIR	19329	448	11.5	2.3	100	3183	11.9	16.5	103	956	12.6	4.9	109	938	13.1	4.9	114
INTERNET	27139	784	20.1	2.9	124	4985	18.6	18.4	115	1411	18.6	5.2	115	1293	18.1	4.8	112
KATZ RADIO GROUP	36319	830	21.3	2.3	98	6120	22.8	16.9	105	1550	20.4	4.3	94	1535	21.4	4.2	99
SUPERNET	22361	599	15.4	2.7	115	3739	13.9	16.7	104	1177	15.5	5.3	116	1065	14.9	4.8	112
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	347	8.9	2.4	103	2261	8.4	15.6	97	604	7.9	4.2	92	622	8.7	4.3	100
MKDAY 9:00 AM - 1:00 PM	18688	406	10.4	2.2	93	2942	11.0	15.7	98	616	8.1	3.3	73	784	10.9	4.2	98
MKDAY 1:00 PM - 4:30 PM	24061	496	12.7	2.1	89	3928	14.6	16.3	102	916	12.1	3.8	84	1019	14.2	4.2	99
MKDAY 4:30 PM - 7:30 PM	44079	972	24.9	2.2	95	6538	24.4	14.8	93	1883	24.8	4.3	94	1701	23.8	3.9	90
MKDAY 7:30 PM - 8:00 PM	61979	1409	36.1	2.3	98	9332	34.8	15.1	94	2786	36.7	4.5	99	2341	32.7	3.8	88
MKDAY 11:00 PM - 11:30 PM	49084	1329	34.1	2.7	116	8051	30.0	16.4	102	2404	31.6	4.9	108	2249	31.4	4.6	107
MKDAY 11:30 PM - 1:00 AM	16560	471	12.1	2.8	122	2835	10.6	17.1	107	731	9.6	4.4	97	796	11.1	4.8	113
M-SAT 8-11 PM+SUN 7-11 PM	66967	1628	41.7	2.4	105	10888	40.6	16.3	102	3185	41.9	4.8	105	2941	41.1	4.4	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	213	5.5	2.3	99	1605	6.0	17.3	108	306	4.0	3.3	73	415	5.8	4.5	105
ANOTHER WORLD N	6138	*91	2.3	1.5	64	1099	4.1	17.9	112	331	4.4	5.4	119	198	2.8	3.2	76
AS THE WORLD TURNS C	7707	165	4.2	2.1	92	1189	4.4	15.4	96	221	2.9	2.9	63	304	4.2	3.9	92
CAPITOL C	4688	*124	3.2	2.6	114	762	2.8	16.3	102	162	2.1	3.5	76	244	3.4	5.2	122
CBS MORN. NEWS 1 C	2792	**41	1.1	1.5	63	385	1.4	13.8	86	*66	0.9	2.4	52	*106	1.5	3.8	89
CBS MORN. NEWS 2 C	2071	**21	0.5	1.0	44	278	1.0	13.4	84	**39	0.5	1.9	42	*64	0.9	3.1	72
DAYS OF OUR LIVES N	8018	154	3.9	1.9	83	1553	5.8	19.4	121	408	5.4	5.1	112	386	5.4	4.8	113
FACTS OF LIFE - DAYTIME N	3487	*67	1.7	1.9	83	581	2.2	16.7	104	*122	1.6	3.5	77	121	1.7	3.5	81
FAMILY FEUD A	4817	*103	2.6	2.1	92	685	2.6	14.2	89	117	1.5	2.4	54	138	1.9	2.9	67
GENERAL HOSPITAL A	8333	185	4.7	2.2	95	1359	5.1	16.3	102	354	4.7	4.2	94	371	5.2	4.5	104
GOOD MORNING, AMERICA-730 A	5472	110	2.8	2.0	86	785	2.9	14.3	90	213	2.8	3.9	86	208	2.9	3.8	89
GOOD MORNING, AMERICA-830 A	3965	*62	1.6	1.6	67	555	2.1	14.0	87	118	1.6	3.0	66	161	2.2	4.1	95
GUIDING LIGHT C	7542	149	3.8	2.0	85	1249	4.7	16.6	103	280	3.7	3.7	82	312	4.4	4.1	97
ONE LIFE TO LIVE A	6018	128	3.3	2.1	91	1064	4.0	17.7	110	214	2.8	3.6	78	287	4.0	4.8	112
PRESS YOUR LUCK C	3589	*81	2.1	2.3	97	657	2.4	18.3	114	149	2.0	4.2	92	194	2.7	5.4	127
PRICE IS RIGHT 1 C	7418	150	3.8	2.0	87	1002	3.7	13.5	84	175	2.3	2.4	52	219	3.1	3.0	69
PRICE IS RIGHT 2 C	8276	171	4.4	2.1	89	1155	4.3	14.0	87	221	2.9	2.7	59	243	3.4	2.9	69
RYAN'S HOPE A	4358	*128	3.3	2.9	126	844	3.1	19.4	121	219	2.9	5.0	111	249	3.5	5.7	134
SALE OF THE CENTURY N	3749	**38	1.0	1.0	44	579	2.2	15.4	96	137	1.8	3.7	81	102	1.4	2.7	64
SEARCH FOR TOMORROW N	2884	*81	2.1	2.8	121	447	1.7	15.5	97	*127	1.7	4.4	97	*89	1.2	3.1	72
TODAY SHOW 1 N	4869	*124	3.2	2.5	109	747	2.8	15.3	96	211	2.8	4.3	96	163	2.3	3.3	78
TODAY SHOW 2 N	4135	*56	1.4	1.4	58	588	2.2	14.2	89	179	2.4	4.3	96	147	2.1	3.6	83
$25,000 PYRAMID C	4361	*39	1.0	0.9	38	712	2.7	16.3	102	143	1.9	3.3	72	164	2.3	3.8	88
WHEEL OF FORTUNE N	6187	*93	2.4	1.5	65	968	3.6	15.6	98	170	2.2	2.7	61	183	2.6	3.0	69
YOUNG AND THE RESTLESS C	8186	194	5.0	2.4	102	1306	4.9	16.0	100	212	2.8	2.6	57	352	4.9	4.3	101
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	**85	2.2	1.8	77	819	3.1	17.3	108	*151	2.0	3.2	70	214	3.0	4.5	106
NBA PLAYOFF GAME -1 C	5127	*111	2.8	2.2	93	797	3.0	15.5	97	173	2.3	3.4	74	171	2.4	3.3	78
NBC MAJOR LEAGUE PRE-GAME N	3945	**88	2.3	2.2	96	669	2.5	17.0	106	*218	2.9	5.5	122	**136	1.9	3.4	81
SPORTSWORLD - SUN N	3370	**59	1.5	1.8	75	525	2.0	15.6	97	*145	1.9	4.3	95	*131	1.8	3.9	91
SUNDAY MORNING C	4200	**149	3.8	3.5	153	623	2.3	14.8	93	*156	2.1	3.7	82	*204	2.8	4.9	114

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0201
P-22

		TOTAL U.S. '000	REESE'S CRUNCHY A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PEANUT BUTTER CUP A '000	B % DOWN	C % ACROSS	D INDX	REESE'S PIECES A '000	B % DOWN	C % ACROSS	D INDX	ROLO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	3901	100.0	2.3	100	26847	100.0	16.0	100	7601	100.0	4.5	100	7160	100.0	4.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	999	25.6	1.9	82	7445	27.7	14.2	89	2233	29.4	4.3	94	1904	26.6	3.6	85
NETWORK AFFILIATES - LATE		39164	1009	25.9	2.6	111	6234	23.2	15.9	99	1887	24.8	4.8	106	1748	24.4	4.5	105
INDEPENDENTS - LATE		9133	117	3.0	2.3	98	725	2.7	14.1	88	279	3.7	5.4	120	225	3.1	4.4	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	703	18.0	3.1	132	3718	13.8	16.3	102	1105	14.5	4.8	107	860	12.0	3.8	88
ABC MONDAY NIGHT MOVIE	A	11258	174	4.5	1.5	66	1861	6.9	16.5	103	488	6.4	4.3	96	502	7.0	4.5	104
ABC SUNDAY NIGHT MOVIE	A	23600	618	15.8	2.6	113	3970	14.8	16.8	105	1114	14.7	4.7	104	1035	14.5	4.4	103
ABC WORLD NEWS TONIGHT	A	12801	290	7.4	2.3	97	1787	6.7	14.0	87	607	8.0	4.7	105	516	7.2	4.0	94
AFTERMASH	C	10966	*232	5.9	2.1	91	1663	6.2	15.2	95	465	6.1	4.2	94	*353	4.9	3.2	75
ALICE	C	17050	308	7.9	1.8	78	2798	10.4	16.4	103	619	8.1	3.6	80	606	8.5	3.6	83
AMERICAN PARADE	C	11998	271	6.9	2.3	97	1620	6.0	13.5	84	429	5.6	3.6	79	464	6.5	3.9	91
BENSON	A	19258	392	10.0	2.0	88	2922	10.9	15.2	95	931	12.2	4.8	107	752	10.5	3.9	91
BLUE THUNDER	A	11478	298	7.6	2.6	112	2036	7.6	17.7	111	535	7.0	4.7	103	466	6.5	4.1	95
CAGNEY & LACEY	C	18263	470	12.0	2.6	111	3148	11.7	17.2	108	853	11.2	4.7	103	797	11.1	4.4	102
CBS EVENING NEWS-DEAN	C	7733	**128	3.3	1.7	71	929	3.5	12.0	75	*238	3.1	3.1	68	*184	2.6	2.4	56
CBS EVENING NEWS-RATHER	C	15653	279	7.2	1.8	77	2081	7.8	13.3	83	718	9.4	4.6	101	541	7.6	3.5	81
CBS SAT. NEWS-SCHIEFFER	C	8744	193	4.9	2.2	95	1141	4.3	13.0	82	340	4.5	3.9	86	253	3.5	2.9	68
CBS SATURDAY NIGHT MOVIE	C	12000	319	8.2	2.7	114	1878	7.0	15.6	98	512	6.7	4.3	94	439	6.1	3.7	86
CBS WEDNESDAY NIGHT MOVIE	C	11522	277	7.1	2.4	103	1638	6.1	14.2	89	486	6.4	4.2	93	421	5.9	3.7	86
CHEERS	N	16818	335	8.6	2.0	86	3105	11.6	18.5	115	922	12.1	5.5	121	871	12.2	5.2	121
DALLAS	C	37510	756	19.4	2.0	87	5873	21.9	15.7	98	1680	22.1	4.5	99	1828	25.5	4.9	114
DIFF'RENT STROKES	N	11258	311	8.0	2.8	119	1746	6.5	15.5	97	516	6.8	4.6	101	423	5.9	3.8	88
DOUBLE TROUBLE	N	12248	441	11.3	3.6	155	2101	7.8	17.2	107	625	8.2	5.1	113	691	9.7	5.6	132
DUCK FACTORY	N	11100	240	6.2	2.2	93	1985	7.4	17.9	112	688	9.1	6.2	137	612	8.5	5.5	129
DUKES OF HAZZARD	C	12353	299	7.7	2.4	104	2050	7.6	16.6	104	602	7.9	4.9	108	546	7.6	4.4	104
DYNASTY	A	33279	876	22.5	2.6	113	5534	20.6	16.6	104	1566	20.6	4.7	104	1572	22.0	4.7	111
FACTS OF LIFE	N	13410	321	8.2	2.4	103	2250	8.4	16.8	105	524	6.9	3.9	86	649	9.1	4.8	113
FALCON CREST	C	31093	683	17.5	2.2	94	5021	18.7	16.1	101	1405	18.5	4.5	100	1604	22.4	5.2	121
FALL GUY	A	18649	603	15.5	3.2	139	3210	12.0	17.2	108	1117	14.7	6.0	132	842	11.8	4.5	106
FAMILY TIES	N	13101	433	11.1	3.3	142	2158	8.0	16.5	103	710	9.3	5.4	120	602	8.4	4.6	108
FANTASY ISLAND	A	13069	251	6.4	1.9	83	2108	7.9	16.1	101	708	9.3	5.4	120	626	8.7	4.8	112
FOULUPS,BLEEPS & BLUNDERS	A	16588	306	7.8	1.8	79	2627	9.8	15.8	99	804	10.6	4.8	107	757	10.6	4.6	107
FOUR SEASONS	C	9302	**208	5.3	2.2	96	1486	5.5	16.0	100	396	5.2	4.3	94	*293	4.1	3.1	74
GIMME A BREAK	N	13955	463	11.9	3.3	143	2203	8.2	15.8	99	688	9.1	4.9	109	551	7.7	3.9	92
HART TO HART	A	15735	354	9.1	2.2	97	2704	10.1	17.2	107	641	8.4	4.1	90	653	9.1	4.1	97
HILL STREET BLUES	N	18257	507	13.0	2.8	119	3286	12.2	18.0	112	982	12.9	5.4	119	1019	14.2	5.6	131
HOTEL	A	24236	642	16.5	2.6	114	3759	14.0	15.5	97	1122	14.8	4.6	102	1077	15.0	4.4	104
JEFFERSONS	C	17010	*244	6.3	1.4	62	2554	9.5	15.0	94	574	7.6	3.4	74	610	8.5	3.6	84
JENNIFER SLEPT HERE	N	9397	*194	5.0	2.1	89	1443	5.4	15.4	96	440	5.8	4.7	103	401	5.6	4.3	100
KATE & ALLIE	C	16762	389	10.0	2.3	100	2818	10.5	16.8	105	685	9.0	4.1	90	774	10.8	4.6	108
KNIGHT RIDER	N	13164	370	9.5	2.8	121	2402	8.9	18.2	114	710	9.3	5.4	119	620	8.7	4.7	110
LOVE BOAT	A	20400	318	8.2	1.6	67	3026	11.3	14.8	93	928	12.2	4.5	100	892	12.5	4.4	102
MAGNUM PI	C	22543	393	10.1	1.7	75	3524	13.1	15.6	98	950	12.5	4.2	93	909	12.7	4.0	94
MAMA'S FAMILY	N	9852	*166	4.3	1.7	72	1373	5.1	13.9	87	352	4.6	3.6	79	350	4.9	3.6	83
MASTER, THE	N	8082	*189	4.8	2.3	101	1388	5.2	17.2	107	417	5.5	5.2	114	469	6.6	5.8	136
MATT HOUSTON	A	12881	*253	6.5	2.0	84	2160	8.0	16.8	105	712	9.4	5.5	122	572	8.0	4.4	104
NBC MONDAY NIGHT MOVIE	N	23889	802	20.6	3.4	144	4349	16.2	18.2	114	1460	19.2	6.1	135	1194	16.7	5.0	117
NBC NIGHTLY NEWS	N	11156	167	4.3	1.5	64	1820	6.8	16.3	102	511	6.7	4.6	101	419	5.9	3.8	88
NBC NIGHTLY NEWS-SAT	N	7363	*104	2.7	1.4	61	925	3.4	12.6	78	258	3.4	3.5	77	*174	2.4	2.4	55
NBC NIGHTLY NEWS-SUN	N	6214	**80	2.1	1.3	55	674	2.5	10.8	68	*280	3.7	4.5	99	*239	3.3	3.8	90
NBC SUNDAY NIGHT MOVIE	N	17590	505	12.9	2.9	123	3055	11.4	17.4	109	1106	14.6	6.3	139	1019	14.2	5.8	136
NEWHART	C	16740	465	11.9	2.8	119	2894	10.8	17.3	108	645	8.5	3.9	85	800	11.2	4.8	112
ONE DAY AT A TIME	C	11820	261	6.7	2.2	95	2155	8.0	18.2	114	488	6.4	4.1	91	524	7.3	4.4	104
PEOPLE ARE FUNNY	N	9138	*158	4.1	1.7	74	1409	5.2	15.4	96	370	4.9	4.0	89	307	4.3	3.4	79
REAL PEOPLE	N	15979	297	7.6	1.9	80	2319	8.6	14.5	91	670	8.8	4.2	93	576	8.0	3.6	84
REMINGTON STEELE	N	14395	360	9.2	2.5	108	2431	9.1	16.9	106	581	7.6	4.0	89	720	10.1	5.0	117
RIPLEY'S BELIEVE IT - NOT	A	11362	*204	5.2	1.8	77	1882	7.0	16.6	103	497	6.5	4.4	97	576	8.0	5.1	119
RIPTIDE	N	13920	378	9.7	2.7	117	2522	9.4	18.1	113	712	9.4	5.1	113	683	9.5	4.9	115
SCARECROW & MRS. KING	C	17571	325	8.3	1.8	80	2869	10.7	16.3	102	801	10.5	4.6	101	829	11.6	4.7	111
SIMON & SIMON	C	20208	367	9.4	1.8	78	3034	11.3	15.0	94	858	11.3	4.2	94	771	10.8	3.8	89
60 MINUTES	C	27668	434	11.1	1.6	67	3593	13.4	13.0	81	1001	13.2	3.6	80	813	11.4	2.9	69
ST. ELSEWHERE	N	13699	452	11.6	3.3	142	2537	9.4	18.5	116	761	10.0	5.6	123	801	11.2	5.8	137
THREE'S COMPANY	A	20632	553	14.2	2.7	115	3409	12.7	16.5	103	994	13.1	4.8	106	918	12.8	4.4	104
T.J. HOOKER	A	17136	312	8.0	1.8	78	2736	10.2	16.0	100	795	10.5	4.6	102	706	9.9	4.1	97
TONIGHT SHOW	N	4963	110	2.8	2.2	95	854	3.2	17.2	108	288	3.8	5.8	128	299	4.2	6.0	141
TRAPPER JOHN, M.D.	C	16332	310	7.9	1.9	82	2570	9.6	15.7	98	629	8.3	3.9	85	629	8.8	3.9	90
TV BLOOPERS & PRAC. JOKES	N	18881	455	11.7	2.4	104	3173	11.8	16.8	105	874	11.5	4.6	102	660	9.2	3.5	82
20/20	A	18315	459	11.8	2.5	108	2902	10.8	15.8	99	841	11.1	4.6	101	732	10.2	4.0	94
WEBSTER	A	18722	388	9.9	2.1	89	2882	10.7	15.4	96	909	12.0	4.9	107	769	10.7	4.1	96
WORLD NEWS - SUN	A	5327	**117	3.0	2.2	94	813	3.0	15.3	95	*234	3.1	4.4	97	*182	2.5	3.4	80
YELLOW ROSE	N	8370	*145	3.7	1.7	74	1149	4.3	13.7	86	327	4.3	3.9	86	443	6.2	5.3	124
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	627	16.1	2.4	104	4938	18.4	19.1	119	1409	18.5	5.4	120	1289	18.0	5.0	117
BASKETBALL - COLLEGE GAMES		14468	*376	9.6	2.6	112	2793	10.4	19.3	121	752	9.9	5.2	115	827	11.6	5.7	134
BASKETBALL - PRO GAMES		12124	*430	11.0	3.5	152	2398	8.9	19.8	124	*530	7.0	4.4	96	670	9.4	5.5	129
BOWLING		9412	*374	9.6	4.0	171	1554	5.8	16.5	103	*437	5.7	4.6	102	*393	5.5	4.2	98
BOXING		15409	*536	13.7	3.5	150	2715	10.1	17.6	110	951	12.5	6.2	136	758	10.6	4.9	115
FOOTBALL - COLLEGE GAMES		21400	480	12.3	2.2	96	4045	15.1	18.9	118	933	12.3	4.4	96	1185	16.6	5.5	130
FOOTBALL - PRO GAMES		35944	985	25.2	2.7	118	7503	27.9	20.9	130	1999	26.3	5.6	123	2188	30.6	6.1	143
GOLF		9759	**159	4.1	1.6	70	1736	6.5	17.8	111	*350	4.6	3.6	79	*360	5.0	3.7	86
POST-SEASON COLL. FOOTBALL		18123	526	13.5	2.9	125	3640	13.6	20.1	125	826	10.9	4.6	101	1024	14.3	5.7	132
POST-SEASON PRO FOOTBALL		22091	552	14.2	2.5	107	4842	18.0	21.9	137	1329	17.5	6.0	133	1390	19.4	6.3	147
TENNIS		6764	**226	5.8	3.3	144	1528	5.7	22.6	141	*441	5.8	6.5	144	*347	4.8	5.1	120
WRESTLING - PROFESSIONAL		9695	*314	8.0	3.2	139	2082	7.8	21.5	134	*667	8.8	6.9	152	*419	5.9	4.3	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0202
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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	STARBURST A '000	STARBURST B % DOWN	STARBURST C % ACROSS	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % DOWN	TOOTSIE ROLLS C % ACROSS	TOOTSIE ROLLS D INDX
TOTAL ADULTS	167727	31018	100.0	18.5	100	6880	100.0	4.1	100	16947	100.0	10.1	100	10636	100.0	6.3	100
MALES	79263	14805	47.7	18.7	101	3049	44.3	3.8	94	8772	51.8	11.1	110	4987	46.9	6.3	99
FEMALES	88464	16213	52.3	18.3	99	3831	55.7	4.3	106	8175	48.2	9.2	91	5650	53.1	6.4	101
18 - 24	28671	7153	23.1	24.9	135	2606	37.9	9.1	222	3293	19.4	11.5	114	3051	28.7	10.6	168
25 - 34	39536	8892	28.7	22.5	122	2179	31.7	5.5	134	4910	29.0	12.4	123	3390	31.9	8.6	135
35 - 44	28978	6451	20.8	22.3	120	1043	15.2	3.6	88	3178	18.8	11.0	109	1760	16.5	6.1	96
45 - 54	22345	3785	12.2	16.9	92	*521	7.6	2.3	57	2165	12.8	9.7	96	1011	9.5	4.5	71
55 - 64	22224	2692	8.7	12.1	66	*280	4.1	1.3	31	1784	10.5	8.0	79	705	6.6	3.2	50
65 OR OLDER	25973	2047	6.6	7.9	43	*253	3.7	1.0	24	1618	9.5	6.2	62	720	6.8	2.8	44
18 - 34	68207	16045	51.7	23.5	127	4784	69.5	7.0	171	8203	48.4	12.0	119	6441	60.6	9.4	149
18 - 49	108058	24538	79.1	22.7	123	6122	89.0	5.7	138	12616	74.4	11.7	116	8800	82.7	8.1	128
25 - 54	90859	19127	61.7	21.1	114	3742	54.4	4.1	100	10252	60.5	11.3	112	6161	57.9	6.8	107
35 - 49	39851	8493	27.4	21.3	115	1338	19.4	3.4	82	4413	26.0	11.1	110	2360	22.2	5.9	93
50 OR OLDER	59669	6480	20.9	10.9	59	758	11.0	1.3	31	4331	25.6	7.3	72	1836	17.3	3.1	49
GRADUATED COLLEGE	28091	4888	15.8	17.4	94	927	13.5	3.3	80	2436	14.4	8.7	86	1510	14.2	5.4	85
ATTENDED COLLEGE	28938	6826	22.0	23.6	128	1468	21.3	5.1	124	3490	20.6	12.1	119	1888	17.8	6.5	103
GRADUATED HIGH SCHOOL	65503	13307	42.9	20.3	110	3084	44.8	4.7	115	6897	40.7	10.5	104	4936	46.4	7.5	119
DID NOT GRADUATE HIGH SCHOOL	45195	5998	19.3	13.3	72	1402	20.4	3.1	76	4125	24.3	9.1	90	2303	21.7	5.1	80
EMPLOYED MALES	56429	11313	36.5	20.0	108	2096	30.5	3.7	91	6505	38.4	11.5	114	3744	35.2	6.6	105
EMPLOYED FEMALES	43971	8901	28.7	20.2	109	2234	32.5	5.1	124	4202	24.8	9.6	95	3261	30.7	7.4	117
EMPLOYED FULL-TIME	87773	17325	55.9	19.7	107	3577	52.0	4.1	99	9319	55.0	10.6	105	5976	56.2	6.8	107
EMPLOYED PART-TIME	12627	2889	9.3	22.9	124	753	10.9	6.0	145	1387	8.2	11.0	109	1029	9.7	8.1	129
NOT EMPLOYED	67327	10804	34.8	16.0	87	2550	37.1	3.8	92	6241	36.8	9.3	92	3631	34.1	5.4	85
PROFESSIONAL/MANAGER	25845	4961	16.0	19.2	104	876	12.7	3.4	83	2557	15.1	9.9	98	1464	13.8	5.7	89
TECH/CLERICAL/SALES	30895	6448	20.8	20.9	113	1444	21.0	4.7	114	3488	20.6	11.3	112	2339	22.0	7.6	119
PRECISION/CRAFT	12629	2789	9.0	22.1	119	*578	8.4	4.6	112	1498	8.8	11.9	117	946	8.9	7.5	118
OTHER EMPLOYED	31031	6016	19.4	19.4	105	1433	20.8	4.6	113	3165	18.7	10.2	101	2256	21.2	7.3	115
SINGLE	35557	7501	24.2	21.1	114	2624	38.1	7.4	180	4061	24.0	11.4	113	3409	32.1	9.6	151
MARRIED	103585	19633	63.3	19.0	102	3429	49.8	3.3	81	10525	62.1	10.2	101	5926	55.7	5.7	90
DIVORCED/SEPARATED/WIDOWED	28585	3884	12.5	13.6	73	827	12.0	2.9	71	2361	13.9	8.3	82	1301	12.2	4.6	72
PARENTS	59295	13686	44.1	23.1	125	3048	44.3	5.1	125	6862	40.5	11.6	115	4628	43.5	7.8	123
WHITE	146081	27740	89.4	19.0	103	5801	84.3	4.0	97	15359	90.6	10.5	104	9009	84.7	6.2	97
BLACK	17974	2785	9.0	15.5	84	970	14.1	5.4	132	1232	7.3	6.9	68	1324	12.4	7.4	116
OTHER	3672	*494	1.6	13.5	73	**109	1.6	3.0	72	**357	2.1	9.7	96	**304	2.9	8.3	131
NORTHEAST-CENSUS	37005	5362	17.3	14.5	78	1364	19.8	3.7	90	3778	22.3	10.2	101	2290	21.5	6.2	98
NORTH CENTRAL	42642	10294	33.2	24.1	131	1907	27.7	4.5	109	4977	29.4	11.7	116	3045	28.6	7.1	113
SOUTH	56777	9057	29.2	16.0	86	2208	32.1	3.9	95	5122	30.2	9.0	89	3407	32.0	6.0	95
WEST	31303	6305	20.3	20.1	109	1402	20.4	4.5	109	3070	18.1	9.8	97	1894	17.8	6.1	95
NORTHEAST-MKTG.	38125	4934	15.9	12.9	70	1379	20.0	3.6	88	3270	19.3	8.6	85	2222	20.9	5.8	92
EAST CENTRAL	24794	5333	17.2	21.5	116	1021	14.8	4.1	100	3294	19.4	13.3	131	1727	16.2	7.0	110
WEST CENTRAL	28511	7326	23.6	25.7	139	1365	19.8	4.8	117	3321	19.6	11.6	115	2032	19.1	7.1	112
SOUTH	48953	8085	26.1	16.5	89	1957	28.4	4.0	97	4486	26.5	9.2	91	3010	28.3	6.1	97
PACIFIC	27344	5340	17.2	19.5	106	1158	16.8	4.2	103	2577	15.2	9.4	93	1646	15.5	6.0	95
COUNTY SIZE A	69301	11031	35.6	15.9	86	2716	39.5	3.9	96	6182	36.5	8.9	88	4400	41.4	6.3	100
COUNTY SIZE B	50633	10207	32.9	20.2	109	2289	33.3	4.5	110	5571	32.9	11.0	109	3430	32.2	6.8	107
COUNTY SIZE C	26259	5253	16.9	20.0	108	1001	14.5	3.8	93	3175	18.7	12.1	120	1575	14.8	6.0	95
COUNTY SIZE D	21534	4528	14.6	21.0	114	875	12.7	4.1	99	2019	11.9	9.4	93	1232	11.6	5.7	90
METRO CENTRAL CITY	50014	8779	28.3	17.6	95	2449	35.6	4.9	119	4997	29.5	10.0	99	3519	33.1	7.0	111
METRO SUBURBAN	76832	14161	45.7	18.4	100	2908	42.3	3.8	92	7669	45.3	10.0	99	4896	46.0	6.4	100
NON METRO	40881	8078	26.0	19.8	107	1523	22.1	3.7	91	4282	25.3	10.5	104	2221	20.9	5.4	86
TOP 5 ADI'S	39550	5839	18.8	14.8	80	1391	20.2	3.5	86	3347	19.7	8.5	84	2606	24.5	6.6	104
TOP 10 ADI'S	54877	7851	25.3	14.3	77	1995	29.0	3.6	89	4533	26.7	8.3	82	3406	32.0	6.2	98
TOP 20 ADI'S	77516	12517	40.4	16.1	87	3190	46.4	4.1	100	6972	41.1	9.0	89	5119	48.1	6.6	104
HSHLD INC. $50,000 OR MORE	17257	3152	10.2	18.3	99	*622	9.0	3.6	88	1621	9.6	9.4	93	1062	10.0	6.2	97
$40,000 OR MORE	33235	6610	21.3	19.9	108	1279	18.6	3.8	94	3245	19.1	9.8	97	1903	17.9	5.7	90
$30,000 OR MORE	59693	12101	39.0	20.3	110	2355	34.2	3.9	96	5949	35.1	10.0	99	3893	36.6	6.5	103
$25,000 OR MORE	76275	15394	49.6	20.2	109	3009	43.7	3.9	96	7670	45.3	10.1	100	4924	46.3	6.5	102
$20,000 - $24,999	18607	3582	11.5	19.3	104	728	10.6	3.9	95	1976	11.7	10.6	105	1181	11.1	6.3	100
$15,000 - $19,999	17175	3761	12.1	21.9	118	937	13.6	5.5	133	2042	12.0	11.9	118	1251	11.8	7.3	115
$10,000 - $14,999	24569	4183	13.5	17.0	92	1101	16.0	4.5	109	2564	15.1	10.4	103	1648	15.5	6.7	106
UNDER $10,000	31101	4099	13.2	13.2	71	1105	16.1	3.6	87	2695	15.9	8.7	86	1633	15.4	5.3	83
HOUSEHOLD OF 1 PERSON	19441	2273	7.3	11.7	63	516	7.5	2.7	65	1503	8.9	7.7	77	849	8.0	4.4	69
2 PEOPLE	51803	7818	25.2	15.1	82	1531	22.3	3.0	72	4485	26.5	8.7	86	2504	23.5	4.8	76
3 OR 4 PEOPLE	66933	14030	45.2	21.0	113	3025	44.0	4.5	110	7682	45.3	11.5	114	4872	45.8	7.3	115
5 OR MORE PEOPLE	29550	6898	22.2	23.3	126	1808	26.3	6.1	149	3278	19.3	11.1	110	2411	22.7	8.2	129
NO CHILD IN HSHLD	96587	14449	46.6	15.0	81	3110	45.2	3.2	78	8750	51.6	9.1	90	4958	46.6	5.1	81
CHILD(REN) UNDER 2 YRS	10844	2943	9.5	27.1	147	747	10.9	6.9	168	1481	8.7	13.7	135	1069	10.1	9.9	155
2 - 5 YEARS	26358	6473	20.9	24.6	133	1383	20.1	5.2	128	3041	17.9	11.5	114	2164	20.3	8.2	129
6 - 11 YEARS	30453	6865	22.1	22.5	122	1737	25.2	5.7	139	3890	23.0	12.8	126	2575	24.2	8.5	133
12 - 17 YEARS	36575	8295	26.7	22.7	123	1801	26.2	4.9	120	4140	24.4	11.3	112	2719	25.6	7.4	117
RESIDENCE OWNED	117770	21712	70.0	18.4	100	4315	62.7	3.7	89	11969	70.6	10.2	101	6772	63.7	5.8	91
VALUE: $50,000 OR MORE	70166	13020	42.0	18.6	100	2340	34.0	3.3	81	6982	41.2	10.0	98	3992	37.5	5.7	90
VALUE: UNDER $50,000	47604	8692	28.0	18.3	99	1975	28.7	4.1	101	4986	29.4	10.5	104	2780	26.1	5.8	92

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	STARBURST A '000	STARBURST B % DOWN	STARBURST C % ACROSS	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % DOWN	TOOTSIE ROLLS C % ACROSS	TOOTSIE ROLLS D INDX
TOTAL ADULTS		167727	31018	100.0	18.5	100	6880	100.0	4.1	100	16947	100.0	10.1	100	10636	100.0	6.3	100
MAGAZINES	QUINTILE 1	34022	7648	24.7	22.5	122	1850	26.9	5.4	133	3897	23.0	11.5	113	2702	25.4	7.9	125
	QUINTILE 2	34800	7009	22.6	20.1	109	1619	23.5	4.7	113	3780	22.3	10.9	108	2285	21.5	6.6	104
	QUINTILE 3	30514	5589	18.0	18.3	99	1098	16.0	3.6	88	3055	18.0	10.0	99	1979	18.6	6.5	102
	QUINTILE 4	33324	6237	20.1	18.7	101	1325	19.3	4.0	97	3146	18.6	9.4	93	2133	20.1	6.4	101
	QUINTILE 5	35066	4536	14.6	12.9	70	989	14.4	2.8	69	3069	18.1	8.8	87	1538	14.5	4.4	69
NEWSPAPERS	QUINTILE 1	29107	5186	16.7	17.8	96	1155	16.8	4.0	97	3070	18.1	10.5	104	1936	18.2	6.7	105
	QUINTILE 2	49095	9502	30.6	19.4	105	2099	30.5	4.3	104	4532	26.7	9.2	91	2877	27.0	5.9	92
	QUINTILE 3	23107	4505	14.5	19.5	105	1038	15.1	4.5	110	2356	13.9	10.2	101	1664	15.6	7.2	114
	QUINTILE 4	33556	6129	19.8	18.3	99	1266	18.4	3.8	92	3387	20.0	10.1	100	2038	19.2	6.1	96
	QUINTILE 5	32863	5696	18.4	17.3	94	1323	19.2	4.0	98	3602	21.3	11.0	108	2122	20.0	6.5	102
OUTDOOR	QUINTILE 1	33431	7504	24.2	22.4	121	1808	26.3	5.4	132	3952	23.3	11.8	117	2839	26.7	8.5	134
	QUINTILE 2	33478	6632	21.4	19.8	107	1502	21.8	4.5	109	3711	21.9	11.1	110	2480	23.3	7.4	117
	QUINTILE 3	33574	5929	19.1	17.7	95	1210	17.6	3.6	88	3485	20.6	10.4	103	1718	16.2	5.1	81
	QUINTILE 4	33935	5556	17.9	16.4	89	1258	18.3	3.7	90	3207	18.9	9.5	94	1873	17.6	5.5	87
	QUINTILE 5	33310	5398	17.4	16.2	88	1104	16.0	3.3	81	2592	15.3	7.8	77	1727	16.2	5.2	82
RADIO-DRIVE TIME	QUINTILE 1	33136	6529	21.0	19.7	107	1527	22.2	4.6	112	3953	23.3	11.9	118	2298	21.6	6.9	109
	QUINTILE 2	31658	6189	20.0	19.5	106	1173	17.0	3.7	90	2873	17.0	9.1	90	2090	19.7	6.6	104
	QUINTILE 3	32541	5941	19.2	18.3	99	1723	25.0	5.3	129	3353	19.8	10.3	102	2236	21.0	6.9	108
	QUINTILE 4	34247	6637	21.4	19.4	105	1377	20.0	4.0	98	3471	20.5	10.1	100	2176	20.5	6.4	100
	QUINTILE 5	36144	5722	18.4	15.8	86	1080	15.7	3.0	73	3298	19.5	9.1	90	1837	17.3	5.1	80
RADIO-MID-DAY	TERCILE 1	45037	9169	29.6	20.4	110	2132	31.0	4.7	115	4906	28.9	10.9	108	3142	29.5	7.0	110
	TERCILE 2	44819	8604	27.7	19.2	104	1871	27.2	4.2	102	4596	27.1	10.3	101	2944	27.7	6.6	104
	TERCILE 3	77872	13245	42.7	17.0	92	2877	41.8	3.7	90	7444	43.9	9.6	95	4550	42.8	5.8	92
RADIO-TOTAL	QUINTILE 1	33763	6861	22.1	20.3	110	1503	21.8	4.5	109	3802	22.4	11.3	111	2428	22.8	7.2	113
	QUINTILE 2	33240	6747	21.8	20.3	110	1794	26.1	5.4	132	3659	21.6	11.0	109	2326	21.9	7.0	110
	QUINTILE 3	33408	6074	19.6	18.2	98	1265	18.4	3.8	92	2831	16.7	8.5	84	2102	19.8	6.3	99
	QUINTILE 4	34792	6495	20.9	18.7	101	1442	21.0	4.1	101	3607	21.3	10.4	103	2085	19.6	6.0	95
	QUINTILE 5	32524	4841	15.6	14.9	80	877	12.7	2.7	66	3049	18.0	9.4	93	1696	15.9	5.2	82
TV-PRIME TIME	QUINTILE 1	33090	5780	18.6	17.5	94	1261	18.3	3.8	93	3138	18.5	9.5	94	1866	17.5	5.6	89
	QUINTILE 2	33357	6448	20.8	19.3	105	1287	18.7	3.9	94	3523	20.8	10.6	105	2238	21.0	6.7	106
	QUINTILE 3	33980	6464	20.8	19.0	103	1529	22.2	4.5	110	3571	21.1	10.5	104	2502	23.5	7.4	116
	QUINTILE 4	33854	5969	19.2	17.6	95	1415	20.6	4.2	102	3384	20.0	10.0	99	1943	18.3	5.7	91
	QUINTILE 5	33444	6357	20.5	19.0	103	1388	20.2	4.2	101	3332	19.7	10.0	99	2087	19.6	6.2	98
TV-DAYTIME	TERCILE 1	49121	8545	27.5	17.4	94	2021	29.4	4.1	100	4606	27.2	9.4	93	2893	27.2	5.9	93
	TERCILE 2	48823	9649	31.1	19.8	107	2341	34.0	4.8	117	5211	30.7	10.7	106	3403	32.0	7.0	110
	TERCILE 3	69782	12824	41.3	18.4	99	2518	36.6	3.6	88	7131	42.1	10.2	101	4341	40.8	6.2	98
TV-TOTAL	QUINTILE 1	33584	5651	18.2	16.8	91	1138	16.5	3.4	83	3437	20.3	10.2	101	1841	17.3	5.5	86
	QUINTILE 2	33441	6151	19.8	18.4	99	1552	22.6	4.6	113	3243	19.1	9.7	96	2157	20.3	6.5	102
	QUINTILE 3	33505	6424	20.7	19.2	104	1503	21.8	4.5	109	3161	18.7	9.4	93	2308	21.7	6.9	109
	QUINTILE 4	33466	6524	21.0	19.5	105	1344	19.5	4.0	98	3687	21.8	11.0	109	2179	20.5	6.5	103
	QUINTILE 5	33731	6269	20.2	18.6	100	1343	19.5	4.0	97	3420	20.2	10.1	100	2152	20.2	6.4	101
MAGAZINES-NEWSPAPERS: DUAL		44503	9508	30.7	21.4	116	2238	32.5	5.0	123	4484	26.5	10.1	100	3162	29.7	7.1	112
MAGAZINE IMPERATIVE		39363	8121	26.2	20.6	112	1841	26.8	4.7	114	4706	27.8	12.0	118	2788	26.2	7.1	112
NEWSPAPER IMPERATIVE		46441	7444	24.0	16.0	87	1503	21.8	3.2	79	4368	25.8	9.4	93	2517	23.7	5.4	85
MAGAZINES-OUTDOOR: DUAL		33726	7687	24.8	22.8	123	1745	25.4	5.2	126	4075	24.0	12.1	120	2885	27.1	8.6	135
MAGAZINE IMPERATIVE		52846	9788	31.6	18.5	100	2232	32.4	4.2	103	5063	29.9	9.6	95	3024	28.4	5.7	90
OUTDOOR IMPERATIVE		52140	9439	30.4	18.1	98	2109	30.7	4.0	99	5463	32.2	10.5	104	3294	31.0	6.3	100
MAGAZINES-RADIO: DUAL		37081	8158	26.3	22.0	119	2105	30.6	5.7	138	4178	24.7	11.3	112	2792	26.3	7.5	119
MAGAZINE IMPERATIVE		49747	9797	31.6	19.7	106	1983	28.8	4.0	97	5304	31.3	10.7	106	3327	31.3	6.7	105
RADIO IMPERATIVE		49208	8671	28.0	17.6	95	1861	27.0	3.8	92	4836	28.5	9.8	97	3112	29.3	6.3	100
MAGAZINES-TELEVISION: DUAL		33103	6923	22.3	20.9	113	1569	22.8	4.7	116	3581	21.1	10.8	107	2217	20.8	6.7	106
MAGAZINE IMPERATIVE		54575	11411	36.8	20.9	113	2552	37.1	4.7	114	5976	35.3	11.0	108	4035	37.9	7.4	117
TELEVISION IMPERATIVE		53249	8192	26.4	15.4	83	1724	25.1	3.2	79	4637	27.4	8.7	86	2917	27.4	5.5	86
NEWSPAPERS-OUTDOOR: DUAL		36255	7754	25.0	21.4	116	1857	27.0	5.1	125	4005	23.6	11.0	109	2761	26.0	7.6	120
NEWSPAPER IMPERATIVE		55591	9493	30.6	17.1	92	1950	28.3	3.5	86	4876	28.8	8.8	87	2897	27.2	5.2	82
OUTDOOR IMPERATIVE		48319	9372	30.2	19.4	105	2200	32.0	4.6	111	5578	32.9	11.5	114	3619	34.0	7.5	118
NEWSPAPERS-RADIO: DUAL		37242	7499	24.2	20.1	109	1789	26.0	4.8	117	3864	22.8	10.4	103	2775	26.1	7.5	118
NEWSPAPER IMPERATIVE		54423	9628	31.0	17.7	96	2022	29.4	3.7	91	4979	29.4	9.1	91	3090	29.1	5.7	90
RADIO IMPERATIVE		46650	9225	29.7	19.8	107	2146	31.2	4.6	112	5272	31.1	11.3	112	3115	29.3	6.7	105
NEWSPAPERS-TELEVISION: DUAL		35974	6858	22.1	19.1	103	1541	22.4	4.3	104	3646	21.5	10.1	100	2329	21.9	6.5	102
NEWSPAPER IMPERATIVE		56095	10634	34.3	19.0	103	2281	33.2	4.1	99	5412	31.9	9.6	95	3482	32.7	6.2	98
TELEVISION IMPERATIVE		47170	8209	26.5	17.4	94	1825	26.5	3.9	94	4708	27.8	10.0	99	2968	27.9	6.3	99
OUTDOOR-RADIO: DUAL		33748	7289	23.5	21.6	117	1828	26.6	5.4	132	3976	23.5	11.8	117	2806	26.4	8.3	131
OUTDOOR IMPERATIVE		52785	9834	31.7	18.6	101	2027	29.5	3.8	94	5463	32.2	10.3	102	3446	32.4	6.5	103
RADIO IMPERATIVE		52882	9344	30.1	17.7	96	2099	30.5	4.0	97	4930	29.1	9.3	92	3068	28.8	5.8	91
OUTDOOR-TELEVISION: DUAL		32030	6710	21.6	20.9	113	1689	24.5	5.3	129	3619	21.4	11.3	112	2422	22.8	7.6	119
OUTDOOR IMPERATIVE		54626	11051	35.6	20.2	109	2403	34.9	4.4	107	6156	36.3	11.3	112	3940	37.0	7.2	114
TELEVISION IMPERATIVE		54874	8722	28.1	15.9	86	1824	26.5	3.3	81	4795	28.3	8.7	86	2790	26.2	5.1	80
RADIO-TELEVISION: DUAL		33386	6723	21.7	20.1	109	1842	26.8	5.5	135	3500	20.7	10.5	104	2359	22.2	7.1	111
RADIO IMPERATIVE		53810	10757	34.7	20.0	108	2323	33.8	4.3	105	5683	33.5	10.6	105	3831	36.0	7.1	112
TELEVISION IMPERATIVE		54023	8947	28.8	16.6	90	1787	26.0	3.3	81	5101	30.1	9.4	93	3029	28.5	5.6	88

*=PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**=NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % ACROSS DOWN	SNICKERS C %	SNICKERS D INDX	STARBURST A '000	STARBURST B % ACROSS DOWN	STARBURST C %	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % ACROSS DOWN	THREE MUSKETEERS C %	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % ACROSS DOWN	TOOTSIE ROLLS C %	TOOTSIE ROLLS D INDX
TOTAL ADULTS	167727	31018	100.0	18.5	100	6880	100.0	4.1	100	16947	100.0	10.1	100	10436	100.0	6.3	100
ATLANTIC MONTHLY	867	**92	0.3	10.6	57	**13	0.2	1.5	37	**80	0.5	9.2	91	**12	0.1	1.4	22
BARRON'S	1580	*218	0.7	13.8	75	**12	0.2	0.8	19	**125	0.7	7.9	78	**57	0.5	3.6	57
BETTER HOMES & GARDENS	22203	4579	14.8	20.6	112	966	14.0	4.4	106	2363	13.9	10.6	105	1539	14.7	7.0	111
BON APPETIT	3810	509	1.6	13.4	72	*153	2.2	4.0	98	347	2.0	9.1	90	*206	1.9	5.4	85
BUSINESS WEEK	4663	738	2.4	15.8	86	*177	2.6	3.8	93	475	2.8	10.2	101	311	2.9	6.7	105
CAR AND DRIVER	3102	588	1.9	19.0	103	*170	2.5	5.5	134	330	1.9	10.6	105	*266	2.5	8.6	135
CBS MAGAZINE NETWORK (GROSS)	7311	1602	5.2	21.9	118	459	6.7	6.3	153	931	5.5	12.7	126	588	5.5	8.0	127
CHANGING TIMES	3400	498	1.6	14.6	79	**187	2.7	5.5	134	365	2.2	10.7	106	*225	2.1	6.6	104
COLONIAL HOMES	1796	343	1.1	19.1	103	**106	1.5	5.9	144	*235	1.4	13.1	130	**143	1.3	8.0	126
CONDE NAST MAG. PKG. (GROSS)	19924	4703	15.2	23.6	128	1497	21.8	7.5	183	2112	12.5	10.6	105	1877	17.6	9.4	149
CONSUMERS DIGEST	3125	573	1.8	18.3	99	**120	1.7	3.8	94	*259	1.5	8.3	82	*182	1.7	5.8	92
COSMOPOLITAN	10577	2419	7.8	22.9	124	744	10.8	7.0	171	1076	6.3	10.2	101	1067	10.0	10.1	159
COUNTRY LIVING	3746	780	2.5	20.8	113	*257	3.7	6.9	167	401	2.4	10.7	106	*172	1.6	4.6	72
CUISINE	2214	331	1.1	15.0	81	**96	1.4	4.3	106	*193	1.1	8.7	86	*107	1.0	4.8	76
CYCLE WORLD	2394	469	1.5	19.6	106	**96	1.4	4.0	98	329	1.9	13.7	136	**187	1.8	7.8	123
DCI:CREATIVE IDEAS FOR LIV	3068	772	2.5	25.2	136	**146	2.1	4.8	116	233	1.4	7.6	75	*238	2.2	7.8	122
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2141	6.9	22.4	121	373	5.4	3.9	95	634	3.7	6.6	66	524	4.9	5.5	86
DISCOVER	2277	560	1.8	24.6	133	**160	2.3	7.0	171	301	1.8	13.2	131	*211	2.0	9.3	146
EBONY	7187	1317	4.2	18.3	99	546	7.9	7.6	185	570	3.4	7.9	78	602	5.7	8.4	132
ESQUIRE	2560	519	1.7	20.3	110	*111	1.6	4.3	106	300	1.8	11.7	116	*195	1.8	7.6	120
ESSENCE	3242	733	2.4	22.6	122	*271	3.9	8.4	204	317	1.9	9.8	97	338	3.2	10.4	164
FAMILY CIRCLE	19639	3776	12.2	19.2	104	983	14.3	5.0	122	2114	12.5	10.8	107	1309	12.3	6.7	105
THE FAMILY HANDYMAN	3540	919	3.0	26.0	140	*182	2.6	5.1	125	490	2.9	13.8	137	308	2.9	8.7	137
FAMILY WEEKLY	23924	4768	15.4	19.9	108	964	14.0	4.0	98	2385	14.1	10.0	99	1584	14.9	6.6	104
FIELD & STREAM	9883	2209	7.1	22.4	121	469	6.8	4.7	116	1235	7.3	12.5	124	803	7.5	8.1	128
FOOD & WINE	1030	*193	0.6	18.7	101	**49	0.7	4.8	116	**89	0.5	8.6	86	**75	0.7	7.3	115
FORBES	2679	399	1.3	14.9	81	**54	0.8	2.0	49	242	1.4	9.0	89	*142	1.3	5.3	84
FORTUNE	2931	543	1.8	18.5	100	**136	2.0	4.6	113	213	1.3	7.3	72	*233	2.2	7.9	125
GENTLEMEN'S QUARTERLY	3481	783	2.5	22.5	122	*346	5.0	9.9	242	363	2.1	10.4	103	368	3.5	10.6	167
GLAMOUR	7163	1780	5.7	24.8	134	555	8.1	7.7	189	780	4.6	10.9	108	783	7.4	10.9	172
GOLF DIGEST	2355	615	2.0	26.1	141	**72	1.0	3.1	75	*259	1.5	11.0	109	*107	1.0	4.5	72
GOLF DIGEST/TENNIS (GROSS)	3610	821	2.6	22.7	123	*158	2.3	4.4	107	345	2.0	9.6	95	*186	1.7	5.2	81
GOLF MAGAZINE	2046	510	1.6	24.9	135	**71	1.0	3.5	85	307	1.8	15.0	149	**113	1.1	5.5	87
GOLF MAGAZINE/SKI (GROSS)	3547	868	2.8	24.5	132	*200	2.9	5.6	137	463	2.7	13.1	129	*223	2.1	6.3	99
GOOD HOUSEKEEPING	20353	4367	14.1	21.5	116	907	13.2	4.5	109	2053	12.1	10.1	100	1281	12.0	6.3	99
HARPER'S BAZAAR	3362	768	2.5	22.8	124	*257	3.7	7.6	186	328	1.9	9.8	97	*250	2.4	7.4	117
HEALTH	2987	537	1.7	18.0	97	**106	1.5	3.5	87	405	2.4	13.6	134	*174	1.6	5.8	92
HEARST MAG CORP. BUY (GROSS)	67928	14883	48.0	21.9	118	3964	57.6	5.8	142	7018	41.4	10.3	102	4988	46.9	7.3	116
HEARST MAN POWER (GROSS)	11282	2383	7.7	21.1	114	598	8.7	5.3	129	1432	8.4	12.7	126	855	8.0	7.6	120
HEARST WOMAN POWER (GROSS)	40514	9120	29.4	22.5	122	2360	34.3	5.8	142	4024	23.7	9.9	98	3095	29.1	7.6	120
HOUSE BEAUTIFUL	4885	1055	3.4	21.6	117	*205	3.0	4.2	102	449	2.6	9.2	91	331	3.1	6.8	107
INC.	1308	*187	0.6	14.3	77	**58	0.8	4.4	108	**128	0.8	9.8	97	**110	1.0	8.4	133
JET	6498	1295	4.2	19.9	108	435	6.3	6.7	163	522	3.1	8.0	80	543	5.1	8.4	132
LADIES' HOME JOURNAL	14797	3262	10.5	22.0	119	793	11.5	5.4	131	1525	9.0	10.3	102	1114	10.5	7.5	119
LHJ FAMILY GRP COMBO(GROSS)	21743	4729	15.2	21.7	118	1073	15.6	4.9	120	2368	14.0	10.9	108	1570	14.8	7.2	114
LIFE	9881	1991	6.4	20.1	109	585	8.5	5.9	144	967	5.7	9.8	97	664	6.2	6.7	106
L.A. TIMES HOME MAGAZINE	2775	465	1.5	16.8	91	**94	1.4	3.4	83	*186	1.1	6.7	66	*146	1.4	5.3	83
MADEMOISELLE	4219	917	3.0	21.7	118	*318	4.6	7.5	184	424	2.5	10.0	99	360	3.4	8.5	135
MC CALL'S	16422	3552	11.5	21.6	117	799	11.6	4.9	119	1457	8.6	8.9	88	1180	11.1	7.2	113
MC CALL'S/WRK MOTHER (GROSS)	17919	3972	12.8	22.2	120	856	12.4	4.8	116	1581	9.3	8.8	87	1294	12.2	7.2	114
MECHANIX ILLUSTRATED	4433	1010	3.3	22.8	123	*197	2.9	4.4	108	457	2.7	10.3	102	396	3.7	8.9	141
METROPOLITAN HOME	1504	*181	0.6	12.0	65	**61	0.9	4.1	99	**76	0.4	5.1	50	**42	0.4	2.8	44
MONEY	4723	824	2.7	17.4	94	*262	3.8	5.5	135	436	2.6	9.2	91	343	3.2	7.3	115
MOTHER EARTH NEWS	2325	579	1.9	24.9	135	**161	2.3	6.9	169	327	1.9	14.1	139	*256	2.4	11.0	174
MS.	1189	325	1.0	27.3	148	**54	0.8	4.5	111	*145	0.9	12.2	121	**93	0.9	7.8	123
NATIONAL ENQUIRER	18892	3813	12.3	20.2	109	949	13.8	5.0	122	2323	13.7	12.3	122	1463	13.8	7.7	122
NATIONAL GEOGRAPHIC	22129	4070	13.1	18.4	99	946	13.8	4.3	104	2270	13.4	10.3	102	1444	13.6	6.5	103
NATIONAL SUNDAY MAGAZINE PKG	103750	19857	64.0	19.1	103	4473	65.0	4.3	105	10358	61.1	10.0	99	6744	63.4	6.5	103
NATURAL HISTORY	1379	*279	0.9	20.2	109	**77	1.1	5.6	136	*181	1.1	13.1	130	**77	0.7	5.6	88
NEW WOMAN	2289	483	1.6	21.1	114	*139	2.0	6.1	148	*250	1.5	10.9	108	**147	1.4	6.4	101
NEW YORK INCLUDING CUE	1088	*134	0.4	12.3	67	**13	0.2	1.2	29	**86	0.5	7.9	78	**95	0.9	8.7	138
THE NEW YORKER	2459	382	1.2	15.5	84	**63	0.9	2.6	62	286	1.7	11.6	115	*173	1.6	7.0	111
NEWSWEEK	16527	3227	10.4	19.5	106	777	11.3	4.7	115	1686	9.9	10.2	101	1170	11.0	7.1	112
THE N.Y. TIMES DAILY EDITION	2739	250	0.8	9.1	49	**17	0.2	0.6	15	*108	0.6	3.9	39	*113	1.1	4.1	65
THE N.Y. TIMES MAGAZINE	4443	446	1.4	10.0	54	**79	1.1	1.8	43	296	1.7	6.7	66	*210	2.0	4.7	75
OMNI	2799	597	1.9	21.3	115	*160	2.3	5.7	139	355	2.1	12.7	126	*253	2.4	9.0	143
ON CABLE	2209	591	1.9	26.8	145	*134	1.9	6.1	148	273	1.6	12.4	122	*103	1.0	4.7	74
1001 HOME IDEAS	3959	930	3.0	23.5	127	*175	2.5	4.4	108	438	2.6	11.1	109	282	2.7	7.1	112
ORGANIC GARDENING	3111	767	2.5	24.7	133	**77	1.1	2.5	60	465	2.7	14.9	148	*203	1.9	6.5	103
OUTDOOR LIFE	5024	1179	3.8	23.5	127	339	4.9	6.7	164	639	3.8	12.7	126	412	3.9	8.2	129
PARADE MAGAZINE	51292	9597	30.9	18.7	101	2279	33.1	4.4	108	5257	31.0	10.2	101	3302	31.0	6.4	102

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0205
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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	STARBURST A '000	STARBURST B % DOWN	STARBURST C % ACROSS	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % DOWN	TOOTSIE ROLLS C % ACROSS	TOOTSIE ROLLS D INDX
TOTAL ADULTS	167727	31018	100.0	18.5	100	6880	100.0	4.1	100	16947	100.0	10.1	100	10636	100.0	6.3	100
PARENTS	5298	1389	4.5	26.2	142	389	5.7	7.3	179	683	4.0	12.9	128	511	4.8	9.6	152
PENTHOUSE	5129	1157	3.7	22.6	122	*258	3.8	5.0	123	772	4.6	15.1	149	381	3.6	7.4	117
PEOPLE	21070	4737	15.3	22.5	122	1209	17.6	5.7	140	2278	13.4	10.8	107	1627	15.3	7.7	122
PLAYBOY	10562	2482	8.0	23.5	127	558	8.1	5.3	129	1300	7.7	12.3	122	907	8.5	8.6	135
POPULAR HOT RODDING	2498	557	1.8	22.3	121	**138	2.0	5.5	135	*255	1.5	10.2	101	*301	2.8	12.0	190
POPULAR MECHANICS	5887	1243	4.0	21.1	114	*291	4.2	4.9	121	732	4.3	12.4	123	502	4.7	8.5	134
POPULAR SCIENCE	4317	875	2.8	20.3	110	*220	3.2	5.1	124	514	3.0	11.9	118	254	2.4	5.9	93
PREVENTION	5797	891	2.9	15.4	83	**96	1.4	1.7	40	431	2.5	7.4	74	257	2.4	4.4	70
PSYCHOLOGY TODAY	3284	625	2.0	19.0	103	**82	1.2	2.5	61	355	2.1	10.8	107	*232	2.2	7.1	111
READER'S DIGEST	40046	7571	24.4	18.9	102	1501	21.8	3.7	91	4032	23.8	10.1	100	2450	23.0	6.1	96
REDBOOK	9584	2334	7.5	24.4	132	710	10.3	7.4	181	895	5.3	9.3	92	746	7.0	7.8	123
ROAD & TRACK	2590	665	2.1	25.7	139	*170	2.5	6.6	160	*323	1.9	12.5	123	*209	2.0	8.1	127
ROLLING STONE	3302	877	2.8	26.6	144	*284	4.1	8.6	210	539	3.2	16.3	162	426	4.0	12.9	203
RUNNER'S WORLD	1229	348	1.1	28.3	153	**66	1.0	5.4	131	*176	1.0	14.3	142	**114	1.1	9.3	146
SATURDAY EVENING POST	2110	328	1.1	15.5	84	**134	1.9	6.4	155	*199	1.2	9.4	93	*124	1.2	5.9	93
SCIENCE 84	1543	332	1.1	21.5	116	**126	1.8	8.2	199	*190	1.1	12.3	122	**130	1.2	8.4	133
SCIENCE DIGEST	1747	353	1.1	20.2	109	**97	1.4	5.6	135	*226	1.3	12.9	128	**117	1.1	6.7	106
SCIENTIFIC AMERICAN	1994	*285	0.9	14.3	77	**141	2.0	7.1	172	*189	1.1	9.5	94	**68	0.6	3.4	54
SELF	3119	832	2.7	26.7	144	*225	3.3	7.2	176	491	2.9	15.7	156	*316	3.0	10.1	160
SEVENTEEN	3923	1006	3.2	25.6	139	*414	6.0	10.6	257	380	2.2	9.7	96	430	4.0	11.0	173
SKI	1501	358	1.2	23.9	129	**129	1.9	8.6	210	*156	0.9	10.4	103	**109	1.0	7.3	115
SMITHSONIAN	5976	905	2.9	15.1	82	*135	2.0	2.3	55	681	4.0	11.4	113	295	2.8	4.9	78
SOAP OPERA DIGEST	4228	930	3.0	22.0	119	302	4.4	7.1	174	479	2.8	11.3	112	374	3.5	8.8	139
SOUTHERN LIVING	6488	1369	4.4	21.1	114	*227	3.3	3.5	85	401	2.4	6.2	61	287	2.7	4.4	70
SPORT	3500	816	2.6	23.3	126	*193	2.8	5.5	134	478	2.8	13.7	135	330	3.1	9.4	149
THE SPORTING NEWS	2456	666	2.1	27.1	147	*171	2.5	7.0	170	394	2.3	16.0	159	*224	2.1	9.1	144
SPORTS AFIELD	3648	786	2.5	21.5	117	*210	3.1	5.8	140	474	2.8	13.0	129	*236	2.2	6.5	102
SPORTS ILLUSTRATED	14484	3215	10.4	22.2	120	762	11.1	5.3	128	1794	10.6	12.4	123	1072	10.1	7.4	117
STAR	12661	2441	7.9	19.3	104	674	9.8	5.3	130	1397	8.2	11.0	109	943	8.9	7.4	117
SUNDAY	52799	9900	31.9	18.8	101	2380	34.6	4.5	110	5484	32.4	10.4	103	3503	32.9	6.6	105
SUNSET	3513	688	2.2	19.6	106	**164	2.4	4.7	114	419	2.5	11.9	118	*201	1.9	5.7	90
TV GUIDE	42766	9160	29.5	21.4	116	2117	30.8	5.0	121	4889	28.8	11.4	113	3101	29.2	7.3	114
TENNIS	1254	*206	0.7	16.4	89	**86	1.3	6.9	167	**86	0.5	6.9	68	**78	0.7	6.2	98
TIME	22054	4255	13.7	19.3	104	1066	15.5	4.8	118	2329	13.7	10.6	105	1433	13.5	6.5	102
TOWN & COUNTRY	1555	*262	0.8	16.8	91	**102	1.5	6.6	160	*125	0.7	8.0	80	**93	0.9	6.0	94
TRAVEL & LEISURE	2173	396	1.3	18.2	99	**65	0.9	3.0	73	*184	1.1	8.5	84	*133	1.3	6.1	97
TRUE STORY	4636	1021	3.3	22.0	119	*330	4.8	7.1	174	720	4.2	15.5	154	388	3.6	8.4	132
U.S.NEWS & WORLD REPORT	10353	1998	6.4	19.3	104	548	8.0	5.3	129	1280	7.6	12.4	122	605	5.7	5.8	92
USA TODAY	4994	976	3.1	19.5	106	*165	2.4	3.3	81	533	3.1	10.7	106	320	3.0	6.4	101
US	3528	888	2.9	25.2	136	*308	4.5	8.7	213	560	3.3	15.9	157	*260	2.4	7.4	116
VOGUE	5424	1174	3.8	21.6	117	400	5.8	7.4	180	418	2.5	7.7	76	419	3.9	7.7	122
WALL STREET JOURNAL	6292	1098	3.5	17.5	94	*196	2.8	3.1	76	605	3.6	9.6	95	363	3.4	5.8	91
WEIGHT WATCHERS	2762	619	2.0	22.4	121	**101	1.5	3.7	89	364	2.1	13.2	130	*241	2.3	8.7	138
WOMAN'S DAY	16320	3331	10.7	20.4	110	713	10.4	4.4	107	1644	9.7	10.1	100	1158	10.9	7.1	112
WORKING MOTHER	1496	420	1.4	28.1	152	**57	0.8	3.8	93	*124	0.7	8.3	82	**115	1.1	7.7	121
WORKING WOMAN	1851	470	1.5	25.4	137	**125	1.8	6.8	165	*185	1.1	10.0	99	*199	1.9	10.8	170
WORLD TENNIS	580	**65	0.2	11.2	61	**65	0.9	11.2	273	**90	0.5	15.5	154	**43	0.4	7.4	117
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2527	8.1	20.4	110	690	10.0	5.6	136	1459	8.6	11.8	116	879	8.3	7.1	112
BLAIR INSERTS	91671	17159	55.3	18.7	101	3875	56.3	4.2	103	9025	53.3	9.8	97	5944	55.9	6.5	102
DAILY NEWSPAPERS																	
READ ANY	109190	20205	65.1	18.5	100	4437	64.5	4.1	99	10702	63.1	9.8	97	6754	63.5	6.2	98
READ ONE	89587	16753	54.0	18.7	101	3788	55.1	4.2	103	8799	51.9	9.8	97	5627	52.9	6.3	99
READ TWO OR MORE	19602	3452	11.1	17.6	95	649	9.4	3.3	81	1902	11.2	9.7	96	1127	10.6	5.7	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	20938	67.5	19.1	103	4638	67.4	4.2	103	10931	64.5	10.0	99	7049	66.3	6.4	101
READ ONE	95074	18323	59.1	19.3	104	4063	59.1	4.3	104	9208	54.3	9.7	96	6030	56.7	6.3	100
READ TWO OR MORE	14588	2614	8.4	17.9	97	575	8.4	3.9	96	1723	10.2	11.8	117	1018	9.6	7.0	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.66				32.95				31.57				34.24			
30 DAY REACH	149706	28287	91.2	18.9	102	6392	92.9	4.3	104	15651	92.4	10.5	103	9788	92.0	6.5	103
50 SHWG - 30 DAY AV FREQ	15.16	16.68				17.31				16.55				18.07			
30 DAY REACH	142406	26915	86.8	18.9	102	6099	88.6	4.3	104	14963	88.3	10.5	104	9310	87.5	6.5	103
25 SHWG - 30 DAY AV FREQ	8.23	8.98				9.52				8.85				9.70			
30 DAY REACH	131152	25037	80.7	19.1	103	5537	80.5	4.2	103	13960	82.4	10.6	105	8670	81.5	6.6	104
CABLE TV: HOME WIRED	66679	14053	45.3	21.0	114	3184	46.3	4.8	116	7528	44.4	11.3	111	4374	41.1	6.5	103
HOME NOT WIRED	100048	16965	54.7	16.8	91	3696	53.7	3.7	89	9419	55.6	9.3	92	6262	58.9	6.2	98
HAVE PAY CABLE	35024	8217	26.5	23.5	127	1711	24.9	4.9	119	4237	25.0	12.1	120	2371	22.3	6.8	107

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	STARBURST A '000	STARBURST B % DOWN	STARBURST C % ACROSS	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % DOWN	TOOTSIE ROLLS C % ACROSS	TOOTSIE ROLLS D INDX
TOTAL ADULTS	167727	31018	100.0	18.5	100	6880	100.0	4.1	100	16947	100.0	10.1	100	10636	100.0	6.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	18510	59.7	19.4	105	4229	61.5	4.4	108	10176	60.0	10.6	105	6446	60.6	6.7	106
10:00 AM - 3:00 PM	63599	12766	41.2	20.1	109	2931	42.6	4.6	112	6849	40.4	10.8	107	4311	40.5	6.8	107
3:00 PM - 7:00 PM	72097	14423	46.5	20.0	108	3327	48.4	4.6	112	7999	47.2	11.1	110	5055	47.5	7.0	111
7:00 PM - MIDNIGHT	36670	7869	25.4	21.5	116	1986	28.9	5.4	132	4233	25.0	11.5	114	2622	24.7	7.2	113
MIDNIGHT - 6:00 AM	21908	4564	14.7	20.8	113	1082	15.7	4.9	120	2564	15.1	11.7	116	1620	15.2	7.4	117
6:00 AM - MIDNIGHT	127571	24951	80.4	19.6	106	5714	83.1	4.5	109	13556	80.0	10.6	105	8573	80.6	6.7	106
ENTIRE DAY	129299	25318	81.6	19.6	106	5750	83.6	4.4	108	13760	81.2	10.6	105	8672	81.5	6.7	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	7225	23.3	21.2	115	1542	22.4	4.5	111	3625	21.4	10.7	105	2330	21.9	6.9	108
ALL NEWS	6062	687	2.2	11.3	61	**100	1.5	1.6	40	509	3.0	8.4	83	238	2.2	3.9	62
AOR/PROGRESSIVE	11884	2582	8.3	21.7	117	725	10.5	6.1	149	1521	9.0	12.8	127	963	9.1	8.1	128
BEAUTIFUL MUSIC	11180	2255	7.3	20.2	109	624	9.1	5.6	136	1292	7.6	11.6	114	792	7.4	7.1	112
BLACK	4538	861	2.8	19.0	103	*230	3.3	5.1	124	344	2.0	7.6	75	371	3.5	8.2	129
CLASSICAL	3857	674	2.2	17.5	94	**86	1.3	2.2	54	323	1.9	8.4	83	*188	1.8	4.9	77
CHR/ROCK	21946	4714	15.2	21.5	116	1430	20.8	6.5	159	2637	15.6	12.0	119	2139	20.1	9.7	154
COUNTRY	27262	5532	17.8	20.3	110	1162	16.9	4.3	104	3072	18.1	11.3	112	1578	14.8	5.8	91
GOLDEN OLDIES	3339	521	1.7	15.6	84	**130	1.9	3.9	95	*255	1.5	7.6	76	*199	1.9	6.0	94
MOR/NOSTALGIA	10346	2038	6.6	19.7	107	390	5.7	3.8	92	1028	6.1	9.9	98	607	5.7	5.9	93
NEWS/TALK	8929	1284	4.1	14.4	78	*192	2.8	2.2	52	849	5.0	9.5	94	453	4.3	5.1	80
RELIGIOUS	5488	869	2.8	15.8	86	*219	3.2	4.0	97	577	3.4	10.5	104	368	3.5	6.7	106
SOFT ROCK	1232	*247	0.8	20.0	108	**92	1.3	7.5	182	**146	0.9	11.9	117	**74	0.7	6.0	95
URBAN CONTEMPORARY	3184	560	1.8	17.6	95	*169	2.5	5.3	129	299	1.8	9.4	93	*189	1.8	5.9	94
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1372	4.4	19.9	107	*378	5.5	5.5	133	811	4.8	11.7	116	605	5.7	8.8	138
ABC DIRECTION	5212	986	3.2	18.9	102	*230	3.3	4.4	108	588	3.5	11.3	112	401	3.8	7.7	121
ABC ENTERTAINMENT	10385	2002	6.5	19.3	104	326	4.7	3.1	77	1154	6.8	11.1	110	564	5.3	5.4	86
ABC FM	4762	1122	3.6	23.6	127	*379	5.5	8.0	194	601	3.5	12.6	125	401	3.8	8.4	133
ABC INFORMATION	11339	2202	7.1	19.4	105	423	6.1	3.7	91	1167	6.9	10.3	102	675	6.3	6.0	94
ABC ROCK	4878	1103	3.6	22.6	122	302	4.4	6.2	151	724	4.3	14.8	147	456	4.3	9.3	147
CBS	10709	1915	6.2	17.9	97	246	3.6	2.3	56	972	5.7	9.1	90	454	4.3	4.2	67
MUTUAL	10251	2021	6.5	19.7	107	361	5.2	3.5	86	1164	6.9	11.4	112	616	5.8	6.0	95
NBC	12243	2134	6.9	17.4	94	395	5.7	3.2	79	1330	7.8	10.9	108	782	7.4	6.4	101
RADIORADIO	4606	863	2.8	18.7	101	*233	3.4	5.1	123	535	3.2	11.6	115	348	3.3	7.6	119
RKO ONE	5148	1280	4.1	24.9	134	384	5.6	7.5	182	724	4.3	14.1	139	580	5.5	11.3	178
RKO TWO	7313	1375	4.4	18.8	102	255	3.7	3.5	85	697	4.1	9.5	94	442	4.2	6.0	95
THE SOURCE	5981	1220	3.9	20.4	110	380	5.5	6.4	155	611	3.6	10.2	101	573	5.4	9.6	151
NON-HIRED : BLAIR	19329	3913	12.6	20.2	109	789	11.5	4.1	100	2019	11.9	10.4	103	1202	11.3	6.2	98
INTERNET	27139	5473	17.6	20.2	109	1526	22.2	5.6	137	2855	16.8	10.5	104	2112	19.9	7.8	123
KATZ RADIO GROUP	36319	6944	22.4	19.1	103	1620	23.5	4.5	109	4132	24.4	11.4	113	2431	22.9	6.7	106
SUPERNET	22361	4208	13.6	18.8	102	1136	16.5	5.1	124	2346	13.8	10.5	104	1499	14.1	6.7	106
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	2503	8.1	17.2	93	637	9.3	4.4	107	1329	7.8	9.1	91	949	8.9	6.5	103
MKDAY 9:00 AM - 1:00 PM	18688	3298	10.6	17.6	95	773	11.2	4.1	101	1797	10.6	9.6	95	1064	10.0	5.7	90
MKDAY 1:00 PM - 4:30 PM	24061	4308	13.9	17.9	97	924	13.4	3.8	94	2293	13.5	9.5	94	1361	12.8	5.7	89
MKDAY 4:30 PM - 7:30 PM	44079	7478	24.1	17.0	92	1673	24.3	3.8	93	4146	24.5	9.4	93	2579	24.2	5.9	92
MKDAY 7:30 PM - 8:00 PM	61979	10758	34.7	17.4	94	2317	33.7	3.7	91	5954	35.1	9.6	95	3789	35.6	6.1	96
MKDAY 11:00 PM - 11:30 PM	49084	9188	29.6	18.7	101	2052	29.8	4.2	102	4974	29.4	10.1	100	3180	29.9	6.5	102
MKDAY 11:30 PM - 1:00 AM	16560	3227	10.4	19.5	105	678	9.9	4.1	100	1692	10.0	10.2	101	1140	10.7	6.9	109
M-SAT 8-11 PM+SUN 7-11 PM	66967	12279	39.6	18.3	99	2684	39.0	4.0	98	6702	39.5	10.0	99	4224	39.7	6.3	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1739	5.6	18.8	101	530	7.7	5.7	139	909	5.4	9.8	97	543	5.1	5.9	92
ANOTHER WORLD N	6138	1121	3.6	18.3	99	188	2.7	3.1	75	621	3.7	10.1	100	271	2.5	4.4	70
AS THE WORLD TURNS C	7707	1306	4.2	16.9	92	195	2.8	2.5	62	788	4.6	10.2	101	394	3.7	5.1	81
CAPITOL C	4688	824	2.7	17.6	95	127	1.8	2.7	66	496	2.9	10.6	105	293	2.8	6.3	99
CBS MORN. NEWS 1 C	2792	490	1.6	17.6	95	*99	1.4	3.5	86	205	1.2	7.3	73	144	1.4	5.2	81
CBS MORN. NEWS 2 C	2071	383	1.2	18.5	100	*70	1.0	3.4	82	180	1.1	8.7	86	*96	0.9	4.6	73
DAYS OF OUR LIVES N	8018	1640	5.3	20.5	111	392	5.7	4.9	119	794	4.7	9.9	98	408	3.8	5.1	80
FACTS OF LIFE - DAYTIME N	3487	534	1.7	15.3	83	*117	1.7	3.4	82	344	2.0	9.9	98	188	1.8	5.4	85
FAMILY FEUD A	4817	808	2.6	16.8	91	237	3.4	4.9	120	477	2.8	9.9	98	261	2.5	5.4	85
GENERAL HOSPITAL A	8333	1396	4.5	16.8	91	365	5.3	4.4	107	737	4.3	8.8	88	543	5.1	6.5	103
GOOD MORNING, AMERICA-730 A	5472	1027	3.3	18.8	101	273	4.0	5.0	122	458	2.7	8.4	83	346	3.3	6.3	100
GOOD MORNING, AMERICA-830 A	3965	722	2.3	18.2	98	129	1.9	3.3	79	282	1.7	7.1	70	207	1.9	5.2	82
GUIDING LIGHT C	7542	1326	4.3	17.6	95	163	2.4	2.2	53	770	4.5	10.2	101	402	3.8	5.3	84
ONE LIFE TO LIVE A	6018	1120	3.6	18.6	101	281	4.1	4.7	114	557	3.3	9.3	92	346	3.3	5.7	91
PRESS YOUR LUCK C	3589	631	2.0	17.6	95	*114	1.7	3.2	77	365	2.2	10.2	101	167	1.6	4.7	73
PRICE IS RIGHT 1 C	7418	1167	3.8	15.7	85	306	4.4	4.1	101	712	4.2	9.6	95	367	3.5	4.9	78
PRICE IS RIGHT 2 C	8276	1327	4.3	16.0	87	324	4.7	3.9	95	803	4.7	9.7	96	424	4.0	5.1	81
RYAN'S HOPE A	4358	832	2.7	19.1	103	267	3.9	6.1	149	387	2.3	8.9	88	302	2.8	6.9	109
SALE OF THE CENTURY N	3749	558	1.8	14.9	80	*147	2.1	3.9	96	*328	1.9	8.7	87	231	2.2	6.2	97
SEARCH FOR TOMORROW N	2884	493	1.6	17.1	92	*115	1.7	4.0	97	241	1.4	8.4	83	170	1.6	5.9	93
TODAY SHOW 1 N	4869	765	2.5	15.7	85	202	2.9	4.1	101	408	2.4	8.4	83	287	2.7	5.9	93
TODAY SHOW 2 N	4135	640	2.1	15.5	84	154	2.2	3.7	91	317	1.9	7.7	76	239	2.2	5.8	91
$25,000 PYRAMID C	4361	675	2.2	15.5	84	140	2.0	3.2	78	452	2.7	10.4	103	266	2.5	6.1	96
WHEEL OF FORTUNE N	6187	921	3.0	14.9	80	166	2.4	2.7	65	572	3.4	9.2	92	363	3.4	5.9	93
YOUNG AND THE RESTLESS C	8186	1401	4.5	17.1	93	238	3.5	2.9	71	801	4.7	9.8	97	403	3.8	4.9	78
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	784	2.5	16.6	90	*188	2.7	4.0	97	473	2.8	10.0	99	310	2.9	6.6	103
NBA PLAYOFF GAME -1 C	5127	1059	3.4	20.7	112	162	2.4	3.2	77	650	3.8	12.7	125	327	3.1	6.4	101
NBC MAJOR LEAGUE PRE-GAME N	3945	684	2.2	17.3	94	**138	2.0	3.5	85	411	2.4	10.4	103	*249	2.3	6.3	100
SPORTSWORLD - SUN N	3370	653	2.1	19.4	105	*132	1.9	3.9	95	358	2.1	10.6	105	168	1.6	5.0	79
SUNDAY MORNING C	4200	858	2.8	20.4	110	*139	2.0	3.3	81	390	2.3	9.3	92	241	2.3	5.7	90

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0207
P-22

		TOTAL U.$. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	STARBURST A '000	STARBURST B % DOWN	STARBURST C % ACROSS	STARBURST D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	TOOTSIE ROLLS A '000	TOOTSIE ROLLS B % DOWN	TOOTSIE ROLLS C % ACROSS	TOOTSIE ROLLS D INDX
TOTAL ADULTS		167727	31018	100.0	18.5	100	6880	100.0	4.1	100	16947	100.0	10.1	100	10636	100.0	6.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	8512	27.4	16.3	88	1856	27.0	3.5	87	4921	29.0	9.4	93	2759	25.9	5.3	83
NETWORK AFFILIATES - LATE		39164	7273	23.4	18.6	100	1523	22.1	3.9	95	3886	22.9	9.9	98	2440	22.9	6.2	98
INDEPENDENTS - LATE		5133	743	2.4	14.5	78	179	2.6	3.5	85	464	2.7	9.0	89	325	3.1	6.3	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	4200	13.5	18.4	100	970	14.1	4.2	104	2392	14.1	10.5	104	1633	15.4	7.2	113
ABC MONDAY NIGHT MOVIE	A	11258	1948	6.3	17.3	94	478	6.9	4.2	104	951	5.6	8.4	84	682	6.4	6.1	96
ABC SUNDAY NIGHT MOVIE	A	23600	4502	14.5	19.1	103	987	14.3	4.2	102	2432	14.4	10.3	102	1429	13.4	6.1	95
ABC WORLD NEWS TONIGHT	A	12801	2039	6.6	15.9	86	548	8.0	4.3	104	1143	6.7	8.9	88	705	6.6	5.5	87
AFTERMASH	C	10966	1841	5.9	16.8	91	*362	5.3	3.3	80	931	5.5	8.5	84	594	5.6	5.4	85
ALICE	C	17050	2964	9.6	17.4	94	552	8.0	3.2	79	1620	9.6	9.5	94	928	8.7	5.4	86
AMERICAN PARADE	C	11998	1900	6.1	15.8	86	341	5.0	2.8	69	1024	6.0	8.5	84	601	5.7	5.0	79
BENSON	A	19258	3407	11.0	17.7	96	714	10.4	3.7	90	1836	10.8	9.5	94	1213	11.4	6.3	99
BLUE THUNDER	A	11478	2403	7.7	20.9	113	518	7.5	4.5	110	1200	7.1	10.5	103	791	7.4	6.9	109
CAGNEY & LACEY	C	18263	3708	12.0	20.3	110	796	11.6	4.4	106	1793	10.6	9.8	97	1126	10.6	6.2	97
CBS EVENING NEWS-DEAN	C	7733	1078	3.5	13.9	75	**163	2.4	2.1	51	621	3.7	8.0	79	306	2.9	4.0	62
CBS EVENING NEWS-RATHER	C	15653	2584	8.3	16.5	89	422	6.1	2.7	66	1511	8.9	9.7	96	711	6.7	4.5	72
CBS SAT. NEWS-SCHIEFFER	C	8744	1240	4.0	14.2	77	335	4.9	3.8	93	758	4.5	8.7	86	430	4.0	4.9	78
CBS SATURDAY NIGHT MOVIE	C	12000	2272	7.3	18.9	102	490	7.1	4.1	100	1173	6.9	9.8	97	790	7.4	6.6	104
CBS WEDNESDAY NIGHT MOVIE	C	11522	2008	6.5	17.4	94	454	6.6	3.9	96	1206	7.1	10.5	104	643	6.0	5.6	88
CHEERS	N	16818	3243	10.5	19.3	104	658	9.6	3.9	95	1621	9.6	9.6	95	1135	10.7	6.7	106
DALLAS	C	37510	6586	21.2	17.6	95	1387	20.2	3.7	90	3646	21.5	9.7	96	2302	21.6	6.1	97
DIFF'RENT STROKES	N	11258	1892	6.1	16.8	91	335	4.9	3.0	73	1214	7.2	10.8	107	657	6.2	5.8	92
DOUBLE TROUBLE	N	12248	2342	7.6	19.1	103	601	8.7	4.9	120	1402	8.3	11.4	113	823	7.7	6.7	106
DUCK FACTORY	N	11100	2093	6.7	18.9	102	399	5.8	3.6	88	1171	6.9	10.5	104	783	7.4	7.1	111
DUKES OF HAZZARD	C	12353	2304	7.4	18.7	101	457	6.6	3.7	90	1421	8.4	11.5	114	855	8.0	6.9	109
DYNASTY	A	33279	6092	19.6	18.3	99	1506	21.9	4.5	110	3113	18.4	9.4	93	2079	19.5	6.2	99
FACTS OF LIFE	N	13410	2441	7.9	18.2	98	522	7.6	3.9	95	1415	8.3	10.6	104	892	8.4	6.7	105
FALCON CREST	C	31093	5628	18.1	18.1	98	1176	17.1	3.8	92	3025	17.8	9.7	96	1914	18.0	6.2	97
FALL GUY	A	18649	3734	12.0	20.0	108	746	10.8	4.0	98	1956	11.5	10.5	104	1202	11.3	6.4	102
FAMILY TIES	N	13101	2363	7.6	18.0	98	505	7.3	3.9	94	1170	6.9	8.9	88	891	8.4	6.8	107
FANTASY ISLAND	A	13069	2380	7.7	18.2	98	492	7.2	3.8	92	1452	8.6	11.1	110	730	6.9	5.6	88
FOULUPS,BLEEPS & BLUNDERS	A	16588	3302	10.6	19.9	108	571	8.3	3.4	84	1640	9.7	9.9	98	881	8.3	5.3	84
FOUR SEASONS	C	9302	1666	5.4	17.9	97	*418	6.1	4.5	110	715	4.2	7.7	76	518	4.9	5.6	88
GIMME A BREAK	N	13955	2297	7.4	16.5	89	560	8.1	4.0	98	1265	7.5	9.1	90	989	9.3	7.1	112
HART TO HART	A	15735	2925	9.4	18.6	101	624	9.1	4.0	97	1547	9.1	9.8	97	968	9.1	6.2	97
HILL STREET BLUES	N	18257	3495	11.3	19.1	104	746	10.8	4.1	100	1901	11.2	10.4	103	1289	12.1	7.1	111
HOTEL	A	24236	4300	13.9	17.7	96	994	14.4	4.1	100	2181	12.9	9.0	89	1534	14.4	6.3	100
JEFFERSONS	C	17010	2921	9.4	17.2	93	524	7.6	3.1	75	1536	9.1	9.0	89	902	8.5	5.3	84
JENNIFER SLEPT HERE	N	9397	1503	4.8	16.0	86	270	3.9	2.9	70	974	5.7	10.4	103	536	5.0	5.7	90
KATE & ALLIE	C	16762	3132	10.1	18.7	101	596	8.7	3.6	87	1638	9.7	9.8	97	1016	9.6	6.1	96
KNIGHT RIDER	N	13164	2686	8.7	20.4	110	624	9.1	4.7	116	1417	8.4	10.8	107	1003	9.4	7.6	120
LOVE BOAT	A	20400	3544	11.4	17.4	94	712	10.3	3.5	85	1822	10.8	8.9	88	1124	10.6	5.5	87
MAGNUM PI	C	22543	4078	13.1	18.1	98	978	14.2	4.3	106	2161	12.8	9.6	95	1388	13.1	6.2	97
MAMA'S FAMILY	N	9852	1680	5.4	17.1	92	266	3.9	2.7	66	1021	6.0	10.4	103	555	5.2	5.6	89
MASTER, THE	N	8082	1410	4.5	17.4	94	274	4.0	3.4	83	763	4.5	9.4	93	523	4.9	6.5	102
MATT HOUSTON	A	12881	2545	8.2	19.8	107	604	8.8	4.7	114	1311	7.7	10.2	101	795	7.5	6.2	97
NBC MONDAY NIGHT MOVIE	N	23889	4820	15.5	20.2	109	941	13.7	3.9	96	2604	15.4	10.9	108	1631	15.3	6.8	108
NBC NIGHTLY NEWS	N	11156	1945	6.3	17.4	94	417	6.1	3.7	91	1028	6.1	9.2	91	687	6.5	6.2	97
NBC NIGHTLY NEWS-SAT	N	7363	1041	3.4	14.1	76	*133	1.9	1.8	44	611	3.6	8.3	82	343	3.2	4.7	73
NBC NIGHTLY NEWS-SUN	N	6214	923	3.0	14.9	80	*245	3.6	3.9	96	508	3.0	8.2	81	290	2.7	4.7	74
NBC SUNDAY NIGHT MOVIE	N	17590	3574	11.5	20.3	110	819	11.9	4.7	114	1919	11.3	10.9	108	1275	12.0	7.2	114
NEWHART	C	16740	3384	10.9	20.2	109	648	9.4	3.9	94	1713	10.1	10.2	101	1035	9.7	6.2	98
ONE DAY AT A TIME	C	11820	2020	6.5	17.1	92	429	6.2	3.6	88	1268	7.5	10.7	106	753	7.1	6.4	100
PEOPLE ARE FUNNY	N	9138	1608	5.2	17.6	95	250	3.6	2.7	67	1071	6.3	11.7	116	520	4.9	5.7	90
REAL PEOPLE	N	15979	2736	8.8	17.1	93	559	8.1	3.5	85	1605	9.5	10.0	99	905	8.5	5.7	89
REMINGTON STEELE	N	14395	2717	8.8	18.9	102	717	10.4	5.0	121	1564	9.2	10.9	108	1075	10.1	7.5	118
RIPLEY'S BELIEVE IT - NOT	A	11362	2255	7.3	19.8	107	458	6.7	4.0	98	1244	7.3	10.9	108	709	6.7	6.2	98
RIPTIDE	N	13920	2649	8.5	19.0	103	617	9.0	4.4	108	1491	8.8	10.7	106	925	8.7	6.6	105
SCARECROW & MRS. KING	C	17571	3255	10.5	18.5	100	788	11.5	4.5	109	1723	10.2	9.8	97	1149	10.8	6.5	103
SIMON & SIMON	C	20208	3554	11.5	17.6	95	751	10.9	3.7	91	2098	12.4	10.4	103	1234	11.6	6.1	96
60 MINUTES	C	27668	4524	14.6	16.4	88	813	11.8	2.9	72	2327	13.7	8.4	83	1297	12.2	4.7	74
ST. ELSEWHERE	N	13699	2680	8.6	19.6	106	571	8.3	4.2	102	1397	8.2	10.2	101	963	9.1	7.0	111
THREE'S COMPANY	A	20632	3696	11.9	17.9	97	915	13.3	4.4	108	2021	11.9	9.8	97	1219	11.5	5.9	93
T.J. HOOKER	A	17136	2936	9.5	17.1	93	734	10.7	4.3	104	1565	9.2	9.1	90	1079	10.1	6.3	99
TONIGHT SHOW	N	4963	944	3.0	19.0	103	182	2.6	3.7	89	520	3.1	10.5	104	329	3.1	6.6	105
TRAPPER JOHN, M.D.	C	16332	2820	9.1	17.3	93	582	8.5	3.6	87	1680	9.9	10.3	102	918	8.6	5.6	89
TV BLOOPERS & PRAC. JOKES	N	18881	3790	12.2	20.1	109	675	9.8	3.6	87	1959	11.6	10.4	103	1073	10.1	5.7	90
20/20	A	18315	3337	10.8	18.2	99	697	10.1	3.8	93	1774	10.5	9.7	96	1078	10.1	5.9	93
WEBSTER	A	18722	3349	10.8	17.9	97	702	10.2	3.7	91	1710	10.1	9.1	90	1246	11.7	6.7	105
WORLD NEWS - SUN	A	5327	886	2.9	16.6	90	*117	1.7	2.2	54	482	2.8	9.0	90	321	3.0	6.0	95
YELLOW ROSE	N	8370	1643	5.3	19.6	106	287	4.2	3.4	84	844	5.0	10.1	100	603	5.7	7.2	114
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	5653	18.2	21.9	118	1054	15.3	4.1	99	2999	17.7	11.6	115	1672	15.7	6.5	102
BASKETBALL - COLLEGE GAMES		14468	3783	12.2	26.1	141	834	12.1	5.8	141	1643	9.7	11.4	112	1129	10.6	7.8	123
BASKETBALL - PRO GAMES		12124	2899	9.3	23.9	129	734	10.7	6.1	148	1691	10.0	13.9	138	844	7.9	7.0	110
BOWLING		9412	2163	7.0	23.0	124	*440	6.4	4.7	114	1188	7.0	12.6	125	664	6.2	7.1	111
BOXING		15409	3823	12.3	24.8	134	674	9.8	4.4	107	2048	12.1	13.3	132	1172	11.0	7.6	120
FOOTBALL - COLLEGE GAMES		21400	5042	16.3	23.6	127	1054	15.3	4.9	120	2465	14.5	11.5	114	1657	15.6	7.7	122
FOOTBALL - PRO GAMES		35944	9366	30.2	26.1	141	1931	28.1	5.4	131	4487	26.5	12.5	124	2739	25.8	7.6	120
GOLF		9759	2313	7.5	23.7	128	*331	4.8	3.4	83	1118	6.6	11.5	113	634	6.0	6.5	102
POST-SEASON COLL. FOOTBALL		18123	4674	15.1	25.8	139	1025	14.9	5.7	138	2345	13.8	12.9	128	1528	14.4	8.4	133
POST-SEASON PRO FOOTBALL		22091	5815	18.7	26.3	142	1187	17.3	5.4	131	3083	18.2	14.0	138	1746	16.4	7.9	125
TENNIS		6764	1872	6.0	27.7	150	**329	4.8	4.9	119	978	5.8	14.5	143	544	5.1	8.0	127
WRESTLING - PROFESSIONAL		9695	2239	7.2	23.1	125	594	8.6	6.1	149	1189	7.0	12.3	121	811	7.6	8.4	132

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0208
P-22

	TOTAL U.S. '000	TWIX A '000	TWIX B % DOWN	TWIX C % ACROSS	TWIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	9581	100.0	5.7	100	5392	100.0	3.2	100	7366	100.0	4.4	100	8025	100.0	4.8	100
MALES	79263	4113	42.9	5.2	91	2314	42.9	2.9	91	3515	47.7	4.4	101	3143	39.2	4.0	83
FEMALES	88464	5467	57.1	6.2	108	3078	57.1	3.5	108	3852	52.3	4.4	99	4882	60.8	5.5	115
18 - 24	28671	3303	34.5	11.5	202	1545	28.7	5.4	168	2206	29.9	7.7	175	1789	22.3	6.2	130
25 - 34	39536	2866	29.9	7.2	127	1601	29.7	4.0	126	2358	32.0	6.0	136	2110	26.3	5.3	112
35 - 44	28978	1388	14.5	4.8	84	1076	20.0	3.7	116	1347	18.3	4.6	106	1630	20.3	5.6	118
45 - 54	22345	1040	10.9	4.7	81	*445	8.3	2.0	62	736	10.0	3.3	75	926	11.5	4.1	87
55 - 64	22224	500	5.2	2.2	39	*345	6.4	1.6	48	*391	5.3	1.8	40	898	11.2	4.0	84
65 OR OLDER	25973	483	5.0	1.9	33	*380	7.0	1.5	46	*329	4.5	1.3	29	672	8.4	2.6	54
18 - 34	68207	6169	64.4	9.0	158	3146	58.3	4.6	143	4563	61.9	6.7	152	3899	48.6	5.7	119
18 - 49	108058	8024	83.7	7.4	130	4425	82.1	4.1	127	6258	85.0	5.8	132	6021	75.0	5.6	116
25 - 54	90859	5295	55.3	5.8	102	3122	57.9	3.4	107	4441	60.3	4.9	111	4666	58.1	5.1	107
35 - 49	39851	1855	19.4	4.7	81	1279	23.7	3.2	100	1695	23.0	4.3	97	2122	26.4	5.3	111
50 OR OLDER	59669	1557	16.3	2.6	46	967	17.9	1.6	50	1108	15.0	1.9	42	2004	25.0	3.4	70
GRADUATED COLLEGE	28091	1383	14.4	4.9	86	586	10.9	2.1	65	896	12.2	3.2	73	1112	13.9	4.0	83
ATTENDED COLLEGE	28938	2064	21.5	7.1	125	939	17.4	3.2	101	1482	20.1	5.1	117	1591	19.8	5.5	115
GRADUATED HIGH SCHOOL	65503	4279	44.7	6.5	114	2546	47.2	3.9	121	3499	47.5	5.3	122	3692	46.0	5.6	118
DID NOT GRADUATE HIGH SCHOOL	45195	1855	19.4	4.1	72	1322	24.5	2.9	91	1489	20.2	3.3	75	1630	20.3	3.6	75
EMPLOYED MALES	56429	3073	32.1	5.4	95	1577	29.2	2.8	87	2658	36.1	4.7	107	2284	28.5	4.0	85
EMPLOYED FEMALES	43971	2930	30.6	6.7	117	1846	34.2	4.2	131	1869	25.4	4.3	97	2744	34.2	6.2	130
EMPLOYED FULL-TIME	87773	5240	54.7	6.0	105	2812	52.2	3.2	100	3891	52.8	4.4	101	4367	54.4	5.0	104
EMPLOYED PART-TIME	12627	763	8.0	6.0	106	*610	11.3	4.8	150	*636	8.6	5.0	115	661	8.2	5.2	109
NOT EMPLOYED	67327	3578	37.3	5.3	93	1970	36.5	2.9	91	2839	38.5	4.2	96	2997	37.3	4.5	93
PROFESSIONAL/MANAGER	25845	1245	13.0	4.8	84	797	14.8	3.1	96	894	12.1	3.5	79	1102	13.7	4.3	89
TECH/CLERICAL/SALES	30895	2176	22.7	7.0	123	1144	21.2	3.7	115	1423	19.3	4.6	105	1878	23.4	6.1	127
PRECISION/CRAFT	12629	576	6.0	4.6	80	*482	8.9	3.8	119	693	9.4	5.5	125	693	8.6	5.5	115
OTHER EMPLOYED	31031	2005	20.9	6.5	113	1000	18.5	3.2	100	1517	20.6	4.9	111	1355	16.9	4.4	91
SINGLE	35557	3359	35.1	9.4	165	1534	28.4	4.3	134	2042	27.7	5.7	131	1964	24.5	5.5	115
MARRIED	103585	5087	53.1	4.9	86	3132	58.1	3.0	94	4625	62.8	4.5	102	4978	62.0	4.8	100
DIVORCED/SEPARATED/WIDOWED	28585	1135	11.8	4.0	70	726	13.5	2.5	79	699	9.5	2.4	56	1083	13.5	3.8	79
PARENTS	59295	3976	41.5	6.7	117	2568	47.6	4.3	135	3559	48.3	6.0	137	3556	44.3	6.0	125
WHITE	146081	8601	89.8	5.9	103	4921	91.3	3.4	105	6648	90.3	4.6	104	7290	90.8	5.0	104
BLACK	17974	923	9.6	5.1	90	*445	8.3	2.5	77	614	8.3	3.4	78	663	8.3	3.7	77
OTHER	3672	**57	0.6	1.6	27	**26	0.5	0.7	22	**105	1.4	2.9	65	**71	0.9	1.9	40
NORTHEAST-CENSUS	37005	2197	22.9	5.9	104	1037	19.2	2.8	87	1343	18.2	3.6	83	2812	35.0	7.6	159
NORTH CENTRAL	42642	2760	28.8	6.5	113	1584	29.4	3.7	116	2290	31.1	5.4	122	1715	21.4	4.0	84
SOUTH	56777	2835	29.6	5.0	87	1697	31.5	3.0	93	2249	30.5	4.0	90	2276	28.4	4.0	84
WEST	31303	1789	18.7	5.7	100	1074	19.9	3.4	107	1484	20.1	4.7	108	1222	15.2	3.9	82
NORTHEAST-MKTG.	38125	2043	21.3	5.4	94	991	18.4	2.6	81	1273	17.3	3.3	76	2706	33.7	7.1	148
EAST CENTRAL	24794	1481	15.5	6.0	105	953	17.7	3.8	120	1546	21.0	6.2	142	1556	19.4	6.3	131
WEST CENTRAL	28511	1986	20.7	7.0	122	992	18.4	3.5	108	1291	17.5	4.5	103	956	11.9	3.4	70
SOUTH	48953	2475	25.8	5.1	89	1554	28.8	3.2	99	1962	26.6	4.0	91	1813	22.6	3.7	77
PACIFIC	27344	1596	16.7	5.8	102	*903	16.7	3.3	103	1295	17.6	4.7	108	994	12.4	3.6	76
COUNTY SIZE A	69301	3645	38.0	5.3	92	1927	35.7	2.8	86	2846	38.6	4.1	94	3325	41.4	4.8	100
COUNTY SIZE B	50633	3278	34.2	6.5	113	1787	33.1	3.5	110	2384	32.4	4.7	107	2762	34.4	5.5	114
COUNTY SIZE C	26259	1543	16.1	5.9	103	999	18.5	3.8	118	1198	16.3	4.6	104	1389	17.3	5.3	111
COUNTY SIZE D	21534	1115	11.6	5.2	91	679	12.6	3.2	98	939	12.7	4.4	99	550	6.9	2.6	53
METRO CENTRAL CITY	50014	2982	31.1	6.0	104	1625	30.1	3.2	101	2017	27.4	4.0	92	2450	30.5	4.9	102
METRO SUBURBAN	76832	4210	43.9	5.5	96	2238	41.5	2.9	91	3649	49.5	4.7	108	3828	47.7	5.0	104
NON METRO	40881	2389	24.9	5.8	102	1529	28.4	3.7	116	1701	23.1	4.2	95	1747	21.8	4.3	89
TOP 5 ADI'S	39550	1949	20.3	4.9	86	1163	21.6	2.9	91	1649	22.4	4.2	95	2063	25.7	5.2	109
TOP 10 ADI'S	54877	2789	29.1	5.1	89	1527	28.3	2.8	87	2132	28.9	3.9	88	2634	32.8	4.8	100
TOP 20 ADI'S	77516	4238	44.2	5.5	96	2136	39.6	2.8	86	3249	44.1	4.2	95	3810	47.5	4.9	103
HSHLD INC. $50,000 OR MORE	17257	925	9.7	5.4	94	*590	10.9	3.4	106	*573	7.8	3.3	76	848	10.6	4.9	103
$40,000 OR MORE	33235	2283	23.8	6.9	120	1078	20.0	3.2	101	1247	16.9	3.8	85	1516	18.9	4.6	95
$30,000 OR MORE	59693	3689	38.5	6.2	108	1802	33.4	3.0	94	2620	35.6	4.4	100	3086	38.5	5.2	108
$25,000 OR MORE	76275	4576	47.8	6.0	105	2245	41.6	2.9	92	3452	46.9	4.5	103	3973	49.5	5.2	109
$20,000 - $24,999	18607	923	9.6	5.0	87	*547	10.1	2.9	91	704	9.6	3.8	86	745	9.3	4.0	84
$15,000 - $19,999	17175	1147	12.0	6.7	117	731	13.6	4.3	132	995	13.5	5.8	132	914	11.4	5.3	111
$10,000 - $14,999	24569	1412	14.7	5.7	101	1062	19.7	4.3	134	1246	16.9	5.1	115	1217	15.2	5.0	104
UNDER $10,000	31101	1523	15.9	4.9	86	808	15.0	2.6	81	969	13.2	3.1	71	1176	14.7	3.8	79
HOUSEHOLD OF 1 PERSON	19441	589	6.1	3.0	53	350	6.5	1.8	56	395	5.4	2.0	46	661	8.2	3.4	71
2 PEOPLE	51803	2312	24.1	4.5	78	1161	21.5	2.2	70	1670	22.7	3.2	73	2053	25.6	4.0	83
3 OR 4 PEOPLE	66933	4284	44.7	6.4	112	2487	46.1	3.7	116	3655	49.6	5.5	124	3541	44.1	5.3	111
5 OR MORE PEOPLE	29550	2396	25.0	8.1	142	1395	25.9	4.7	147	1646	22.3	5.6	127	1770	22.1	6.0	125
NO CHILD IN HSHLD	96587	4384	45.8	4.5	79	2103	39.0	2.2	68	2975	40.4	3.1	70	3764	46.9	3.9	81
CHILD(REN) UNDER 2 YRS	10844	861	9.0	7.9	139	*454	8.4	4.2	130	934	12.7	8.6	196	718	8.9	6.6	138
2 - 5 YEARS	26358	1765	18.4	6.7	117	1027	19.0	3.9	121	1616	21.9	6.1	140	1520	18.9	5.8	121
6 - 11 YEARS	30453	2344	24.5	7.7	135	1513	28.1	5.0	155	1818	24.7	6.0	136	1946	24.2	6.4	134
12 - 17 YEARS	36575	2668	27.8	7.3	128	1803	33.4	4.9	153	2033	27.6	5.6	127	2289	28.5	6.3	131
RESIDENCE OWNED	117770	6251	65.2	5.3	93	3718	69.0	3.2	98	4702	63.8	4.0	91	5742	71.6	4.9	102
VALUE: $50,000 OR MORE	70166	3801	39.7	5.4	95	1903	35.3	2.7	84	2540	34.5	3.6	82	3583	44.6	5.1	107
VALUE: UNDER $50,000	47604	2451	25.6	5.1	90	1815	33.7	3.8	119	2162	29.4	4.5	103	2160	26.9	4.5	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0209
P-22

		TOTAL U.S. '000	THIX A '000	THIX B % DOWN	THIX C % ACROSS	THIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS		167727	9581	100.0	5.7	100	5392	100.0	3.2	100	7366	100.0	4.4	100	8025	100.0	4.8	100
MAGAZINES	QUINTILE 1	34022	2375	24.8	7.0	122	1192	22.1	3.5	109	1695	23.0	5.0	113	1975	24.6	5.8	121
	QUINTILE 2	34800	2152	22.5	6.2	108	1242	23.0	3.6	111	1898	25.8	5.5	124	2041	25.4	5.9	123
	QUINTILE 3	30514	1493	15.6	4.9	86	933	17.3	3.1	95	1218	16.5	4.0	91	1364	17.0	4.5	93
	QUINTILE 4	33324	2030	21.2	6.1	107	1062	19.7	3.2	99	1259	17.1	3.8	86	1374	17.1	4.1	86
	QUINTILE 5	35066	1530	16.0	4.4	76	964	17.9	2.7	86	1296	17.6	3.7	84	1272	15.9	3.6	76
NEWSPAPERS	QUINTILE 1	29107	1617	16.9	5.6	97	873	16.2	3.0	93	938	12.7	3.2	73	1559	19.4	5.4	112
	QUINTILE 2	49095	2586	27.0	5.3	92	1532	28.4	3.1	97	2081	28.3	4.2	97	2296	28.6	4.7	98
	QUINTILE 3	23107	1357	14.2	5.9	103	656	12.2	2.8	88	1055	14.3	4.6	104	1349	16.8	5.8	122
	QUINTILE 4	33556	1909	19.9	5.7	100	1146	21.3	3.4	106	1688	22.9	5.0	115	1483	18.5	4.4	92
	QUINTILE 5	32863	2111	22.0	6.4	112	1185	22.0	3.6	112	1604	21.8	4.9	111	1338	16.7	4.1	85
OUTDOOR	QUINTILE 1	33431	2125	22.2	6.4	111	1157	21.5	3.5	108	1619	22.0	4.8	110	2008	25.0	6.0	126
	QUINTILE 2	33478	2026	21.1	6.1	106	1252	23.2	3.7	116	1631	22.1	4.9	111	1713	21.3	5.1	107
	QUINTILE 3	33574	1858	19.4	5.5	97	1172	21.7	3.5	109	1504	20.4	4.5	102	1581	19.7	4.7	98
	QUINTILE 4	33935	2052	21.4	6.0	106	906	16.8	2.7	83	1392	18.9	4.1	93	1378	17.2	4.1	85
	QUINTILE 5	33310	1519	15.9	4.6	80	905	16.8	2.7	85	1220	16.6	3.7	83	1345	16.8	4.0	84
RADIO-DRIVE TIME	QUINTILE 1	33136	1715	17.9	5.2	91	1169	21.7	3.5	110	1626	22.1	4.9	112	1815	22.6	5.5	114
	QUINTILE 2	31658	1941	20.3	6.1	107	934	17.3	3.0	92	1100	14.9	3.5	79	1278	15.9	4.0	84
	QUINTILE 3	32541	2310	24.1	7.1	124	1294	24.0	4.0	124	1557	21.1	4.8	109	1619	20.2	5.0	104
	QUINTILE 4	34247	1817	19.0	5.3	93	1115	20.7	3.3	101	1791	24.3	5.2	119	1817	22.6	5.3	111
	QUINTILE 5	36144	1798	18.8	5.0	87	880	16.3	2.4	76	1293	17.6	3.6	81	1496	18.6	4.1	87
RADIO-MID-DAY	TERCILE 1	45037	2368	24.7	5.3	92	1632	30.3	3.6	113	2379	32.3	5.3	120	2394	29.8	5.3	111
	TERCILE 2	44819	3025	31.6	6.7	118	1441	26.7	3.2	100	1794	24.4	4.0	91	2157	26.9	4.8	101
	TERCILE 3	77872	4188	43.7	5.4	94	2318	43.0	3.0	93	3193	43.3	4.1	93	3475	43.3	4.5	93
RADIO-TOTAL	QUINTILE 1	33763	1898	19.8	5.6	98	1208	22.4	3.6	111	1626	22.1	4.8	110	1698	21.2	5.0	105
	QUINTILE 2	33240	2238	23.4	6.7	118	1149	21.3	3.5	108	1581	21.5	4.8	108	1771	22.1	5.3	111
	QUINTILE 3	33408	1945	20.3	5.8	102	959	17.8	2.9	89	1368	18.6	4.1	93	1411	17.6	4.2	88
	QUINTILE 4	34792	2099	21.9	6.0	106	1270	23.6	3.7	114	1588	21.6	4.6	104	1683	21.0	4.8	101
	QUINTILE 5	32524	1401	14.6	4.3	75	807	15.0	2.5	77	1203	16.3	3.7	84	1462	18.2	4.5	94
TV-PRIME TIME	QUINTILE 1	33090	1852	19.3	5.6	98	1140	21.1	3.4	107	1362	18.5	4.1	94	1972	24.6	6.0	125
	QUINTILE 2	33357	1835	19.2	5.5	96	950	17.6	2.8	89	1382	18.8	4.1	94	1783	22.2	5.3	112
	QUINTILE 3	33980	1983	20.7	5.8	102	1138	21.1	3.3	104	1408	19.1	4.1	94	1715	21.4	5.0	105
	QUINTILE 4	33854	2074	21.6	6.1	107	1132	21.0	3.3	104	1585	21.5	4.7	107	1496	18.6	4.4	92
	QUINTILE 5	33444	1837	19.2	5.5	96	1031	19.1	3.1	96	1629	22.1	4.9	111	1060	13.2	3.2	66
TV-DAYTIME	TERCILE 1	49121	2914	30.4	5.9	104	1779	33.0	3.6	113	2134	29.0	4.3	99	2417	30.1	4.9	103
	TERCILE 2	48823	2880	30.1	5.9	103	1759	32.6	3.6	112	2306	31.3	4.7	108	2536	31.6	5.2	109
	TERCILE 3	69782	3787	39.5	5.4	95	1854	34.4	2.7	83	2926	39.7	4.2	95	3072	38.3	4.4	92
TV-TOTAL	QUINTILE 1	33584	1910	19.9	5.7	100	1189	22.1	3.5	110	1258	17.1	3.7	85	1712	21.3	5.1	107
	QUINTILE 2	33441	1974	20.6	5.9	103	861	16.0	2.6	80	1362	18.5	4.1	93	1890	23.6	5.7	118
	QUINTILE 3	33505	1938	20.2	5.8	101	993	18.4	3.0	92	1520	20.6	4.5	103	1630	20.3	4.9	102
	QUINTILE 4	33466	1892	19.7	5.7	99	1200	22.3	3.6	112	1510	20.5	4.5	103	1659	20.7	5.0	104
	QUINTILE 5	33731	1867	19.5	5.5	97	1149	21.3	3.4	106	1716	23.3	5.1	116	1135	14.1	3.4	70
MAGAZINES-NEWSPAPERS: DUAL		44503	2679	28.0	6.0	105	1473	27.3	3.3	103	1961	26.6	4.4	100	2470	30.8	5.6	116
MAGAZINE IMPERATIVE		39363	2699	28.2	6.9	120	1500	27.8	3.8	119	2242	30.4	5.7	130	2237	27.9	5.7	119
NEWSPAPER IMPERATIVE		46441	2218	23.1	4.8	84	1284	23.8	2.8	86	1554	21.1	3.3	76	2031	25.3	4.4	91
MAGAZINES-OUTDOOR: DUAL		33726	2241	23.4	6.6	116	1241	23.0	3.7	114	1788	24.3	5.3	121	2004	25.0	5.9	124
MAGAZINE IMPERATIVE		52846	3079	32.1	5.8	102	1625	30.1	3.1	96	2439	33.1	4.6	105	2707	33.7	5.1	107
OUTDOOR IMPERATIVE		52140	2826	29.5	5.4	95	1715	31.8	3.3	102	2217	30.1	4.3	97	2374	29.6	4.6	95
MAGAZINES-RADIO: DUAL		37081	2556	26.7	6.9	121	1295	24.0	3.5	109	1882	25.5	5.1	116	2074	25.8	5.6	117
MAGAZINE IMPERATIVE		49747	2851	29.8	5.7	100	1670	31.0	3.4	104	2416	32.8	4.9	111	2703	33.7	5.4	114
RADIO IMPERATIVE		49208	2702	28.2	5.5	96	1543	28.6	3.1	98	2010	27.3	4.1	93	2102	26.2	4.3	89
MAGAZINES-TELEVISION: DUAL		33103	2056	21.5	6.2	109	961	17.8	2.9	90	1507	20.5	4.6	104	1909	23.8	5.8	121
MAGAZINE IMPERATIVE		54575	3361	35.1	6.2	108	1938	35.9	3.6	110	2853	38.7	5.2	119	2810	35.0	5.1	108
TELEVISION IMPERATIVE		53249	2734	28.5	5.1	90	1493	27.7	2.8	87	1858	25.2	3.5	79	2423	30.2	4.6	95
NEWSPAPERS-OUTDOOR: DUAL		36255	2144	22.4	5.9	104	1287	23.9	3.5	110	1638	22.2	4.5	103	2244	28.0	6.2	129
NEWSPAPER IMPERATIVE		55591	2774	29.0	5.0	87	1469	27.2	2.6	82	1992	27.0	3.6	82	2375	29.6	4.3	89
OUTDOOR IMPERATIVE		48319	3172	33.1	6.6	115	1813	33.6	3.8	117	2550	34.6	5.3	120	2432	30.3	5.0	105
NEWSPAPERS-RADIO: DUAL		37242	2274	23.7	6.1	107	1281	23.8	3.4	107	1616	21.9	4.3	99	1899	23.7	5.1	107
NEWSPAPER IMPERATIVE		54423	2762	28.8	5.1	89	1521	28.2	2.8	87	1977	26.8	3.6	83	2658	33.1	4.9	102
RADIO IMPERATIVE		46650	2912	30.4	6.2	109	1512	28.0	3.2	101	2425	32.9	5.2	118	2230	27.8	4.8	100
NEWSPAPERS-TELEVISION: DUAL		35974	2037	21.3	5.7	99	1197	22.2	3.3	104	1327	18.0	3.7	84	2067	25.8	5.7	120
NEWSPAPER IMPERATIVE		56095	2827	29.5	5.0	88	1627	30.2	2.9	90	2292	31.1	4.1	93	2586	32.2	4.6	96
TELEVISION IMPERATIVE		47170	2791	29.1	5.9	104	1358	25.2	2.9	90	2153	29.2	4.6	104	2445	30.5	5.2	108
OUTDOOR-RADIO: DUAL		33748	2181	22.8	6.5	113	1301	24.1	3.9	120	1751	23.8	5.2	118	1851	23.1	5.5	115
OUTDOOR IMPERATIVE		52785	3024	31.6	5.7	100	1755	32.5	3.3	103	2251	30.6	4.3	97	2719	33.9	5.2	108
RADIO IMPERATIVE		52882	2966	31.0	5.6	98	1516	28.1	2.9	89	2240	30.4	4.2	96	2392	29.8	4.5	95
OUTDOOR-TELEVISION: DUAL		32030	2213	23.1	6.9	121	1185	22.0	3.7	115	1733	23.5	5.4	123	2173	27.1	6.8	142
OUTDOOR IMPERATIVE		54626	3106	32.4	5.7	100	2000	37.1	3.7	114	2560	34.8	4.7	107	2351	29.3	4.3	90
TELEVISION IMPERATIVE		54874	2806	29.3	5.1	90	1359	25.2	2.5	77	1846	25.1	3.4	77	2406	30.0	4.4	92
RADIO-TELEVISION: DUAL		33386	2106	22.0	6.3	110	1215	22.5	3.6	113	1700	23.1	5.1	116	1735	21.6	5.2	109
RADIO IMPERATIVE		53810	3183	33.2	5.9	104	1801	33.4	3.3	104	2533	34.4	4.7	107	2490	31.0	4.6	97
TELEVISION IMPERATIVE		54023	2897	30.2	5.4	94	1531	28.4	2.8	88	2018	27.4	3.7	85	2807	35.0	5.2	109

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0210
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	TOTAL U.S. '000	THIX A '000	THIX B % ACROSS DOWN	THIX C %	THIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % ACROSS DOWN	WHATCHAMACALLIT C %	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % ACROSS DOWN	WHOPPERS MALTED MILK CANDY C %	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % ACROSS DOWN	YORK PEPPERMINT PATTIES C %	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	9581	100.0	5.7	100	5392	100.0	3.2	100	7366	100.0	4.4	100	8025	100.0	4.8	100
ATLANTIC MONTHLY	867	**11	0.1	1.3	22	**9	0.2	1.0	32	**4	0.1	0.5	11	**50	0.6	5.8	121
BARRON'S	1580	**32	0.3	2.0	35	**18	0.3	1.1	35	**79	1.1	5.0	114	**88	1.1	5.6	116
BETTER HOMES & GARDENS	22203	1331	13.9	6.0	105	825	15.3	3.7	116	960	13.0	4.3	98	1233	15.4	5.6	116
BON APPETIT	3810	*129	1.3	3.4	59	**83	1.5	2.2	68	**148	2.0	3.9	88	*199	2.5	5.2	109
BUSINESS WEEK	4663	*213	2.2	4.6	80	**84	1.6	1.8	56	*213	2.9	4.6	104	*284	3.5	6.1	127
CAR AND DRIVER	3102	*212	2.2	6.8	120	**101	1.9	3.3	101	*203	2.8	6.5	149	*242	3.0	7.8	163
CBS MAGAZINE NETWORK (GROSS)	7311	597	6.2	8.2	143	*358	6.6	4.9	152	317	4.3	4.3	99	411	5.1	5.6	117
CHANGING TIMES	3400	**156	1.6	4.6	80	**113	2.1	3.3	103	**143	1.9	4.2	96	*242	3.0	7.1	149
COLONIAL HOMES	1796	**130	1.4	7.2	127	**72	1.3	4.0	125	**98	1.3	5.5	124	**180	2.2	10.0	209
CONDE NAST MAG. PKG. (GROSS)	19924	1658	17.3	8.3	146	662	12.3	3.3	103	1052	14.3	5.3	120	1821	22.7	9.1	191
CONSUMERS DIGEST	3125	**109	1.1	3.5	61	**87	1.6	2.8	87	**130	1.8	4.2	95	**117	1.5	3.7	78
COSMOPOLITAN	10577	902	9.4	8.5	149	444	8.2	4.2	131	465	6.3	4.4	100	657	8.2	6.2	130
COUNTRY LIVING	3746	*247	2.6	6.6	115	**62	1.1	1.7	51	*221	3.0	5.9	134	*190	2.4	5.1	106
CUISINE	2214	**108	1.1	4.9	85	**55	1.0	2.5	77	**69	0.9	3.1	71	**101	1.3	4.6	95
CYCLE WORLD	2394	*184	1.9	7.7	135	**123	2.3	5.1	160	**125	1.7	5.2	119	**118	1.5	4.9	103
DCI:CREATIVE IDEAS FOR LIV	3068	*193	2.0	6.3	110	**78	1.4	2.5	79	*157	2.1	5.1	117	*140	1.7	4.6	95
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	536	5.6	5.6	98	*191	3.5	2.0	62	447	6.1	4.7	107	436	5.4	4.6	95
DISCOVER	2277	**168	1.8	7.4	129	**106	2.0	4.7	145	*155	2.1	6.8	155	**102	1.3	4.5	94
EBONY	7187	522	5.4	7.3	127	*248	4.6	3.5	107	337	4.6	4.7	107	341	4.2	4.7	99
ESQUIRE	2560	*204	2.1	8.0	140	**75	1.4	2.9	91	*151	2.0	5.9	134	**130	1.6	5.1	106
ESSENCE	3242	*265	2.8	8.2	143	**133	2.5	4.1	128	*195	2.6	6.0	137	*188	2.3	5.8	121
FAMILY CIRCLE	19639	1447	15.1	7.4	129	800	14.8	4.1	127	924	12.5	4.7	107	1220	15.2	6.2	130
THE FAMILY HANDYMAN	3540	*217	2.3	6.1	107	**99	1.8	2.8	87	*188	2.6	5.3	121	*190	2.4	5.4	112
FAMILY WEEKLY	23924	1285	13.4	5.4	94	789	14.6	3.3	103	990	13.4	4.1	94	1251	15.6	5.2	109
FIELD & STREAM	9883	465	4.9	4.7	82	*317	5.9	3.2	100	550	7.5	5.6	127	405	5.0	4.1	86
FOOD & WINE	1030	**26	0.3	2.5	44	**2	0.0	0.2	6	**33	0.4	3.2	73	**48	0.6	4.7	97
FORBES	2679	**122	1.3	4.6	80	**45	0.8	1.7	52	**124	1.7	4.6	105	*238	3.0	8.9	186
FORTUNE	2931	*151	1.6	5.2	90	**25	0.5	0.9	27	**93	1.3	3.2	72	*183	2.3	6.2	130
GENTLEMEN'S QUARTERLY	3481	525	5.5	15.1	264	**88	1.6	2.5	79	*192	2.6	5.5	126	*199	2.5	5.7	119
GLAMOUR	7163	515	5.4	7.2	126	*204	3.8	2.8	89	373	5.1	5.2	119	686	8.5	9.6	200
GOLF DIGEST	2355	**83	0.9	3.5	62	**56	1.0	2.4	74	**54	0.7	2.3	52	**148	1.8	6.3	131
GOLF DIGEST/TENNIS (GROSS)	3610	*170	1.8	4.7	82	**67	1.2	1.9	58	**87	1.2	2.4	55	*224	2.8	6.2	130
GOLF MAGAZINE	2046	**86	0.9	4.2	74	**50	0.9	2.4	76	**51	0.7	2.5	57	**136	1.7	6.6	139
GOLF MAGAZINE/SKI (GROSS)	3547	*180	1.9	5.1	89	**66	1.2	1.9	58	*93	1.3	2.6	60	*201	2.5	5.7	118
GOOD HOUSEKEEPING	20353	1243	13.0	6.1	107	736	13.6	3.6	112	850	11.5	4.2	95	1288	16.0	6.3	132
HARPER'S BAZAAR	3362	*296	3.1	8.8	154	**120	2.2	3.6	111	*151	2.0	4.5	102	*330	4.1	9.8	205
HEALTH	2987	*167	1.7	5.6	98	**62	1.1	2.1	65	**141	1.9	4.7	107	*284	3.5	9.5	199
HEARST MAG CORP. BUY (GROSS)	67928	4934	51.5	7.3	127	2366	43.9	3.5	108	3202	43.5	4.7	107	4214	52.5	6.2	130
HEARST MAN POWER (GROSS)	11282	842	8.8	7.5	131	335	6.2	3.0	92	517	7.0	4.6	104	576	7.2	5.1	107
HEARST WOMAN POWER (GROSS)	40514	2978	31.1	7.4	129	1627	30.2	4.0	125	1905	25.9	4.7	107	2517	31.4	6.2	130
HOUSE BEAUTIFUL	4885	*288	3.0	5.9	103	**123	2.3	2.5	78	*212	2.9	4.3	99	270	3.4	5.5	116
INC.	1308	**57	0.6	4.4	76	**25	0.5	1.9	59	**33	0.4	2.5	57	**56	0.7	4.3	89
JET	6498	423	4.4	6.5	114	*297	5.5	4.6	142	328	4.5	5.0	115	*275	3.4	4.2	88
LADIES' HOME JOURNAL	14797	921	9.6	6.2	109	627	11.6	4.2	132	712	9.7	4.8	110	1030	12.8	7.0	145
LHJ FAMILY GRP COMBO(GROSS)	21743	1272	13.3	5.9	102	792	14.7	3.6	113	1167	15.8	5.4	122	1601	20.0	7.4	154
LIFE	9881	813	8.5	8.2	144	360	6.7	3.6	113	534	7.2	5.4	123	573	7.1	5.8	121
L.A. TIMES HOME MAGAZINE	2775	**165	1.7	5.9	104	**48	0.9	1.7	54	**81	1.1	2.9	66	**119	1.5	4.3	90
MADEMOISELLE	4219	*354	3.7	8.4	147	**172	3.2	4.1	127	*256	3.5	6.1	138	486	6.1	11.5	241
MC CALL'S	16422	1174	12.3	7.1	125	593	11.0	3.6	112	685	9.3	4.2	95	840	10.5	5.1	107
MC CALL'S/WRK MOTHER (GROSS)	17919	1263	13.2	7.0	123	665	12.3	3.7	115	783	10.6	4.4	99	925	11.5	5.2	108
MECHANIX ILLUSTRATED	4433	*247	2.6	5.6	98	*222	4.1	5.0	156	*180	2.4	4.1	92	*283	3.5	6.4	133
METROPOLITAN HOME	1504	**86	0.9	5.7	100	**25	0.5	1.7	52	**31	0.4	2.1	47	**68	0.8	4.5	94
MONEY	4723	*238	2.5	5.0	88	**158	2.9	3.3	104	*230	3.1	4.9	111	*288	3.6	6.1	127
MOTHER EARTH NEWS	2325	*232	2.4	10.0	175	**76	1.4	3.3	102	*198	2.7	8.5	194	**131	1.6	5.6	118
MS.	1189	**111	1.2	9.3	163	**54	1.0	4.5	141	**81	1.1	6.8	155	**80	1.0	6.7	141
NATIONAL ENQUIRER	18892	1471	15.4	7.8	136	895	16.6	4.7	147	982	13.3	5.2	118	1047	13.0	5.5	116
NATIONAL GEOGRAPHIC	22129	1196	12.5	5.4	95	776	14.4	3.5	109	794	10.8	3.6	82	1097	13.7	5.0	104
NATIONAL SUNDAY MAGAZINE PKG	103750	5782	60.3	5.6	98	3182	59.0	3.1	95	4388	59.6	4.2	96	5338	66.5	5.1	108
NATURAL HISTORY	1379	**60	0.6	4.4	76	**118	2.2	8.6	266	**24	0.3	1.7	40	**50	0.6	3.6	76
NEW WOMAN	2289	*200	2.1	8.7	153	**118	2.2	5.2	160	**97	1.3	4.2	96	*168	2.1	7.3	153
NEW YORK INCLUDING CUE	1088	**40	0.4	3.7	64	**13	0.2	1.2	37	**48	0.7	4.4	100	**67	0.8	6.2	129
THE NEW YORKER	2459	**78	0.8	3.2	56	**33	0.6	1.3	42	**92	1.2	3.7	85	**127	1.6	5.2	108
NEWSWEEK	16527	1047	10.9	6.3	111	471	8.7	2.8	89	660	9.0	4.0	91	774	9.6	4.7	98
THE N.Y. TIMES DAILY EDITION	2739	**65	0.7	2.4	42	**10	0.2	0.4	11	**51	0.7	1.9	42	*126	1.6	4.6	96
THE N.Y. TIMES MAGAZINE	4443	*108	1.1	2.4	43	**42	0.8	0.9	29	**112	1.5	2.5	57	*219	2.7	4.9	103
OMNI	2799	*304	3.2	10.9	190	**128	2.4	4.6	142	*228	3.1	8.1	185	**134	1.7	4.8	100
ON CABLE	2209	*192	2.0	8.7	152	**84	1.6	3.8	118	**148	2.0	6.7	153	**123	1.5	5.6	116
1001 HOME IDEAS	3959	*184	1.9	4.6	81	**103	1.9	2.6	81	*314	4.3	7.9	181	*287	3.6	7.2	152
ORGANIC GARDENING	3111	*199	2.1	6.4	112	**78	1.4	2.5	78	*187	2.5	6.0	137	*188	2.3	6.0	126
OUTDOOR LIFE	5024	*274	2.9	5.5	95	*191	3.5	3.8	118	280	3.8	5.6	127	*255	3.2	5.1	106
PARADE MAGAZINE	51292	2893	30.2	5.6	99	1646	30.5	3.2	100	2058	27.9	4.0	91	2674	33.3	5.2	109

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	TWIX A '000	TWIX B % DOWN	TWIX C % ACROSS	TWIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	9581	100.0	5.7	100	5392	100.0	3.2	100	7366	100.0	4.4	100	8025	100.0	4.8	100
PARENTS	5298	410	4.3	7.7	135	*148	2.7	2.8	87	414	5.6	7.8	178	343	4.3	6.5	135
PENTHOUSE	5129	328	3.4	6.4	112	*141	2.6	2.7	86	269	3.7	5.2	119	*199	2.5	3.9	81
PEOPLE	21070	1714	17.9	8.1	142	797	14.8	3.8	118	1092	14.8	5.2	118	1246	15.5	5.9	124
PLAYBOY	10562	821	8.6	7.8	136	374	6.9	3.5	110	474	6.4	4.5	102	517	6.4	4.9	102
POPULAR HOT RODDING	2498	*182	1.9	7.3	128	**117	2.2	4.7	146	*227	3.1	9.1	207	**170	2.1	6.8	142
POPULAR MECHANICS	5887	519	5.4	8.8	154	*208	3.9	3.5	110	*249	3.4	4.2	96	326	4.1	5.5	116
POPULAR SCIENCE	4317	*308	3.2	7.1	125	**131	2.4	3.0	94	*178	2.4	4.1	94	*247	3.1	5.7	120
PREVENTION	5792	*197	2.1	3.4	60	**92	1.7	1.6	49	*171	2.3	3.0	67	270	3.4	4.7	97
PSYCHOLOGY TODAY	3284	*136	1.4	4.1	72	**80	1.5	2.4	76	*194	2.6	5.9	135	*216	2.7	6.6	137
READER'S DIGEST	40046	2067	21.6	5.2	90	1436	26.6	3.6	112	1589	21.6	4.0	90	1914	23.9	4.8	100
REDBOOK	9584	833	8.7	8.7	152	447	8.3	4.7	145	590	8.0	6.2	140	572	7.1	6.0	125
ROAD & TRACK	2590	*239	2.5	9.2	162	**79	1.5	3.1	95	**99	1.3	3.8	87	**147	1.8	5.7	119
ROLLING STONE	3302	417	4.4	12.6	221	**202	3.7	6.1	190	*262	3.6	7.9	181	**168	2.1	5.1	106
RUNNER'S WORLD	1229	**77	0.8	6.3	110	**41	0.8	3.3	104	**59	0.8	4.8	109	**69	0.9	5.6	117
SATURDAY EVENING POST	2110	*150	1.6	7.1	124	**89	1.7	4.2	131	**94	1.3	4.5	101	*173	2.2	8.2	171
SCIENCE 84	1543	**82	0.9	5.3	93	**36	0.7	2.3	73	**83	1.1	5.4	122	**58	0.7	3.8	79
SCIENCE DIGEST	1747	**105	1.1	6.0	105	**48	0.9	2.7	85	**83	1.1	4.8	108	**85	1.1	4.9	102
SCIENTIFIC AMERICAN	1994	**88	0.9	4.4	77	**35	0.6	1.8	55	**75	1.0	3.8	86	**81	1.0	4.1	85
SELF	3119	411	4.3	13.2	231	**124	2.3	4.0	124	*217	2.9	7.0	158	*276	3.4	8.8	185
SEVENTEEN	3923	*433	4.5	11.0	193	**213	4.0	5.4	169	*241	3.3	6.1	140	*244	3.0	6.2	130
SKI	1501	**94	1.0	6.3	110	**15	0.3	1.0	31	**42	0.6	2.8	64	**65	0.8	4.3	91
SMITHSONIAN	5976	*233	2.4	3.9	68	*108	2.0	1.8	56	*183	2.5	3.1	70	236	2.9	3.9	83
SOAP OPERA DIGEST	4228	388	4.0	9.2	161	*231	4.3	5.5	170	310	4.2	7.3	167	*298	3.7	7.0	147
SOUTHERN LIVING	6488	*344	3.6	5.3	93	**113	2.1	1.7	54	*290	3.9	4.5	102	296	3.7	4.6	95
SPORT	3500	*268	2.8	7.7	134	**108	2.0	3.1	96	*199	2.7	5.7	129	*241	3.0	6.9	144
THE SPORTING NEWS	2456	*203	2.1	8.3	145	**80	1.5	3.3	101	*167	2.3	6.8	155	**144	1.8	5.9	123
SPORTS AFIELD	3648	*218	2.3	6.0	105	**79	1.5	2.2	67	*186	2.5	5.1	116	*165	2.1	4.5	95
SPORTS ILLUSTRATED	14484	931	9.7	6.4	113	383	7.1	2.6	82	559	7.6	3.9	88	617	7.7	4.3	89
STAR	12661	1062	11.1	8.4	147	398	7.4	3.1	98	614	8.3	4.8	110	691	8.6	5.5	114
SUNDAY	52799	3138	32.8	5.9	104	1633	30.3	3.1	96	2209	30.0	4.2	95	2610	32.5	4.9	103
SUNSET	3513	*225	2.3	6.4	112	**132	2.4	3.8	117	**163	2.2	4.6	106	**164	2.0	4.7	98
TV GUIDE	42766	2921	30.5	6.8	120	1637	30.4	3.8	119	2313	31.4	5.4	123	2405	30.0	5.6	118
TENNIS	1254	**87	0.9	6.9	121	**12	0.2	1.0	30	**32	0.4	2.6	58	**76	0.9	6.1	127
TIME	22054	1473	15.4	6.7	117	509	9.4	2.3	72	1013	13.8	4.6	105	1254	15.6	5.7	119
TOWN & COUNTRY	1555	**100	1.0	6.4	113	**20	0.4	1.3	40	**47	0.6	3.0	69	**118	1.5	7.6	159
TRAVEL & LEISURE	2173	**57	0.6	2.6	46	**37	0.7	1.7	53	**58	0.8	2.7	61	**68	0.8	3.1	65
TRUE STORY	4636	411	4.3	8.9	155	*272	5.0	5.9	183	377	5.1	8.1	185	*298	3.7	6.4	134
U.S.NEWS & WORLD REPORT	10353	588	6.1	5.7	99	*242	4.5	2.3	73	613	8.3	5.9	135	471	5.9	4.5	95
USA TODAY	4994	312	3.3	6.2	109	**93	1.7	1.9	58	*202	2.7	4.0	92	*252	3.1	5.0	105
US	3528	374	3.9	10.6	186	**162	3.0	4.6	143	*230	3.1	6.5	148	*268	3.3	7.6	159
VOGUE	5424	377	3.9	7.0	122	*163	3.0	3.0	93	*206	2.8	3.8	86	374	4.7	6.9	144
WALL STREET JOURNAL	6292	276	2.9	4.4	77	*188	3.5	3.0	93	*200	2.7	3.2	72	259	3.2	4.1	86
WEIGHT WATCHERS	2762	**116	1.2	4.2	74	**109	2.0	3.9	123	**102	1.4	3.7	84	*223	2.8	8.1	169
WOMAN'S DAY	16320	1015	10.6	6.2	109	645	12.0	4.0	123	802	10.9	4.9	112	1030	12.8	6.3	132
WORKING MOTHER	1496	**89	0.9	5.9	104	**71	1.3	4.7	148	**98	1.3	6.6	149	**84	1.0	5.6	117
WORKING WOMAN	1851	*152	1.6	8.2	144	**87	1.6	4.7	146	**115	1.6	6.2	141	*225	2.8	12.2	254
WORLD TENNIS	580	**43	0.4	7.4	130	**9	0.2	1.6	48	**24	0.3	4.1	94	**62	0.8	10.7	223
ZIFF-DAVIS MAG NETWK (GROSS)	12412	844	8.8	6.8	119	365	6.8	2.9	91	779	10.6	6.3	143	821	10.2	6.6	138
BLAIR INSERTS	91671	5202	54.3	5.7	99	2760	51.2	3.0	94	3870	52.5	4.2	96	4713	58.7	5.1	107
DAILY NEWSPAPERS																	
READ ANY	109190	5870	61.3	5.4	94	3359	62.3	3.1	96	4436	60.2	4.1	93	5377	67.0	4.9	103
READ ONE	89587	4897	51.1	5.5	96	2859	53.0	3.2	99	3745	50.8	4.2	95	4418	55.1	4.9	103
READ TWO OR MORE	19602	973	10.2	5.0	87	501	9.3	2.6	80	691	9.4	3.5	80	959	12.0	4.9	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	6196	64.7	5.7	99	3436	63.7	3.1	97	4646	63.1	4.2	96	5626	70.1	5.1	107
READ ONE	95074	5312	55.4	5.6	98	2951	54.7	3.1	97	4232	57.5	4.5	101	4793	59.7	5.0	105
READ TWO OR MORE	14588	884	9.2	6.1	106	485	9.0	3.3	103	414	5.6	2.8	65	833	10.4	5.7	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.77				30.02				30.82				34.89			
30 DAY REACH	149706	8723	91.0	5.8	102	4912	91.1	3.3	102	6650	90.3	4.4	101	7243	90.3	4.8	101
50 SHWG - 30 DAY AV FREQ	15.16	16.13				15.59				16.24				18.25			
30 DAY REACH	142406	8318	86.8	5.8	102	4735	87.8	3.3	103	6301	85.5	4.4	101	6948	86.6	4.9	102
25 SHWG - 30 DAY AV FREQ	8.23	8.57				8.49				8.67				9.61			
30 DAY REACH	131152	7815	81.6	6.0	104	4339	80.5	3.3	103	5910	80.2	4.5	103	6569	81.9	5.0	105
CABLE TV: HOME WIRED	66879	4606	48.1	6.9	121	2435	45.2	3.6	113	3159	42.9	4.7	108	3727	46.4	5.6	116
HOME NOT WIRED	100848	4974	51.9	4.9	86	2957	54.8	2.9	91	4208	57.1	4.2	95	4298	53.6	4.3	89
HAVE PAY CABLE	35024	2667	27.8	7.6	133	1473	27.3	4.2	131	1942	26.4	5.5	126	2023	25.2	5.8	121

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0212
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	TOTAL U.S. '000	TWIX A '000	TWIX B % DOWN	TWIX C % ACROSS	TWIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	9581	100.0	5.7	100	5392	100.0	3.2	100	7366	100.0	4.4	100	8025	100.0	4.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	5573	58.2	5.8	102	3322	61.6	3.5	108	4402	59.8	4.6	105	4801	59.8	5.0	105
10:00 AM - 3:00 PM	63599	3838	40.1	6.0	106	2291	42.5	3.6	112	3048	41.4	4.8	109	3261	40.6	5.1	107
3:00 PM - 7:00 PM	72097	4586	47.9	6.4	111	2649	49.1	3.7	114	3589	48.7	5.0	113	3505	43.7	4.9	102
7:00 PM - MIDNIGHT	36670	2651	27.7	7.2	127	1407	26.1	3.8	119	1902	25.8	5.2	118	1744	21.7	4.8	99
MIDNIGHT - 6:00 AM	21908	1318	13.8	6.0	105	584	10.8	2.7	83	1190	16.2	5.4	124	1054	13.1	4.8	101
6:00 AM - MIDNIGHT	127571	7655	79.9	6.0	105	4375	81.1	3.4	107	6080	82.5	4.8	109	6414	79.9	5.0	105
ENTIRE DAY	129239	7729	80.7	6.0	105	4454	82.6	3.4	107	6141	83.4	4.8	108	6476	80.7	5.0	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	2221	23.2	6.5	114	1363	25.3	4.0	125	1636	22.2	4.8	110	1807	22.5	5.3	111
ALL NEWS	6062	*185	1.9	3.1	53	**104	1.9	1.7	53	*163	2.2	2.7	61	305	3.8	5.0	105
AOR/PROGRESSIVE	11884	982	10.2	8.3	145	472	8.8	4.0	124	674	9.2	5.7	129	713	8.9	6.0	125
BEAUTIFUL MUSIC	11180	710	7.4	6.4	111	322	6.0	2.9	90	449	6.1	4.0	91	559	7.0	5.0	105
BLACK	4538	292	3.0	6.4	113	**117	2.2	2.6	80	*280	3.8	6.2	140	*204	2.5	4.5	94
CLASSICAL	3857	*149	1.6	3.9	68	**108	2.0	2.8	87	*119	1.6	3.1	70	*124	1.5	3.2	67
CHR/ROCK	21946	1792	18.7	8.2	143	934	17.3	4.3	132	1230	16.7	5.6	128	1283	16.0	5.8	122
COUNTRY	27262	1468	15.3	5.4	94	983	18.2	3.6	112	1345	18.3	4.9	112	1268	15.8	4.7	97
GOLDEN OLDIES	3339	**144	1.5	4.3	75	**84	1.6	2.5	78	*166	2.3	5.0	113	*165	2.1	4.9	103
MOR/NOSTALGIA	10346	556	5.8	5.4	94	*336	6.2	3.2	101	448	6.1	4.3	99	524	6.5	5.1	106
NEWS/TALK	8929	319	3.3	3.6	63	*185	3.4	2.1	64	344	4.7	3.9	88	319	4.0	3.6	75
RELIGIOUS	5488	*369	3.9	6.7	118	**212	3.9	3.9	120	*289	3.9	5.3	120	*249	3.1	4.5	95
SOFT ROCK	1232	**63	0.7	5.1	90	**55	1.0	4.5	139	**45	0.6	3.7	83	**38	0.5	3.1	64
URBAN CONTEMPORARY	3184	*220	2.3	6.9	121	**145	2.7	4.6	142	*183	2.5	5.7	131	*288	3.6	9.0	189
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	420	4.4	6.1	106	*288	5.3	4.2	130	322	4.4	4.7	106	353	4.4	5.1	107
ABC DIRECTION	5212	397	4.1	7.6	133	*219	4.1	4.2	131	310	4.2	5.9	135	309	3.9	5.9	124
ABC ENTERTAINMENT	10385	514	5.4	4.9	87	357	6.6	3.4	107	415	5.6	4.0	91	605	7.5	5.8	122
ABC FM	4762	382	4.0	8.0	140	*292	5.4	6.1	191	382	5.2	8.0	183	286	3.6	6.0	126
ABC INFORMATION	11339	681	7.1	6.0	105	453	8.4	4.0	124	473	6.4	4.2	95	525	6.5	4.6	97
ABC ROCK	4878	388	4.0	8.0	139	*183	3.4	3.8	117	310	4.2	6.4	145	309	3.9	6.3	132
CBS	10709	524	5.5	4.9	86	*167	3.1	1.6	49	341	4.6	3.2	73	482	6.0	4.5	94
MUTUAL	10251	556	5.8	5.4	95	351	6.5	3.4	107	484	6.6	4.7	108	539	6.7	5.3	110
NBC	12243	446	4.7	3.6	64	*367	6.8	3.0	93	621	8.4	5.1	115	652	8.1	5.3	111
RADIORADIO	4606	261	2.7	5.7	99	*217	4.0	4.7	147	229	3.1	5.0	113	*200	2.5	4.3	91
RKO ONE	5148	466	4.9	9.1	158	*201	3.7	3.9	121	418	5.7	8.1	185	348	4.3	6.8	141
RKO TWO	7313	383	4.0	5.2	92	*204	3.8	2.8	87	299	4.1	4.1	93	273	3.4	3.7	78
THE SOURCE	5981	476	5.0	8.0	139	*248	4.6	4.1	129	*216	2.9	3.6	82	382	4.8	6.4	133
NON-WIRED : BLAIR	19329	1220	12.7	6.3	110	637	11.8	3.3	103	781	10.6	4.0	92	904	11.3	4.7	98
INTERNET	27139	1977	20.6	7.3	128	937	17.4	3.5	107	1389	18.9	5.1	117	1384	17.2	5.1	107
KATZ RADIO GROUP	36319	2135	22.3	5.9	103	1095	20.3	3.0	94	1617	22.0	4.5	101	2057	25.6	5.7	118
SUPERNET	22361	1371	14.3	6.1	107	924	17.1	4.1	129	1296	17.6	5.8	132	1116	13.9	5.0	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1005	10.5	6.9	121	505	9.4	3.5	108	585	7.9	4.0	92	781	9.7	5.4	112
MKDAY 9:00 AM - 1:00 PM	18688	1103	11.5	5.9	103	608	11.3	3.3	101	745	10.1	4.0	91	961	12.0	5.1	107
MKDAY 1:00 PM - 4:30 PM	24061	1398	14.6	5.8	102	817	15.2	3.4	106	1004	13.6	4.2	95	1130	14.1	4.7	98
MKDAY 4:30 PM - 7:30 PM	44079	2345	24.5	5.3	93	1232	22.8	2.8	87	1648	22.4	3.7	85	2210	27.5	5.0	105
MKDAY 7:30 PM - 8:00 PM	61979	3411	35.6	5.5	96	1826	33.9	2.9	92	2447	33.2	3.9	90	3148	39.2	5.1	106
MKDAY 11:00 PM - 11:30 PM	49084	2893	30.2	5.9	103	1675	31.1	3.4	106	2110	28.6	4.3	98	2453	30.6	5.0	104
MKDAY 11:30 PM - 1:00 AM	16560	995	10.4	6.0	105	506	9.4	3.1	95	815	11.1	4.9	112	797	9.9	4.8	101
M-SAT 8-11 PM+SUN 7-11 PM	66967	3812	39.8	5.7	100	2189	40.6	3.3	102	2811	38.2	4.2	96	3600	44.9	5.4	112
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	612	6.4	6.6	116	310	5.7	3.3	104	466	6.3	5.0	114	433	5.4	4.7	98
ANOTHER WORLD N	6138	336	3.5	5.5	96	159	2.9	2.6	81	221	3.0	3.6	82	283	3.5	4.6	96
AS THE WORLD TURNS C	7707	475	5.0	6.2	108	278	5.2	3.6	112	309	4.2	4.0	91	343	4.3	4.5	93
CAPITOL C	4688	340	3.5	7.3	127	*155	2.9	3.3	103	193	2.6	4.1	94	197	2.5	4.2	88
CBS MORN. NEWS 1 C	2792	*126	1.3	4.5	79	*77	1.4	2.8	86	*111	1.5	4.0	91	150	1.9	5.4	112
CBS MORN. NEWS 2 C	2071	*84	0.9	4.1	71	**42	0.8	2.0	63	*85	1.2	4.1	93	150	1.9	7.2	151
DAYS OF OUR LIVES N	8018	511	5.3	6.4	112	319	5.9	4.0	124	395	5.4	4.9	112	362	4.5	4.5	94
FACTS OF LIFE - DAYTIME N	3487	141	1.5	4.0	71	*103	1.9	3.0	92	121	1.6	3.5	79	227	2.8	6.5	136
FAMILY FEUD A	4817	300	3.1	6.2	109	*132	2.4	2.7	85	170	2.3	3.5	80	269	3.4	5.6	117
GENERAL HOSPITAL A	8333	437	4.6	5.2	92	318	5.9	3.8	119	377	5.1	4.5	103	425	5.3	5.1	107
GOOD MORNING, AMERICA-730 A	5472	346	3.6	6.3	111	245	4.5	4.5	139	221	3.0	4.0	92	284	3.5	5.2	108
GOOD MORNING, AMERICA-830 A	3965	256	2.7	6.5	113	*98	1.8	2.5	77	132	1.8	3.3	76	168	2.1	4.2	89
GUIDING LIGHT C	7542	434	4.5	5.8	101	244	4.5	3.2	101	262	3.6	3.5	79	353	4.4	4.7	98
ONE LIFE TO LIVE A	6018	363	3.8	6.0	106	222	4.1	3.7	115	294	4.0	4.9	111	243	3.0	4.0	84
PRESS YOUR LUCK C	3589	215	2.2	6.0	105	*97	1.8	2.7	84	*131	1.8	3.7	83	172	2.1	4.8	100
PRICE IS RIGHT 1 C	7418	332	3.5	4.5	78	159	2.9	2.1	67	186	2.5	2.5	57	249	3.1	3.4	70
PRICE IS RIGHT 2 C	8276	355	3.7	4.3	75	206	3.8	2.5	77	215	2.9	2.6	59	282	3.5	3.4	71
RYAN'S HOPE A	4358	275	2.9	6.3	110	196	3.6	4.5	140	256	3.5	5.9	134	270	3.4	6.2	129
SALE OF THE CENTURY N	3749	192	2.0	5.1	90	*97	1.8	2.6	80	130	1.8	3.5	79	220	2.7	5.9	123
SEARCH FOR TOMORROW N	2884	*173	1.8	6.0	105	*140	2.6	4.9	151	*103	1.4	3.6	81	*152	1.9	5.3	110
TODAY SHOW 1 N	4869	347	3.6	7.1	125	*153	2.8	3.1	98	145	2.0	3.0	68	275	3.4	5.6	118
TODAY SHOW 2 N	4135	187	2.0	4.5	79	*122	2.3	3.0	92	130	1.8	3.1	72	208	2.6	5.0	105
$25,000 PYRAMID C	4361	281	2.9	6.4	113	111	2.1	2.5	79	154	2.1	3.5	80	210	2.6	4.8	101
WHEEL OF FORTUNE N	6187	299	3.1	4.8	85	176	3.3	2.8	88	243	3.3	3.9	89	317	4.0	5.1	107
YOUNG AND THE RESTLESS C	8186	573	6.0	7.0	123	260	4.8	3.2	99	338	4.6	4.1	94	333	4.1	4.1	85
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	226	2.4	4.8	84	*114	2.1	2.4	75	*179	2.4	3.8	86	226	2.8	4.8	100
NBA PLAYOFF GAME -1 C	5127	291	3.0	5.7	99	*107	2.0	2.1	65	236	3.2	4.6	105	212	2.6	4.1	86
NBC MAJOR LEAGUE PRE-GAME N	3945	*239	2.5	6.1	106	**69	1.3	1.7	54	*211	2.9	5.3	122	**169	2.1	4.3	90
SPORTSWORLD - SUN N	3370	*180	1.9	5.3	94	*97	1.8	2.9	90	*195	2.6	5.8	132	*216	2.7	6.4	134
SUNDAY MORNING C	4200	*209	2.2	5.0	87	**122	2.3	2.9	90	*219	3.0	5.2	119	*251	3.1	6.0	125

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EAT REGULAR CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	TWIX A '000	TWIX B % DOWN	TWIX C % ACROSS	TWIX D INDX	WHATCHAMACALLIT A '000	WHATCHAMACALLIT B % DOWN	WHATCHAMACALLIT C % ACROSS	WHATCHAMACALLIT D INDX	WHOPPERS MALTED MILK CANDY A '000	WHOPPERS MALTED MILK CANDY B % DOWN	WHOPPERS MALTED MILK CANDY C % ACROSS	WHOPPERS MALTED MILK CANDY D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS		167727	9581	100.0	5.7	100	5392	100.0	3.2	100	7366	100.0	4.4	100	8025	100.0	4.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	2456	25.6	4.7	82	1346	25.0	2.6	80	1778	24.1	3.4	77	2415	30.1	4.6	97
NETWORK AFFILIATES - LATE		39164	2254	23.5	5.8	101	1299	24.1	3.3	103	1513	20.5	3.9	88	1856	23.1	4.7	99
INDEPENDENTS - LATE		5133	247	2.6	4.8	84	169	3.1	3.3	102	194	2.6	3.8	86	231	2.9	4.5	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	1056	11.0	4.6	81	803	14.9	3.5	109	1053	14.3	4.6	105	1208	15.1	5.3	111
ABC MONDAY NIGHT MOVIE	A	11258	439	4.6	3.9	68	236	4.4	2.1	65	408	5.5	3.6	83	559	7.0	5.0	104
ABC SUNDAY NIGHT MOVIE	A	23600	1406	14.7	6.0	104	870	16.1	3.7	115	977	13.3	4.1	94	1240	15.5	5.3	110
ABC WORLD NEWS TONIGHT	A	12801	776	8.1	6.1	106	370	6.9	2.9	90	460	6.2	3.6	82	595	7.4	4.6	97
AFTERMASH	C	10966	557	5.8	5.1	89	*348	6.5	3.2	99	506	6.9	4.6	105	542	6.8	4.9	103
ALICE	C	17050	756	7.9	4.4	78	466	8.6	2.7	85	647	8.8	3.8	86	936	11.7	5.5	115
AMERICAN PARADE	C	11998	611	6.4	5.1	89	254	4.7	2.1	66	401	5.4	3.3	76	572	7.1	4.8	100
BENSON	A	19258	1096	11.4	5.7	100	592	11.0	3.1	96	812	11.0	4.2	96	986	12.3	5.1	107
BLUE THUNDER	A	11478	649	6.8	5.7	99	384	7.1	3.3	104	520	7.1	4.5	103	629	7.8	5.5	115
CAGNEY & LACEY	C	18263	1081	11.3	5.9	104	736	13.6	4.0	125	903	12.3	4.9	113	979	12.2	5.4	112
CBS EVENING NEWS-DEAN	C	7733	*314	3.3	4.1	71	*188	3.5	2.4	76	*290	3.9	3.8	85	364	4.5	4.7	98
CBS EVENING NEWS-RATHER	C	15653	577	6.0	3.7	65	381	7.1	2.4	76	526	7.1	3.4	77	736	9.2	4.7	98
CBS SAT. NEWS-SCHIEFFER	C	8744	314	3.3	3.6	63	220	4.1	2.5	78	329	4.5	3.8	86	390	4.9	4.5	93
CBS SATURDAY NIGHT MOVIE	C	12000	700	7.3	5.8	102	355	6.6	3.0	92	518	7.0	4.3	98	538	6.7	4.5	94
CBS WEDNESDAY NIGHT MOVIE	C	11522	555	5.8	4.8	84	348	6.5	3.0	94	378	5.1	3.3	75	471	5.9	4.1	85
CHEERS	N	16818	1102	11.5	6.6	115	538	10.0	3.2	100	820	11.1	4.9	111	989	12.3	5.9	123
DALLAS	C	37510	1958	20.4	5.2	91	1137	21.1	3.0	94	1433	19.5	3.8	87	2117	26.4	5.6	118
DIFF'RENT STROKES	N	11258	520	5.4	4.6	81	448	8.3	4.0	124	392	5.3	3.5	79	644	8.0	5.7	120
DOUBLE TROUBLE	N	12248	841	8.8	6.9	120	512	9.5	4.2	130	712	9.7	5.8	132	663	8.3	5.4	113
DUCK FACTORY	N	11100	741	7.7	6.7	117	347	6.4	3.1	97	601	8.2	5.4	123	618	7.7	5.6	116
DUKES OF HAZZARD	C	12353	626	6.5	5.1	89	374	6.9	3.0	94	503	6.8	4.1	93	567	7.1	4.6	96
DYNASTY	A	33279	1933	20.2	5.8	102	1091	20.2	3.3	102	1497	20.3	4.5	102	1903	23.7	5.7	120
FACTS OF LIFE	N	13410	826	8.6	6.2	108	448	8.3	3.3	104	689	9.4	5.1	117	693	8.6	5.2	108
FALCON CREST	C	31093	1731	18.1	5.6	97	857	15.9	2.8	86	1233	16.7	4.0	90	1758	21.9	5.7	118
FALL GUY	A	18649	1064	11.1	5.7	100	688	12.8	3.7	115	859	11.7	4.6	105	1067	13.3	5.7	120
FAMILY TIES	N	13101	722	7.5	5.5	96	492	9.1	3.8	117	706	9.6	5.4	123	798	9.9	6.1	127
FANTASY ISLAND	A	13069	757	7.9	5.8	101	506	9.4	3.9	120	485	6.6	3.7	85	709	8.8	5.4	113
FOULUPS,BLEEPS & BLUNDERS	A	16588	879	9.2	5.3	93	563	10.4	3.4	106	512	7.0	3.1	70	733	9.1	4.4	92
FOUR SEASONS	C	9302	516	5.4	5.5	97	*283	5.2	3.0	95	474	6.4	5.1	116	512	6.4	5.5	115
GIMME A BREAK	N	13955	668	7.0	4.8	84	490	9.1	3.5	109	756	10.3	5.4	123	788	9.8	5.6	118
HART TO HART	A	15735	908	9.5	5.8	101	634	11.8	4.0	125	658	8.9	4.2	95	779	9.7	5.0	103
HILL STREET BLUES	N	18257	1214	12.7	6.6	116	556	10.3	3.0	95	847	11.5	4.6	106	1080	13.5	5.9	124
HOTEL	A	24236	1461	15.2	6.0	106	884	16.4	3.6	113	956	13.0	3.9	90	1272	15.9	5.2	110
JEFFERSONS	C	17010	733	7.7	4.3	75	507	9.4	3.0	93	593	8.1	3.5	79	936	11.7	5.5	115
JENNIFER SLEPT HERE	N	9397	461	4.8	4.9	86	*368	6.8	3.9	122	383	5.2	4.1	93	511	6.4	5.4	114
KATE & ALLIE	C	16762	1095	11.4	6.5	114	581	10.8	3.5	108	782	10.6	4.7	106	860	10.7	5.1	107
KNIGHT RIDER	N	13164	870	9.1	6.6	116	539	10.0	4.1	127	669	9.1	5.1	116	798	9.9	6.1	127
LOVE BOAT	A	20400	978	10.2	4.8	84	691	12.8	3.4	105	768	10.4	3.8	86	1259	15.7	6.2	129
MAGNUM PI	C	22543	1272	13.3	5.6	99	603	11.2	2.7	83	1036	14.1	4.6	105	1167	14.5	5.2	108
MAMA'S FAMILY	N	9852	452	4.7	4.6	80	*330	6.1	3.3	104	420	5.7	4.3	97	498	6.2	5.1	106
MASTER, THE	N	8082	463	4.8	5.7	100	295	5.5	3.7	114	268	3.6	3.3	76	436	5.4	5.4	113
MATT HOUSTON	A	12881	873	9.1	6.8	119	517	9.6	4.0	125	500	6.8	3.9	88	805	10.0	6.2	131
NBC MONDAY NIGHT MOVIE	N	23889	1463	15.3	6.1	107	883	16.4	3.7	115	1080	14.7	4.5	103	1349	16.8	5.6	118
NBC NIGHTLY NEWS	N	11156	560	5.8	5.0	88	232	4.3	2.1	65	397	5.4	3.6	81	495	6.2	4.4	93
NBC NIGHTLY NEWS-SAT	N	7363	269	2.8	3.7	64	**105	1.9	1.4	44	*194	2.6	2.6	60	320	4.0	4.3	91
NBC NIGHTLY NEWS-SUN	N	6214	329	3.4	5.3	93	*206	3.8	3.3	103	*159	2.2	2.6	58	*212	2.6	3.4	71
NBC SUNDAY NIGHT MOVIE	N	17590	995	10.4	5.7	99	825	15.3	4.7	146	823	11.2	4.7	107	951	11.9	5.4	113
NEWHART	C	16740	1066	11.1	6.4	111	595	11.0	3.6	111	754	10.2	4.5	103	1018	12.7	6.1	127
ONE DAY AT A TIME	C	11820	659	6.9	5.6	98	354	6.6	3.0	93	486	6.6	4.1	94	671	8.4	5.7	119
PEOPLE ARE FUNNY	N	9138	453	4.7	5.0	87	320	5.9	3.5	109	379	5.1	4.1	94	444	5.5	4.9	102
REAL PEOPLE	N	15979	816	8.5	5.1	89	564	10.5	3.5	110	530	7.2	3.3	76	731	9.1	4.6	96
REMINGTON STEELE	N	14395	781	8.2	5.4	95	419	7.8	2.9	91	773	10.5	5.4	122	913	11.4	6.3	133
RIPLEY'S BELIEVE IT - NOT	A	11362	678	7.1	6.0	104	368	6.8	3.2	101	536	7.3	4.7	107	640	8.0	5.6	118
RIPTIDE	N	13920	715	7.5	5.1	90	534	9.9	3.8	119	773	10.5	5.6	126	904	11.3	6.5	136
SCARECROW & MRS. KING	C	17571	957	10.0	5.4	95	504	9.3	2.9	89	756	10.3	4.3	98	1033	12.9	5.9	123
SIMON & SIMON	C	20208	1034	10.8	5.1	90	500	9.3	2.5	77	799	10.8	4.0	90	916	11.4	4.5	95
60 MINUTES	C	27668	1217	12.7	4.4	77	595	11.0	2.2	67	801	10.9	2.9	66	1366	17.0	4.9	103
ST. ELSEWHERE	N	13699	798	8.3	5.8	102	486	9.0	3.5	110	698	9.5	5.1	116	708	8.8	5.2	108
THREE'S COMPANY	A	20632	1051	11.0	5.1	89	769	14.3	3.7	116	851	11.6	4.1	94	942	11.7	4.6	95
T.J. HOOKER	A	17136	792	8.3	4.6	81	586	10.9	3.4	106	655	8.9	3.8	87	947	11.8	5.5	116
TONIGHT SHOW	N	4963	300	3.1	6.0	106	136	2.5	2.7	85	229	3.1	4.6	105	310	3.9	6.2	131
TRAPPER JOHN, M.D.	C	16332	829	8.7	5.1	89	457	8.5	2.8	87	621	8.4	3.8	87	852	10.6	5.2	109
TV BLOOPERS & PRAC. JOKES	N	18881	950	9.9	5.0	88	742	13.8	3.9	122	831	11.3	4.4	100	831	10.4	4.4	92
20/20	A	18315	1002	10.5	5.5	96	638	11.8	3.5	108	652	8.9	3.6	81	922	11.5	5.0	105
WEBSTER	A	18722	1032	10.8	5.5	96	588	10.9	3.1	98	840	11.4	4.5	102	1048	13.1	5.6	117
WORLD NEWS - SUN	A	5327	*236	2.5	4.4	78	*142	2.6	2.7	83	*178	2.4	3.3	76	*267	3.3	5.0	105
YELLOW ROSE	N	8370	378	3.9	4.5	79	255	4.7	3.0	95	371	5.0	4.4	101	428	5.3	5.1	107
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1592	16.6	6.2	108	900	16.7	3.5	108	1113	15.1	4.3	98	1354	16.9	5.2	109
BASKETBALL - COLLEGE GAMES		14468	922	9.6	6.4	112	476	8.8	3.3	102	673	9.1	4.7	106	745	9.3	5.1	108
BASKETBALL - PRO GAMES		12124	655	6.8	5.4	95	573	10.6	4.7	147	613	8.3	5.1	115	648	8.1	5.3	112
BOWLING		9412	*518	5.4	5.5	96	*477	8.8	5.1	158	*427	5.8	4.5	103	*490	6.1	5.2	109
BOXING		15409	990	10.3	6.4	112	593	11.0	3.8	120	819	11.1	5.3	121	759	9.5	4.9	103
FOOTBALL - COLLEGE GAMES		21400	1130	11.8	5.3	92	888	16.5	4.1	129	1150	15.6	5.4	122	1106	13.8	5.2	108
FOOTBALL - PRO GAMES		35944	2459	25.7	6.8	120	1458	27.0	4.1	126	2189	29.7	6.1	139	2036	25.4	5.7	118
GOLF		9759	*562	5.9	5.8	101	**247	4.6	2.5	79	*438	5.9	4.5	102	708	8.8	7.3	152
POST-SEASON COLL. FOOTBALL		18123	1208	12.6	6.7	117	828	15.4	4.6	142	951	12.9	5.2	119	1018	12.7	5.6	117
POST-SEASON PRO FOOTBALL		22091	1486	15.5	6.7	118	962	17.8	4.4	135	1477	20.1	6.7	152	1653	20.6	7.5	156
TENNIS		6764	*488	5.1	7.2	126	**357	6.6	5.3	164	*416	5.6	6.2	140	*510	6.4	7.5	158
WRESTLING - PROFESSIONAL		9695	726	7.6	7.5	131	*543	10.1	5.6	174	657	8.9	6.8	154	678	8.4	7.0	146

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES
(65 CENTS OR MORE PER BAG OR BOX)

BASE = ADULTS (167727)

		BUY '000	BUY %	BUY UNWEIGHTED	EAT '000	EAT %	EAT UNWEIGHTED
1A. DO YOU YOURSELF BUY OR EAT THEM?							
	YES	63016	37.6	6885	56646	33.8	6096
	NO	104711	62.4	12225	111081	66.2	13014
IF YOU DO							
1B. WHICH BRANDS DO YOU BUY OR EAT?							
ALMOND JOY		15356	9.2	1670	12333	7.4	1346
BABY RUTH		12528	7.5	1334	10016	6.0	1056
BUTTERFINGER		11627	6.9	1227	9018	5.4	966
CADBURY MILK CHOCOLATE		3671	2.2	423	3501	2.1	387
CARAVELLE		1035	.6	125	1219	.7	127
CHOCO'LITE		1243	.7	115	1005	.6	94
CHUNKY		3415	2.0	369	2916	1.7	317
CLARK		2037	1.2	248	1725	1.0	204
DOTS		1045	.6	128	954	.6	98
FIFTH AVENUE		2511	1.5	275	2171	1.3	234
FOREVER YOURS		658	.4	90	678	.4	89
GOOD & PLENTY		1290	.8	158	990	.6	124
HEATH		3397	2.0	385	3038	1.8	337
HERSHEY'S ALMOND		8879	5.3	967	7582	4.5	798
HERSHEY'S KISSES		19226	11.5	2027	16804	10.0	1727
HERSHEY'S KRACKLE		5824	3.5	570	5639	3.4	553
HERSHEY'S MILK CHOCOLATE		8817	5.3	905	7378	4.4	757
HERSHEY'S MINIATURES		10581	6.3	1089	8971	5.3	935
HOLLOWAY MILK DUDS		2759	1.6	301	2367	1.4	260
JUNIOR MINTS JUNIORS		3464	2.1	382	3120	1.9	335
M & M'S PEANUT		17189	10.2	1803	14332	8.5	1499
M & M'S PLAIN		17275	10.3	1813	14308	8.5	1487
MARATHON		962	.6	93	816	.5	80
MARS BAR		4302	2.6	455	3748	2.2	385
MILKY WAY		13391	8.0	1453	10762	6.4	1177
MOUNDS		6722	4.0	727	5466	3.3	609
MR. GOODBAR		5782	3.4	631	4648	2.8	522
NESTLE CRUNCH		7916	4.7	854	7170	4.3	753
NESTLE MILK CHOCOLATE		3685	2.2	370	3254	1.9	314
$100,000 BAR		2918	1.7	288	2547	1.5	239
PAY DAY		2464	1.5	240	1936	1.2	199
POWER HOUSE		1772	1.1	185	1387	.8	152
REESE'S PEANUT BUTTER CUP		14426	8.6	1478	11117	6.6	1201
ROLO		2982	1.8	312	2626	1.6	296
SNICKERS		19724	11.8	2110	16681	9.9	1755
SUGAR BABIES JUNIORS		1995	1.2	201	1456	.9	162
SUGAR DADDY JUNIORS		1803	1.1	180	1278	.8	144
SUMMIT		1644	1.0	155	1209	.7	133
THREE MUSKETEERS		11987	7.1	1199	9838	5.9	1028
TOFFIFAY		797	.5	92	742	.4	85
TWIX		4598	2.7	417	3403	2.0	336
YORK PEPPERMINT PATTIES		5827	3.5	649	5081	3.0	571
OTHER BRANDS		3366	2.0	385	3360	2.0	371
DO NOT KNOW		830	.5	90	6865	4.1	735
1C. ABOUT HOW MANY BAGS OR BOXES (65 CENTS OR MORE) OF FUN, MINIATURE AND SNACK SIZE BARS OR PACKS DID YOU BUY IN THE LAST 30 DAYS?							
1D. ABOUT HOW MANY BAGS OR BOXES (65 CENTS OR MORE) OF FUN, MINIATURE AND SNACK SIZE BARS OR PACKS DID YOU EAT IN THE LAST 30 DAYS?							
10 OR MORE	H	3837	2.3	408	2673	1.6	288
8 - 9	H	1457	.9	158	1210	.7	146
6 - 7	H	2868	1.7	323	1928	1.1	211
5	H	3375	2.0	397	2723	1.6	285
4	H	4871	2.9	518	2559	1.5	307
3	M	6156	3.7	675	4133	2.5	428
2	M	11049	6.6	1209	8178	4.9	871
1	L	14649	8.7	1541	15732	9.4	1694
NONE	L	14753	8.8	1656	17510	10.4	1866

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES – USAGE IN LAST 30 DAYS
(ADULTS)

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	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS	167727	63016	100.0	37.6	100	16409	100.0	9.8	100	17205	100.0	10.3	100	29402	100.0	17.5	100
MALES	79263	24969	39.6	31.5	84	6918	42.2	8.7	89	6584	38.3	8.3	81	11467	39.0	14.5	83
FEMALES	88464	38047	60.4	43.0	114	9492	57.8	10.7	110	10620	61.7	12.0	117	17935	61.0	20.3	116
18 - 24	28671	9746	15.5	34.0	90	2866	17.5	10.0	102	2291	13.3	8.0	78	4589	15.6	16.0	91
25 - 34	39536	15303	24.3	38.7	103	3335	20.3	8.4	86	4216	24.5	10.7	104	7751	26.4	19.6	112
35 - 44	28978	12063	19.1	41.6	111	3188	19.4	11.0	112	3350	19.5	11.6	113	5524	18.8	19.1	109
45 - 54	22345	9165	14.5	41.0	109	2404	14.7	10.8	110	2639	15.3	11.8	115	4121	14.0	18.4	105
55 - 64	22224	8545	13.6	38.4	102	2222	13.5	10.0	102	2547	14.8	11.5	112	3776	12.8	17.0	97
65 OR OLDER	25973	8196	13.0	31.6	84	2393	14.6	9.2	94	2162	12.6	8.3	81	3641	12.4	14.0	80
18 - 34	68207	25049	39.8	36.7	98	6202	37.8	9.1	93	6507	37.8	9.5	93	12340	42.0	18.1	103
18 - 49	108058	41670	66.1	38.6	103	10702	65.2	9.9	101	11071	64.3	10.2	100	19897	67.7	18.4	105
25 - 54	90859	36530	58.0	40.2	107	8928	54.4	9.8	100	10205	59.3	11.2	109	17397	59.2	19.1	109
35 - 49	39851	16622	26.4	41.7	111	4500	27.4	11.3	115	4565	26.5	11.5	112	7557	25.7	19.0	108
50 OR OLDER	59669	21346	33.9	35.8	95	5707	34.8	9.6	98	6134	35.7	10.3	100	9505	32.3	15.9	91
GRADUATED COLLEGE	28091	9321	14.8	33.2	88	1777	10.8	6.3	65	2537	14.7	9.0	88	5007	17.0	17.8	102
ATTENDED COLLEGE	28938	10357	16.4	35.8	95	2248	13.7	7.8	79	2591	15.1	9.0	87	5518	18.8	19.1	109
GRADUATED HIGH SCHOOL	65503	25959	41.2	39.6	105	6511	39.7	9.9	102	7069	41.1	10.8	105	12379	42.1	18.9	108
DID NOT GRADUATE HIGH SCHOOL	45195	17380	27.6	38.5	102	5873	35.8	13.0	133	5007	29.1	11.1	108	6499	22.1	14.4	82
EMPLOYED MALES	56429	17726	28.1	31.4	84	4547	27.7	8.1	82	4913	28.6	8.7	85	8266	28.1	14.6	84
EMPLOYED FEMALES	43971	18475	29.3	42.0	112	4186	25.5	9.5	97	5082	29.5	11.6	113	9208	31.3	20.9	119
EMPLOYED FULL-TIME	87773	31567	50.1	36.0	96	7599	46.3	8.7	88	8759	50.9	10.0	97	15209	51.7	17.3	99
EMPLOYED PART-TIME	12627	4634	7.4	36.7	98	1134	6.9	9.0	92	1236	7.2	9.8	95	2265	7.7	17.9	102
NOT EMPLOYED	67327	26815	42.6	39.8	106	7677	46.8	11.4	117	7210	41.9	10.7	104	11928	40.6	17.7	101
PROFESSIONAL/MANAGER	25845	8600	13.6	33.3	89	1613	9.8	6.2	64	2320	13.5	9.0	88	4668	15.9	18.1	103
TECH/CLERICAL/SALES	30895	11574	18.4	37.5	100	2392	14.6	7.7	79	3362	19.5	10.9	106	5821	19.8	18.8	107
PRECISION/CRAFT	12629	4292	6.8	34.0	90	1022	6.2	8.1	83	1478	8.6	11.7	114	1793	6.1	14.2	81
OTHER EMPLOYED	31031	11735	18.6	37.8	101	3706	22.6	11.9	122	2836	16.5	9.1	89	5193	17.7	16.7	95
SINGLE	35557	11615	18.4	32.7	87	3364	20.5	9.5	97	2893	16.8	8.1	79	5357	18.2	15.1	86
MARRIED	103585	41286	65.5	39.9	106	10205	62.2	9.9	101	11718	68.1	11.3	110	19362	65.9	18.7	107
DIVORCED/SEPARATED/WIDOWED	28585	10116	16.1	35.4	94	2840	17.3	9.9	102	2593	15.1	9.1	88	4683	15.9	16.4	93
PARENTS	59295	25691	40.8	43.3	115	6600	40.2	11.1	114	7526	43.7	12.7	124	11564	39.3	19.5	111
WHITE	146081	54226	86.1	37.1	99	13091	79.8	9.0	92	15091	87.7	10.3	101	26044	88.6	17.8	102
BLACK	17974	7619	12.1	42.4	113	3005	18.3	16.7	171	1771	10.3	9.9	96	2842	9.7	15.8	90
OTHER	3672	1172	1.9	31.9	85	**313	1.9	8.5	87	**343	2.0	9.3	91	*516	1.8	14.1	80
NORTHEAST-CENSUS	37005	13529	21.5	36.6	97	4638	28.3	12.5	128	3853	22.4	10.4	102	5039	17.1	13.6	78
NORTH CENTRAL	42642	17344	27.5	40.7	108	3771	23.0	8.8	90	4759	27.7	11.2	109	8813	30.0	20.7	118
SOUTH	56777	21991	34.9	38.7	103	5958	36.3	10.5	107	6144	35.7	10.8	105	9889	33.6	17.4	99
WEST	31303	10152	16.1	32.4	86	2042	12.4	6.5	67	2449	14.2	7.8	76	5661	19.3	18.1	103
NORTHEAST-MKTG.	38125	13207	21.0	34.6	92	4435	27.0	11.6	119	3819	22.2	10.0	98	4953	16.8	13.0	74
EAST CENTRAL	24794	9582	15.2	38.6	103	2622	16.0	10.6	108	2611	15.2	10.5	103	4349	14.8	17.5	100
WEST CENTRAL	28511	11936	18.9	41.9	111	2317	14.1	8.1	83	3245	18.9	11.4	111	6375	21.7	22.4	128
SOUTH	48953	19535	31.0	39.9	106	5205	31.7	10.6	109	5509	32.0	11.3	110	8821	30.0	18.0	103
PACIFIC	27344	8757	13.9	32.0	85	1831	11.2	6.7	68	2021	11.7	7.4	72	4904	16.7	17.9	102
COUNTY SIZE A	69301	23955	38.0	34.6	92	6499	39.6	9.4	96	6706	39.0	9.7	94	10750	36.6	15.5	88
COUNTY SIZE B	50633	19978	31.7	39.5	105	5126	31.2	10.1	103	5401	31.4	10.7	104	9451	32.1	18.7	106
COUNTY SIZE C	26259	10093	16.0	38.4	102	2757	16.8	10.5	107	2640	15.3	10.1	98	4697	16.0	17.9	102
COUNTY SIZE D	21534	8990	14.3	41.7	111	2028	12.4	9.4	96	2458	14.3	11.4	111	4504	15.3	20.9	119
METRO CENTRAL CITY	50014	18288	29.0	36.6	97	5518	33.6	11.0	113	5007	29.1	10.0	98	7763	26.4	15.5	89
METRO SUBURBAN	76832	28352	45.0	36.9	98	6633	40.4	8.6	88	7792	45.3	10.1	99	13928	47.4	18.1	103
NON METRO	40881	16376	26.0	40.1	107	4258	25.9	10.4	106	4407	25.6	10.8	105	7711	26.2	18.9	108
TOP 5 ADI'S	39550	14309	22.7	36.2	96	4275	26.1	10.8	110	3733	21.7	9.4	92	6302	21.4	15.9	91
TOP 10 ADI'S	54877	18519	29.4	33.7	90	5175	31.5	9.4	96	5058	29.4	9.2	90	8286	28.2	15.1	86
TOP 20 ADI'S	77516	26859	42.6	34.6	92	7182	43.8	9.3	95	7483	43.5	9.7	94	12194	41.5	15.7	90
HSHLD INC. $50,000 OR MORE	17257	6148	9.8	35.6	95	1326	8.1	7.7	79	1651	9.6	9.6	93	3171	10.8	18.4	105
$40,000 OR MORE	33235	11712	18.6	35.2	94	2579	15.7	7.8	79	3316	19.3	10.0	97	5817	19.8	17.5	100
$30,000 OR MORE	59693	21691	34.4	36.3	97	4699	28.6	7.9	80	5980	34.8	10.0	98	11013	37.5	18.4	105
$25,000 OR MORE	76275	27872	44.2	36.5	97	6205	37.8	8.1	83	7762	45.1	10.2	99	13906	47.3	18.2	104
$20,000 - $24,999	18607	7084	11.2	38.1	101	1773	10.8	9.5	97	2073	12.0	11.1	109	3238	11.0	17.4	99
$15,000 - $19,999	17175	6687	10.6	38.9	104	1626	9.9	9.5	97	1523	8.9	8.9	86	3539	12.0	20.6	118
$10,000 - $14,999	24569	9670	15.3	39.4	105	2883	17.6	11.7	120	2685	15.6	10.9	107	4103	14.0	16.7	95
UNDER $10,000	31101	11703	18.6	37.6	100	3923	23.9	12.6	129	3163	18.4	10.2	99	4617	15.7	14.8	85
HOUSEHOLD OF 1 PERSON	19441	5604	8.9	28.8	77	1504	9.2	7.7	79	1434	8.3	7.4	72	2665	9.1	13.7	78
2 PEOPLE	51803	18331	29.1	35.4	94	4301	26.2	8.3	85	4848	28.2	9.4	91	9182	31.2	17.7	101
3 OR 4 PEOPLE	66933	26658	42.3	39.8	106	7021	42.8	10.5	107	7453	43.3	11.1	109	12184	41.4	18.2	104
5 OR MORE PEOPLE	29550	12424	19.7	42.0	112	3583	21.8	12.1	124	3469	20.2	11.7	114	5372	18.3	18.2	104
NO CHILD IN HSHLD	96587	33090	52.5	34.3	91	8585	52.3	8.9	91	8582	49.9	8.9	87	15923	54.2	16.5	94
CHILD(REN) UNDER 2 YRS	10844	4714	7.5	43.5	116	1129	6.9	10.4	106	1265	7.4	11.7	114	2319	7.9	21.4	122
2 - 5 YEARS	26358	11550	18.3	43.8	117	3014	18.4	11.4	117	3192	18.6	12.1	118	5343	18.2	20.3	116
6 - 11 YEARS	30453	13499	21.4	44.3	118	3487	21.3	11.5	117	3913	22.7	12.8	125	6099	20.7	20.0	114
12 - 17 YEARS	36575	15179	24.1	41.5	110	4462	27.2	12.2	125	4257	24.7	11.6	113	6459	22.0	17.7	101
RESIDENCE OWNED	117770	45017	71.4	38.2	102	10693	65.2	9.1	93	12656	73.6	10.7	105	21668	73.7	18.4	105
VALUE: $50,000 OR MORE	70166	25764	40.9	36.7	98	5639	34.4	8.0	82	7280	42.3	10.4	101	12846	43.7	18.3	104
VALUE: UNDER $50,000	47604	19253	30.6	40.4	108	5054	30.8	10.6	109	5377	31.3	11.3	110	8822	30.0	18.5	106

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS (ADULTS)

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		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS		167727	63016	100.0	37.6	100	16409	100.0	9.8	100	17205	100.0	10.3	100	29402	100.0	17.5	100
MAGAZINES	QUINTILE 1	34022	13663	21.7	40.2	107	3277	20.0	9.6	98	4090	23.8	12.0	117	6296	21.4	18.5	106
	QUINTILE 2	34800	13842	22.0	39.8	106	3457	21.1	9.9	102	3708	21.6	10.7	104	6677	22.7	19.2	109
	QUINTILE 3	30514	11091	17.6	36.3	97	2758	16.8	9.0	92	2732	15.9	9.0	87	5602	19.1	18.4	105
	QUINTILE 4	33324	12377	19.6	37.1	99	3544	21.6	10.6	109	3429	19.9	10.3	100	5404	18.4	16.2	93
	QUINTILE 5	35066	12043	19.1	34.3	91	3373	20.6	9.6	98	3246	18.9	9.3	90	5424	18.4	15.5	88
NEWSPAPERS	QUINTILE 1	29107	11008	17.5	37.8	101	2740	16.7	9.4	96	3300	19.2	11.3	111	4968	16.9	17.1	97
	QUINTILE 2	49095	18138	28.8	36.9	98	4749	28.9	9.7	99	5141	29.9	10.5	102	8248	28.1	16.8	96
	QUINTILE 3	23107	8850	14.0	38.3	102	1920	11.7	8.3	85	2718	15.8	11.8	115	4213	14.3	18.2	104
	QUINTILE 4	33556	12925	20.5	38.5	103	3224	19.6	9.6	98	3094	18.0	9.2	90	6608	22.5	19.7	112
	QUINTILE 5	32863	12095	19.2	36.8	98	3777	23.0	11.5	117	2953	17.2	9.0	88	5366	18.3	16.3	93
OUTDOOR	QUINTILE 1	33431	12230	19.4	36.6	97	2903	17.7	8.7	89	3368	19.6	10.1	98	5960	20.3	17.8	102
	QUINTILE 2	33478	12782	20.3	38.2	102	3584	21.8	10.7	109	3144	18.3	9.4	92	6055	20.6	18.1	103
	QUINTILE 3	33574	12838	20.4	38.2	102	3368	20.5	10.0	103	3440	20.0	10.2	100	6029	20.5	18.0	102
	QUINTILE 4	33935	13016	20.7	38.4	102	3277	20.0	9.7	99	3782	22.0	11.1	109	5957	20.3	17.6	100
	QUINTILE 5	33310	12151	19.3	36.5	97	3277	20.0	9.8	101	3472	20.2	10.4	102	5401	18.4	16.2	92
RADIO-DRIVE TIME	QUINTILE 1	33136	13327	21.1	40.2	107	3373	20.6	10.2	104	3658	21.3	11.0	108	6296	21.4	19.0	108
	QUINTILE 2	31658	12210	19.4	38.6	103	3319	20.2	10.5	107	3176	18.5	10.0	98	5716	19.4	18.1	103
	QUINTILE 3	32541	11844	18.8	36.4	97	3303	20.1	10.2	104	3235	18.8	9.9	97	5306	18.0	16.3	93
	QUINTILE 4	34247	12873	20.4	37.6	100	3247	19.8	9.5	97	3570	20.7	10.4	102	6055	20.6	17.7	101
	QUINTILE 5	36144	12762	20.3	35.3	94	3168	19.3	8.8	90	3565	20.7	9.9	96	6029	20.5	16.7	95
RADIO-MID-DAY	TERCILE 1	45037	18035	28.6	40.0	107	4675	28.5	10.4	106	4963	28.8	11.0	107	8398	28.6	18.6	106
	TERCILE 2	44819	16650	26.4	37.1	99	4514	27.5	10.1	103	4565	26.5	10.2	99	7571	25.7	16.9	96
	TERCILE 3	77872	28332	45.0	36.4	97	7221	44.0	9.3	95	7677	44.6	9.9	96	13434	45.7	17.3	98
RADIO-TOTAL	QUINTILE 1	33763	13773	21.9	40.8	109	3460	21.1	10.2	105	3916	22.8	11.6	113	6398	21.8	18.9	108
	QUINTILE 2	33240	12607	20.0	37.9	101	3671	22.4	11.0	113	3150	18.3	9.5	92	5786	19.7	17.4	99
	QUINTILE 3	33408	12247	19.4	36.7	98	3220	19.6	9.6	99	3315	19.3	9.9	97	5713	19.4	17.1	98
	QUINTILE 4	34792	12876	20.4	37.0	99	3142	19.1	9.0	92	3552	20.6	10.2	100	6182	21.0	17.8	101
	QUINTILE 5	32524	11514	18.3	35.4	94	2917	17.8	9.0	92	3272	19.0	10.1	98	5324	18.1	16.4	93
TV-PRIME TIME	QUINTILE 1	33090	13063	20.7	39.5	105	3895	23.7	11.8	120	3174	18.4	9.6	94	5995	20.4	18.1	103
	QUINTILE 2	33357	13084	20.8	39.2	104	3430	20.9	10.3	105	3776	21.9	11.3	110	5878	20.0	17.6	101
	QUINTILE 3	33980	13099	20.8	38.5	103	3237	19.7	9.5	97	3668	21.3	10.8	105	6194	21.1	18.2	104
	QUINTILE 4	33854	11958	19.0	35.3	94	3120	19.0	9.2	94	3538	20.6	10.5	102	5300	18.0	15.7	89
	QUINTILE 5	33444	11812	18.7	35.3	94	2728	16.6	8.2	83	3050	17.7	9.1	89	6035	20.5	18.0	103
TV-DAYTIME	TERCILE 1	49121	19713	31.3	40.1	107	5474	33.4	11.1	114	5449	31.7	11.1	108	8790	29.9	17.9	102
	TERCILE 2	48823	18672	29.6	38.2	102	4571	27.9	9.4	96	5254	30.5	10.8	105	8847	30.1	18.1	103
	TERCILE 3	69782	24632	39.1	35.3	94	6364	38.8	9.1	93	6502	37.8	9.3	91	11766	40.0	16.9	96
TV-TOTAL	QUINTILE 1	33584	13236	21.0	39.4	105	4145	25.3	12.3	126	3332	19.4	9.9	97	5758	19.6	17.1	98
	QUINTILE 2	33441	12786	20.3	38.2	102	3615	22.0	10.8	110	3540	20.6	10.6	103	5632	19.2	16.8	96
	QUINTILE 3	33505	12438	19.7	37.1	99	3018	18.4	9.0	92	3542	20.6	10.6	103	5878	20.0	17.5	100
	QUINTILE 4	33466	12294	19.5	36.7	98	2841	17.3	8.5	87	3538	20.6	10.6	103	5914	20.1	17.7	101
	QUINTILE 5	33731	12263	19.5	36.4	97	2790	17.0	8.3	85	3252	18.9	9.6	94	6220	21.2	18.4	105
MAGAZINES-NEWSPAPERS: DUAL		44503	17418	27.6	39.1	104	4235	25.8	9.5	97	5170	30.0	11.6	113	8013	27.3	18.0	103
MAGAZINE IMPERATIVE		39363	15864	25.2	40.3	107	3994	24.3	10.1	104	4018	23.4	10.2	100	7853	26.7	20.0	114
NEWSPAPER IMPERATIVE		46441	16557	26.3	35.7	95	4430	27.0	9.5	98	4799	27.9	10.3	101	7328	24.9	15.8	90
MAGAZINES-OUTDOOR: DUAL		33726	13443	21.3	39.9	106	3230	19.7	9.6	98	3735	21.7	11.1	108	6478	22.0	19.2	110
MAGAZINE IMPERATIVE		52846	20599	32.7	39.0	104	4989	30.4	9.4	96	5838	33.9	11.0	108	9772	33.2	18.5	105
OUTDOOR IMPERATIVE		52140	18278	29.0	35.1	93	5187	31.6	9.9	102	4527	26.3	8.7	85	8564	29.1	16.4	94
MAGAZINES-RADIO: DUAL		37081	15123	24.0	40.8	109	3921	23.9	10.6	108	4049	23.5	10.9	106	7153	24.3	19.3	110
MAGAZINE IMPERATIVE		49747	18832	29.9	37.9	101	4288	26.1	8.6	88	5407	31.4	10.9	106	9137	31.1	18.4	105
RADIO IMPERATIVE		49208	18186	28.9	37.0	98	5104	31.1	10.4	106	4733	27.5	9.6	94	8350	28.4	17.0	97
MAGAZINES-TELEVISION: DUAL		33103	13663	21.7	41.3	110	3580	21.8	10.8	111	3772	21.9	11.4	111	6311	21.5	19.1	109
MAGAZINE IMPERATIVE		54575	20712	32.9	38.0	101	4572	27.9	8.4	86	5763	33.5	10.6	103	10376	35.3	19.0	108
TELEVISION IMPERATIVE		53249	19063	30.3	35.8	95	5851	35.7	11.0	112	4876	28.3	9.2	89	8336	28.4	15.7	89
NEWSPAPERS-OUTDOOR: DUAL		36255	13794	21.9	38.0	101	3517	21.4	9.7	99	3748	21.8	10.3	101	6528	22.2	18.0	103
NEWSPAPER IMPERATIVE		55591	20757	32.9	37.3	99	5038	30.7	9.1	93	6388	37.1	11.5	112	9331	31.7	16.8	96
OUTDOOR IMPERATIVE		48319	18097	28.7	37.5	100	4919	30.0	10.2	104	4353	25.3	9.0	88	8825	30.0	18.3	104
NEWSPAPERS-RADIO: DUAL		37242	14757	23.4	39.6	105	4061	24.7	10.9	111	4136	24.0	11.1	108	6560	22.3	17.6	100
NEWSPAPER IMPERATIVE		54423	19431	30.8	35.7	95	4558	27.8	8.4	86	5885	34.2	10.8	105	8988	30.6	16.5	94
RADIO IMPERATIVE		46650	18056	28.7	38.7	103	4757	29.0	10.2	104	4545	26.4	9.7	95	8754	29.8	18.8	107
NEWSPAPERS-TELEVISION: DUAL		35974	13377	21.2	37.2	99	3658	22.3	10.2	104	4070	23.7	11.3	110	5649	19.2	15.7	90
NEWSPAPER IMPERATIVE		56095	20919	33.2	37.3	99	4882	29.8	8.7	89	6064	35.2	10.8	105	9974	33.9	17.8	101
TELEVISION IMPERATIVE		47170	18385	29.2	39.0	104	5529	33.7	11.7	120	4509	26.2	9.6	93	8346	28.4	17.7	101
OUTDOOR-RADIO: DUAL		33748	12988	20.6	38.5	102	3577	21.8	10.6	108	3315	19.3	9.8	96	6096	20.7	18.1	103
OUTDOOR IMPERATIVE		52785	19318	30.7	36.6	97	4865	29.6	9.2	94	5114	29.7	9.7	94	9339	31.8	17.7	101
RADIO IMPERATIVE		52882	20369	32.3	38.5	103	5540	33.8	10.5	107	5615	32.6	10.6	104	9214	31.3	17.4	99
OUTDOOR-TELEVISION: DUAL		32030	12593	20.0	39.3	105	3596	21.9	11.2	115	2884	16.8	9.0	88	6113	20.8	19.1	109
OUTDOOR IMPERATIVE		54626	19841	31.5	36.3	97	4677	28.5	8.6	88	5597	32.5	10.2	100	9566	32.5	17.5	100
TELEVISION IMPERATIVE		54874	21006	33.3	38.3	102	5988	36.5	10.9	112	6128	35.6	11.2	109	8890	30.2	16.2	92
RADIO-TELEVISION: DUAL		33386	13257	21.0	39.7	106	3805	23.2	11.4	116	3505	20.4	10.5	102	5947	20.2	17.8	102
RADIO IMPERATIVE		53810	20244	32.1	37.6	100	4909	29.9	9.1	93	5592	32.5	10.4	101	9744	33.1	18.1	103
TELEVISION IMPERATIVE		54023	19938	31.6	36.9	98	5547	33.8	10.3	105	5422	31.5	10.0	98	8969	30.5	16.6	95

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

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	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS	167727	63016	100.0	37.6	100	16409	100.0	9.8	100	17205	100.0	10.3	100	29402	100.0	17.5	100
ATLANTIC MONTHLY	867	227	0.4	26.2	70	**36	0.2	4.2	42	**36	0.2	4.2	40	*155	0.5	17.9	102
BARRON'S	1580	530	0.8	33.5	89	**56	0.3	3.5	36	*219	1.3	13.9	135	*256	0.9	16.2	92
BETTER HOMES & GARDENS	22203	9942	15.8	44.8	119	2363	14.4	10.6	109	2850	16.6	12.8	125	4729	16.1	21.3	122
BON APPETIT	3810	1256	2.0	33.0	88	*241	1.5	6.3	65	317	1.8	8.3	81	698	2.4	18.3	105
BUSINESS WEEK	4663	1403	2.2	30.1	80	365	2.2	7.8	80	408	2.4	8.7	85	630	2.1	13.5	77
CAR AND DRIVER	3102	961	1.5	31.0	82	*227	1.4	7.3	75	*227	1.3	7.3	71	507	1.7	16.3	93
CBS MAGAZINE NETWORK (GROSS)	7311	2728	4.3	37.3	99	717	4.4	9.8	100	725	4.2	9.9	97	1285	4.4	17.6	100
CHANGING TIMES	3400	1340	2.1	39.4	105	*258	1.6	7.6	78	364	2.1	10.7	104	717	2.4	21.1	120
COLONIAL HOMES	1796	711	1.1	39.6	105	*97	0.6	5.4	55	267	1.6	14.9	145	347	1.2	19.3	110
CONDE NAST MAG. PKG. (GROSS)	19924	8387	13.3	42.1	112	2117	12.9	10.6	109	2244	13.0	11.3	110	4026	13.7	20.2	115
CONSUMERS DIGEST	3125	1300	2.1	41.6	111	303	1.8	9.7	99	309	1.8	9.9	96	688	2.3	22.0	126
COSMOPOLITAN	10577	4345	6.9	41.1	109	1158	7.1	10.9	112	1143	6.6	10.8	105	2044	7.0	19.3	110
COUNTRY LIVING	3746	1695	2.7	45.2	120	287	1.7	7.7	78	592	3.4	15.8	154	816	2.8	21.8	124
CUISINE	2214	781	1.2	35.3	94	*146	0.9	6.6	67	*205	1.2	9.3	90	430	1.5	19.4	111
CYCLE WORLD	2394	914	1.5	38.2	102	*328	2.0	13.7	140	*214	1.2	8.9	87	372	1.3	15.5	89
DCI:CREATIVE IDEAS FOR LIV	3068	1448	2.3	47.2	126	358	2.2	11.7	119	411	2.4	13.4	131	679	2.3	22.1	126
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	4154	6.6	43.5	116	683	4.2	7.1	73	1315	7.6	13.8	134	2156	7.3	22.6	129
DISCOVER	2277	795	1.3	34.9	93	*183	1.1	8.0	82	*243	1.4	10.7	104	369	1.3	16.2	92
EBONY	7187	3091	4.9	43.0	114	1135	6.9	15.8	161	709	4.1	9.9	96	1246	4.2	17.3	99
ESQUIRE	2560	967	1.5	37.8	101	*253	1.5	9.9	101	308	1.8	12.0	117	407	1.4	15.9	91
ESSENCE	3242	1523	2.4	47.0	125	467	2.8	14.4	147	386	2.2	11.9	116	671	2.3	20.7	118
FAMILY CIRCLE	19639	8928	14.2	45.5	121	2171	13.2	11.1	113	2879	16.7	14.7	143	3878	13.2	19.7	113
THE FAMILY HANDYMAN	3540	1617	2.6	45.7	122	348	2.1	9.8	100	482	2.8	13.6	133	787	2.7	22.2	127
FAMILY WEEKLY	23924	9273	14.7	38.8	103	2346	14.3	9.8	100	2629	15.3	11.0	107	4298	14.6	18.0	102
FIELD & STREAM	9883	3772	6.0	38.2	102	833	5.1	8.4	86	1143	6.6	11.6	113	1796	6.1	18.2	104
FOOD & WINE	1030	392	0.6	38.1	101	*95	0.6	9.2	94	**121	0.7	11.7	115	*176	0.6	17.1	97
FORBES	2679	785	1.2	29.3	78	*143	0.9	5.3	55	*195	1.1	7.3	71	447	1.5	16.7	95
FORTUNE	2931	905	1.4	30.9	82	*171	1.0	5.8	60	265	1.5	9.0	88	470	1.6	16.0	91
GENTLEMEN'S QUARTERLY	3481	1236	2.0	35.5	95	308	1.9	8.8	90	378	2.2	10.9	106	550	1.9	15.8	90
GLAMOUR	7163	3161	5.0	44.1	117	817	5.0	11.4	117	838	4.9	11.7	114	1506	5.1	21.0	120
GOLF DIGEST	2355	858	1.4	36.4	97	*176	1.1	7.5	76	257	1.5	10.9	106	425	1.4	18.0	103
GOLF DIGEST/TENNIS (GROSS)	3610	1292	2.1	35.8	95	233	1.4	6.5	66	369	2.1	10.2	100	690	2.3	19.1	109
GOLF MAGAZINE	2046	775	1.2	37.9	101	*171	1.0	8.4	85	*212	1.2	10.4	101	393	1.3	19.2	110
GOLF MAGAZINE/SKI (GROSS)	3547	1378	2.2	38.8	103	318	1.9	9.0	92	369	2.1	10.4	101	692	2.4	19.5	111
GOOD HOUSEKEEPING	20353	9390	14.9	46.1	123	1970	12.0	9.7	99	2878	16.7	14.1	138	4542	15.4	22.3	127
HARPER'S BAZAAR	3362	1347	2.1	40.1	107	375	2.3	11.2	114	416	2.4	12.4	121	557	1.9	16.6	95
HEALTH	2987	1321	2.1	44.2	118	303	1.8	10.1	104	475	2.8	15.9	155	544	1.9	18.2	104
HEARST MAG CORP. BUY (GROSS)	67928	29311	46.5	43.2	115	6448	39.3	9.5	97	8917	51.8	13.1	128	13946	47.4	20.5	117
HEARST MAN POWER (GROSS)	11282	4174	6.6	37.0	98	954	5.8	8.5	86	1263	7.3	11.2	109	1958	6.7	17.4	99
HEARST WOMAN POWER (GROSS)	40514	18287	29.0	45.1	120	4061	24.7	10.0	102	5461	31.7	13.5	131	8766	29.8	21.6	123
HOUSE BEAUTIFUL	4885	2232	3.5	45.7	122	496	3.0	10.2	104	756	4.4	15.5	151	979	3.3	20.0	114
INC.	1308	383	0.6	29.3	78	**70	0.4	5.4	55	**170	1.0	13.0	127	*144	0.5	11.0	63
JET	6498	2867	4.5	44.1	117	1073	6.5	16.5	169	718	4.2	11.0	108	1076	3.7	16.6	94
LADIES' HOME JOURNAL	14797	7042	11.2	47.6	127	1544	9.4	10.4	107	2261	13.1	15.3	149	3237	11.0	21.9	125
LHJ FAMILY GRP COMBO(GROSS)	21743	10304	16.4	47.4	126	2171	13.2	10.0	102	3238	18.8	14.9	145	4895	16.6	22.5	128
LIFE	9881	3697	5.9	37.4	100	1006	6.1	10.2	104	1116	6.5	11.3	110	1576	5.4	15.9	91
L.A. TIMES HOME MAGAZINE	2775	808	1.3	29.1	77	*149	0.9	5.4	55	*174	1.0	6.3	61	485	1.6	17.5	100
MADEMOISELLE	4219	1901	3.0	45.1	120	497	3.0	11.8	120	482	2.8	11.4	111	922	3.1	21.9	125
MC CALL'S	16422	7918	12.6	48.2	128	1579	9.6	9.6	98	2567	14.9	15.6	152	3771	12.8	23.0	131
MC CALL'S/MRK MOTHER (GROSS)	17919	8717	13.8	48.6	129	1725	10.5	9.6	98	2814	16.4	15.7	153	4179	14.2	23.3	133
MECHANIX ILLUSTRATED	4433	1655	2.6	37.3	99	372	2.3	8.4	86	525	3.1	11.8	115	757	2.6	17.1	97
METROPOLITAN HOME	1504	606	1.0	40.3	107	**101	0.6	6.7	69	*200	1.2	13.3	130	305	1.0	20.3	116
MONEY	4723	1660	2.6	35.1	94	241	1.5	5.1	52	613	3.6	13.0	127	806	2.7	17.1	97
MOTHER EARTH NEWS	2325	876	1.4	37.7	100	*213	1.3	9.2	94	*164	1.0	7.1	69	499	1.7	21.5	122
MS.	1189	533	0.8	44.8	119	**136	0.8	11.4	117	*138	0.8	11.6	113	*259	0.9	21.8	124
NATIONAL ENQUIRER	18892	7991	12.7	42.3	113	2325	14.2	12.3	126	2227	12.9	11.8	115	3440	11.7	18.2	104
NATIONAL GEOGRAPHIC	22129	8285	13.1	37.4	100	1536	9.4	6.9	71	2546	14.8	11.5	112	4203	14.3	19.0	108
NATIONAL SUNDAY MAGAZINE PKG	103750	38976	61.9	37.6	100	9786	59.6	9.4	96	11061	64.3	10.7	104	18129	61.7	17.5	100
NATURAL HISTORY	1379	523	0.8	37.9	101	**125	0.8	9.1	93	**138	0.8	10.0	98	*260	0.9	18.9	108
NEW WOMAN	2289	942	1.5	41.2	110	*237	1.4	10.4	106	*216	1.3	9.4	92	489	1.7	21.4	122
NEW YORK INCLUDING CUE	1088	368	0.6	33.8	90	**111	0.7	10.2	104	**84	0.5	7.7	75	*173	0.6	15.9	91
THE NEW YORKER	2459	741	1.2	30.1	80	191	1.2	7.8	79	*219	1.3	8.9	87	331	1.1	13.5	77
NEWSWEEK	16527	5620	8.9	34.0	91	1270	7.7	7.7	79	1819	10.6	11.0	107	2531	8.6	15.3	87
THE N.Y. TIMES DAILY EDITION	2739	784	1.2	28.6	76	319	1.9	11.6	119	180	1.0	6.6	64	285	1.0	10.4	59
THE N.Y. TIMES MAGAZINE	4443	1368	2.2	30.8	82	506	3.1	11.4	116	382	2.2	8.6	84	480	1.6	10.8	62
OMNI	2799	831	1.3	29.7	79	*176	1.1	6.3	64	*235	1.4	8.4	82	420	1.4	15.0	86
ON CABLE	2209	986	1.6	44.6	119	*209	1.3	9.5	97	318	1.8	14.4	140	460	1.6	20.8	119
1001 HOME IDEAS	3959	1942	3.1	49.1	131	324	2.0	8.2	84	503	2.9	12.7	124	1114	3.8	28.1	161
ORGANIC GARDENING	3111	1255	2.0	40.3	107	320	2.0	10.3	105	299	1.7	9.6	94	637	2.2	20.5	117
OUTDOOR LIFE	5024	1860	3.0	37.0	99	492	3.0	9.8	100	527	3.1	10.5	102	842	2.9	16.8	96
PARADE MAGAZINE	51292	19514	31.0	38.0	101	5173	31.5	10.1	103	5549	32.3	10.8	105	8791	29.9	17.1	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0219
P-22

	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS	167727	63016	100.0	37.6	100	16409	100.0	9.8	100	17205	100.0	10.3	100	29402	100.0	17.5	100
PARENTS	5298	2479	3.9	46.8	125	410	2.5	7.7	79	763	4.4	14.4	140	1305	4.4	24.6	141
PENTHOUSE	5139	1873	3.0	36.5	97	557	3.4	10.9	111	528	3.1	10.3	100	789	2.7	15.4	88
PEOPLE	21070	8103	12.9	38.5	102	1955	11.9	9.3	95	2490	14.5	11.8	115	3659	12.4	17.4	99
PLAYBOY	10562	3757	6.0	35.6	95	1084	6.6	10.3	105	999	5.8	9.5	92	1674	5.7	15.8	90
POPULAR HOT RODDING	2498	1128	1.8	45.2	120	*326	2.0	13.1	133	*347	2.0	13.9	135	455	1.5	18.2	104
POPULAR MECHANICS	5887	2120	3.4	36.0	96	469	2.9	8.0	81	728	4.2	12.4	121	923	3.1	15.7	89
POPULAR SCIENCE	4317	1557	2.5	36.1	96	380	2.3	8.8	90	418	2.4	9.7	94	759	2.6	17.6	100
PREVENTION	5792	2152	3.4	37.2	99	482	2.9	8.3	85	596	3.5	10.3	100	1074	3.7	18.5	106
PSYCHOLOGY TODAY	3284	1270	2.0	38.7	103	*168	1.0	5.1	52	387	2.2	11.8	115	715	2.4	21.8	124
READER'S DIGEST	40046	16123	25.6	40.3	107	3832	23.4	9.6	98	4708	27.4	11.8	115	7583	25.8	18.9	108
REDBOOK	9584	4552	7.2	47.5	126	933	5.7	9.7	100	1440	8.4	15.0	146	2179	7.4	22.7	130
ROAD & TRACK	2590	941	1.5	36.3	97	*241	1.5	9.3	95	*306	1.8	11.8	115	395	1.3	15.3	87
ROLLING STONE	3302	1205	1.9	36.5	97	*320	2.0	9.7	99	*357	2.1	10.8	105	529	1.8	16.0	91
RUNNER'S WORLD	1229	453	0.7	36.9	98	**69	0.4	5.6	57	*209	1.2	17.0	166	**174	0.6	14.2	81
SATURDAY EVENING POST	2110	869	1.4	41.2	110	*173	1.1	8.2	84	263	1.5	12.5	122	433	1.5	20.5	117
SCIENCE 84	1543	536	0.9	34.7	92	*112	0.7	7.3	74	**108	0.6	7.0	68	316	1.1	20.5	117
SCIENCE DIGEST	1747	615	1.0	35.2	94	*131	0.8	7.5	77	**121	0.7	6.9	68	363	1.2	20.8	119
SCIENTIFIC AMERICAN	1994	518	0.8	26.0	69	*119	0.7	6.0	61	**97	0.6	4.9	47	301	1.0	15.1	86
SELF	3119	1326	2.1	42.5	113	326	2.0	10.5	107	307	1.8	9.8	96	693	2.4	22.2	127
SEVENTEEN	3923	1703	2.7	43.4	116	431	2.6	11.0	112	460	2.7	11.7	114	813	2.8	20.7	118
SKI	1501	603	1.0	40.2	107	*147	0.9	9.8	100	**157	0.9	10.5	102	299	1.0	19.9	114
SMITHSONIAN	5976	2066	3.3	34.6	92	403	2.5	6.7	69	572	3.3	9.6	93	1091	3.7	18.3	104
SOAP OPERA DIGEST	4228	2186	3.5	51.7	138	597	3.6	14.1	144	801	4.7	18.9	185	789	2.7	18.7	106
SOUTHERN LIVING	6488	2707	4.3	41.7	111	325	2.0	5.0	51	905	5.3	13.9	136	1477	5.0	22.8	130
SPORT	3500	1472	2.3	42.1	112	444	2.7	12.7	130	421	2.4	12.0	117	607	2.1	17.3	99
THE SPORTING NEWS	2456	1052	1.7	42.8	114	351	2.1	14.3	146	*279	1.6	11.4	111	423	1.4	17.2	98
SPORTS AFIELD	3648	1440	2.3	39.5	105	354	2.2	9.7	99	414	2.4	11.3	111	672	2.3	18.4	105
SPORTS ILLUSTRATED	14484	5127	8.1	35.4	94	1422	8.7	9.8	100	1381	8.0	9.5	93	2325	7.9	16.1	92
STAR	12661	5822	9.2	46.0	122	1794	10.9	14.2	145	1571	9.1	12.4	121	2457	8.4	19.4	111
SUNDAY	52799	19282	30.6	36.5	97	5194	31.7	9.8	101	5684	33.0	10.8	105	8403	28.6	15.9	91
SUNSET	3513	1243	2.0	35.4	94	*151	0.9	4.3	44	*210	1.2	6.0	58	882	3.0	25.1	143
TV GUIDE	42766	17416	27.6	40.7	108	4647	28.3	10.9	111	4638	27.0	10.8	106	8131	27.7	19.0	108
TENNIS	1254	434	0.7	34.6	92	**57	0.3	4.5	46	**112	0.7	8.9	87	*264	0.9	21.1	120
TIME	22054	7931	12.6	36.0	96	1936	11.8	8.8	90	2273	13.2	10.3	100	3723	12.7	16.9	96
TOWN & COUNTRY	1555	580	0.9	37.3	99	**105	0.6	6.8	69	**110	0.6	7.1	69	366	1.2	23.5	134
TRAVEL & LEISURE	2173	756	1.2	34.8	93	*171	1.0	7.9	80	*221	1.3	10.2	99	364	1.2	16.8	96
TRUE STORY	4636	2279	3.6	49.2	131	544	3.3	11.7	120	790	4.6	17.0	166	945	3.2	20.4	116
U.S.NEWS & WORLD REPORT	10353	3568	5.7	34.5	92	735	4.5	7.1	73	1054	6.1	10.2	99	1779	6.1	17.2	98
USA TODAY	4994	1813	2.9	36.3	97	438	2.7	8.8	90	497	2.9	10.0	97	878	3.0	17.6	100
US	3528	1582	2.5	44.8	119	459	2.8	13.0	133	441	2.6	12.5	122	682	2.3	19.3	110
VOGUE	5424	2000	3.2	36.9	98	477	2.9	8.8	90	618	3.6	11.4	111	906	3.1	16.7	95
WALL STREET JOURNAL	6292	2008	3.2	31.9	85	424	2.6	6.7	69	543	3.2	8.6	84	1042	3.5	16.6	94
WEIGHT WATCHERS	2762	1086	1.7	39.3	105	207	1.3	7.5	77	324	1.9	11.7	114	555	1.9	20.1	115
WOMAN'S DAY	16320	7632	12.1	46.8	124	1825	11.1	11.2	114	2300	13.4	14.1	137	3507	11.9	21.5	123
WORKING MOTHER	1496	800	1.3	53.5	142	*146	0.9	9.8	100	*246	1.4	16.4	160	407	1.4	27.2	155
WORKING WOMAN	1851	829	1.3	44.8	119	*166	1.0	9.0	92	*235	1.4	12.7	124	428	1.5	23.1	132
WORLD TENNIS	580	*244	0.4	42.1	112	**36	0.2	6.2	63	**64	0.4	11.0	108	**144	0.5	24.8	142
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4341	6.9	35.0	93	924	5.6	7.4	76	1206	7.0	9.7	95	2211	7.5	17.8	102
BLAIR INSERTS	91671	34161	54.2	37.3	99	8611	52.5	9.4	96	9761	56.7	10.6	104	15790	53.7	17.2	98
DAILY NEWSPAPERS																	
READ ANY	109190	40939	65.0	37.5	100	10217	62.3	9.4	96	11728	68.2	10.7	105	18994	64.6	17.4	99
READ ONE	89587	33586	53.3	37.5	100	8454	51.5	9.4	96	9513	55.3	10.6	104	15618	53.1	17.4	99
READ TWO OR MORE	19602	7353	11.7	37.5	100	1763	10.7	9.0	92	2214	12.9	11.3	110	3375	11.5	17.2	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	41168	65.3	37.5	100	10380	63.3	9.5	97	11686	67.9	10.7	104	19102	65.0	17.4	99
READ ONE	95074	35735	56.7	37.6	100	8896	54.2	9.4	96	9981	58.0	10.5	102	16859	57.3	17.7	101
READ TWO OR MORE	14588	5432	8.6	37.2	99	1484	9.0	10.2	104	1705	9.9	11.7	114	2243	7.6	15.4	88
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	28.80				27.03				28.94				29.69			
30 DAY REACH	149706	56220	89.2	37.6	100	14522	88.5	9.7	99	15311	89.0	10.2	100	26387	89.7	17.6	101
50 SHMG - 30 DAY AV FREQ	15.16	15.11				14.11				15.21				15.61			
30 DAY REACH	142406	53661	85.2	37.7	100	13936	84.9	9.8	100	14597	84.8	10.3	100	25128	85.5	17.6	101
25 SHMG - 30 DAY AV FREQ	8.23	8.14				7.64				8.27				8.34			
30 DAY REACH	131152	49769	79.0	37.9	101	12870	78.4	9.8	100	13397	77.9	10.2	100	23501	79.9	17.9	102
CABLE TV: HOME WIRED	66879	26551	42.1	39.7	106	6434	39.2	9.6	98	7436	43.2	11.1	108	12681	43.1	19.0	108
HOME NOT WIRED	100848	36466	57.9	36.2	96	9976	60.8	9.9	101	9769	56.8	9.7	94	16721	56.9	16.6	95
HAVE PAY CABLE	25024	14700	23.3	42.0	112	3637	22.2	10.4	106	3892	22.6	11.1	108	7171	24.4	20.5	117

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0220
P-22

	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS	167727	63016	100.0	37.6	100	16409	100.0	9.8	100	17205	100.0	10.3	100	29402	100.0	17.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	36377	57.7	38.0	101	9337	56.9	9.8	100	9982	58.0	10.4	102	17058	58.0	17.8	102
10:00 AM - 3:00 PM	63599	24683	39.2	38.8	103	6469	39.4	10.2	104	6768	39.3	10.6	104	11445	38.9	18.0	103
3:00 PM - 7:00 PM	72097	27452	43.6	38.1	101	6955	42.4	9.6	99	7321	42.6	10.2	99	13177	44.8	18.3	104
7:00 PM - MIDNIGHT	36670	13490	21.4	36.8	98	3601	21.9	9.8	100	3643	21.2	9.9	97	6246	21.2	17.0	97
MIDNIGHT - 6:00 AM	21908	8704	13.8	39.7	106	2204	13.4	10.1	103	2326	13.5	10.6	104	4175	14.2	19.1	109
6:00 AM - MIDNIGHT	127571	48462	76.9	38.0	101	12651	77.1	9.9	101	13127	76.3	10.3	100	22684	77.2	17.8	101
ENTIRE DAY	129239	49025	77.8	37.9	101	12794	78.0	9.9	101	13299	77.3	10.3	100	22933	78.0	17.7	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	13239	21.0	38.9	104	3361	20.5	9.9	101	3600	20.9	10.6	103	6279	21.4	18.5	105
ALL NEWS	6062	2055	3.3	33.9	90	570	3.5	9.4	96	537	3.1	8.9	86	948	3.2	15.6	89
AOR/PROGRESSIVE	11884	3909	6.2	32.9	88	965	5.9	8.1	83	1060	6.2	8.9	87	1884	6.4	15.9	90
BEAUTIFUL MUSIC	11180	4419	7.0	39.5	105	1149	7.0	10.3	105	1216	7.1	10.9	106	2055	7.0	18.4	105
BLACK	4538	2012	3.2	44.3	118	641	3.9	14.1	144	518	3.0	11.4	111	853	2.9	18.8	107
CLASSICAL	3857	1294	2.1	33.5	89	290	1.8	7.5	77	408	2.4	10.6	103	596	2.0	15.5	88
CHR/ROCK	21946	8484	13.5	38.7	103	2195	13.4	10.0	102	2417	14.0	11.0	107	3873	13.2	17.6	101
COUNTRY	27262	10944	17.4	40.1	107	2834	17.3	10.4	106	2675	15.5	9.8	96	5435	18.5	19.9	114
GOLDEN OLDIES	3339	1194	1.9	35.8	95	345	2.1	10.3	106	346	2.0	10.4	101	503	1.7	15.1	86
MOR/NOSTALGIA	10346	3674	5.8	35.5	95	892	5.4	8.6	88	1091	6.3	10.5	103	1691	5.8	16.3	93
NEWS/TALK	8929	3268	5.2	36.6	97	933	5.7	10.4	107	802	4.7	9.0	88	1533	5.2	17.2	98
RELIGIOUS	5488	1957	3.1	35.7	95	458	2.8	8.3	85	441	2.6	8.0	78	1057	3.6	19.3	110
SOFT ROCK	1232	479	0.8	38.9	103	**122	0.7	9.9	101	**119	0.7	9.7	94	*237	0.8	19.2	110
URBAN CONTEMPORARY	3184	1311	2.1	41.2	110	492	3.0	15.5	158	334	1.9	10.5	102	484	1.6	15.2	87
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2801	4.4	40.5	108	895	5.5	13.0	132	770	4.5	11.1	109	1135	3.9	16.4	94
ABC DIRECTION	5212	2035	3.2	39.0	104	613	3.7	11.8	120	458	2.7	8.8	86	964	3.3	18.5	106
ABC ENTERTAINMENT	10385	4079	6.5	39.3	105	1206	7.3	11.6	119	1044	6.1	10.1	98	1829	6.2	17.6	100
ABC FM	4762	1836	2.9	38.6	103	630	3.8	13.2	135	462	2.7	9.7	95	744	2.5	15.6	89
ABC INFORMATION	11339	4211	6.7	37.1	99	882	5.4	7.8	80	1252	7.3	11.0	108	2077	7.1	18.3	104
ABC ROCK	4878	1778	2.8	36.4	97	409	2.5	8.4	86	501	2.9	10.3	100	867	2.9	17.8	101
CBS	10709	3980	6.3	37.2	99	881	5.4	8.2	84	1043	6.1	9.7	95	2056	7.0	19.2	110
MUTUAL	10251	4097	6.5	40.0	106	1216	7.4	11.9	121	1186	6.9	11.6	113	1695	5.8	16.5	94
NBC	12243	4593	7.3	37.5	100	1349	8.2	11.0	113	1033	6.0	8.4	82	2212	7.5	18.1	103
RADIORADIO	4606	1686	2.7	36.6	97	457	2.8	9.9	101	476	2.8	10.3	101	753	2.6	16.3	93
RKO ONE	5148	2139	3.4	41.6	111	487	3.0	9.5	97	701	4.1	13.6	133	951	3.2	18.5	105
RKO TWO	7313	2731	4.3	37.3	99	752	4.6	10.3	105	638	3.7	8.7	85	1341	4.6	18.3	105
THE SOURCE	5981	2182	3.5	36.5	97	503	3.1	8.4	86	590	3.4	9.9	96	1088	3.7	18.2	104
NON-HIRED : BLAIR	19329	7600	12.1	39.3	105	1798	11.0	9.3	95	1955	11.4	10.1	99	3847	13.1	19.9	114
INTERNET	27139	9851	15.6	36.3	97	2709	16.5	10.0	102	2473	14.4	9.1	89	4669	15.9	17.2	98
KATZ RADIO GROUP	36319	13222	21.0	36.4	97	3703	22.6	10.2	104	3599	20.9	9.9	97	5921	20.1	16.3	93
SUPERNET	22361	8696	13.8	38.9	104	2102	12.8	9.4	96	2355	13.7	10.5	103	4240	14.4	19.0	108
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	5668	9.0	39.0	104	1594	9.7	11.0	112	1612	9.4	11.1	108	2461	8.4	16.9	97
MKDAY 9:00 AM - 1:00 PM	18688	7717	12.2	41.3	110	2296	14.0	12.3	126	2121	12.3	11.3	111	3299	11.2	17.7	101
MKDAY 1:00 PM - 4:30 PM	24061	10030	15.9	41.7	111	2881	17.6	12.0	122	2716	15.8	11.3	110	4434	15.1	18.4	105
MKDAY 4:30 PM - 7:30 PM	44079	16497	26.2	37.4	100	4890	29.8	11.1	113	4401	25.6	10.0	97	7207	24.5	16.4	93
MKDAY 7:30 PM - 8:00 PM	61979	23584	37.4	38.1	101	6709	40.9	10.8	111	6239	36.3	10.1	98	10636	36.2	17.2	98
MKDAY 11:00 PM - 11:30 PM	49084	19345	30.7	39.4	105	5297	32.3	10.8	110	5146	29.9	10.5	102	8901	30.3	18.1	103
MKDAY 11:30 PM - 1:00 AM	16560	6531	10.4	39.4	105	1829	11.1	11.0	113	1745	10.1	10.5	103	2956	10.1	17.9	102
M-SAT 8-11 PM+SUN 7-11 PM	66967	26092	41.4	39.0	104	7101	43.3	10.6	108	7036	40.9	10.5	102	11955	40.7	17.9	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	4103	6.5	44.3	118	1241	7.6	13.4	137	1182	6.9	12.8	124	1680	5.7	18.1	103
ANOTHER WORLD N	6138	2943	4.7	47.9	128	918	5.6	15.0	153	750	4.4	12.2	119	1275	4.3	20.8	118
AS THE WORLD TURNS C	7707	2998	4.8	38.9	104	698	4.3	9.1	93	914	5.3	11.9	116	1387	4.7	18.0	103
CAPITOL C	4688	2021	3.2	43.1	115	512	3.1	10.9	112	579	3.4	12.4	120	930	3.2	19.8	113
CBS MORN. NEWS 1 C	2792	1072	1.7	38.4	102	194	1.2	6.9	71	348	2.0	12.5	122	529	1.8	18.9	108
CBS MORN. NEWS 2 C	2071	744	1.2	35.9	96	177	1.1	8.5	87	269	1.6	13.0	127	298	1.0	14.4	82
DAYS OF OUR LIVES N	8018	3663	5.8	45.7	122	1059	6.5	13.2	135	919	5.3	11.5	112	1684	5.7	21.0	120
FACTS OF LIFE - DAYTIME N	3487	1522	2.4	43.6	116	544	3.3	15.6	159	328	1.9	9.4	92	650	2.2	18.6	106
FAMILY FEUD A	4817	2065	3.3	42.9	114	587	3.6	12.2	125	569	3.3	11.8	115	909	3.1	18.9	108
GENERAL HOSPITAL A	8333	3543	5.6	42.5	113	1056	6.4	12.7	130	1084	6.3	13.0	127	1403	4.8	16.8	96
GOOD MORNING, AMERICA-730 A	5472	2122	3.4	38.8	103	582	3.5	10.6	109	536	3.1	9.8	95	1005	3.4	18.4	105
GOOD MORNING, AMERICA-830 A	3965	1598	2.5	40.3	107	408	2.5	10.3	105	395	2.3	10.0	97	794	2.7	20.0	114
GUIDING LIGHT C	7542	3054	4.8	40.5	108	823	5.0	10.9	112	796	4.6	10.6	103	1435	4.9	19.0	109
ONE LIFE TO LIVE A	6018	2606	4.1	43.3	115	660	4.0	11.0	112	779	4.5	12.9	126	1167	4.0	19.4	111
PRESS YOUR LUCK C	3589	1466	2.3	40.8	109	430	2.6	12.0	122	375	2.2	10.4	102	662	2.3	18.4	105
PRICE IS RIGHT 1 C	7418	2848	4.5	38.4	102	731	4.5	9.9	101	932	5.4	12.6	122	1185	4.0	16.0	91
PRICE IS RIGHT 2 C	8276	3242	5.1	39.2	104	915	5.6	11.1	113	965	5.6	11.7	114	1362	4.6	16.5	94
RYAN'S HOPE A	4358	2050	3.3	47.0	125	634	3.9	14.5	149	534	3.1	12.3	119	883	3.0	20.3	116
SALE OF THE CENTURY N	3749	1684	2.7	44.9	120	624	3.8	16.6	170	375	2.2	10.0	98	685	2.3	18.3	104
SEARCH FOR TOMORROW N	2884	1403	2.2	48.6	129	429	2.6	14.9	152	328	1.9	11.4	111	646	2.2	22.4	128
TODAY SHOW 1 N	4869	1700	2.7	34.9	93	581	3.5	11.9	122	507	2.9	10.4	102	612	2.1	12.6	72
TODAY SHOW 2 N	4135	1512	2.4	36.6	97	428	2.6	10.4	106	495	2.9	12.0	117	589	2.0	14.2	81
$25,000 PYRAMID C	4361	1751	2.8	40.2	107	616	3.8	14.1	144	386	2.2	8.9	86	750	2.6	17.2	98
WHEEL OF FORTUNE N	6187	2696	4.3	43.6	116	967	5.9	15.6	160	509	3.0	8.2	80	1220	4.1	19.7	112
YOUNG AND THE RESTLESS C	8186	3405	5.4	41.6	111	909	5.5	11.1	114	1076	6.3	13.1	128	1420	4.8	17.3	99
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1676	2.7	35.5	94	453	2.8	9.6	98	550	3.2	11.6	113	673	2.3	14.2	81
NBA PLAYOFF GAME -1 C	5127	1826	2.9	35.6	95	518	3.2	10.1	103	492	2.9	9.6	94	816	2.8	15.9	91
NBC MAJOR LEAGUE PRE-GAME N	3945	1497	2.4	37.9	101	436	2.7	11.1	113	449	2.6	11.4	111	612	2.1	15.5	88
SPORTSWORLD - SUN N	3370	1165	1.8	34.6	92	336	2.0	10.0	102	291	1.7	8.6	84	538	1.8	16.0	91
SUNDAY MORNING C	4200	1568	2.5	37.3	99	450	2.7	10.7	110	406	2.4	9.7	94	712	2.4	17.0	97

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0221
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		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS		167727	63016	100.0	37.6	100	16409	100.0	9.8	100	17205	100.0	10.3	100	29402	100.0	17.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	19603	31.1	37.5	100	5606	34.2	10.7	110	5420	31.5	10.4	101	8578	29.2	16.4	94
NETWORK AFFILIATES - LATE		39164	15493	24.6	39.6	105	4286	26.1	10.9	112	4128	24.0	10.5	103	7078	24.1	18.1	103
INDEPENDENTS - LATE		5133	1865	3.0	36.3	97	518	3.2	10.1	103	527	3.1	10.3	100	820	2.8	16.0	91
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	9432	15.0	41.3	110	2669	16.3	11.7	120	2608	15.2	11.4	111	4155	14.1	18.2	104
ABC MONDAY NIGHT MOVIE	A	11258	4268	6.8	37.9	101	1117	6.8	9.9	101	1252	7.3	11.1	108	1899	6.5	16.9	96
ABC SUNDAY NIGHT MOVIE	A	23600	9015	14.3	38.2	102	2483	15.1	10.5	108	2413	14.0	10.2	100	4119	14.0	17.5	100
ABC WORLD NEWS TONIGHT	A	12801	4671	7.4	36.5	97	1278	7.8	10.0	102	1431	8.3	11.2	109	1962	6.7	15.3	87
AFTERMASH	C	10966	4080	6.5	37.2	99	914	5.6	8.3	85	1078	6.3	9.8	96	2088	7.1	19.0	109
ALICE	C	17050	6776	10.8	39.7	106	1626	9.9	9.5	97	1828	10.6	10.7	105	3321	11.3	19.5	111
AMERICAN PARADE	C	11998	4512	7.2	37.6	100	1266	7.7	10.6	108	1062	6.2	8.9	86	2184	7.4	18.2	104
BENSON	A	19258	7178	11.4	37.3	99	1798	11.0	9.3	95	1969	11.4	10.2	100	3412	11.6	17.7	101
BLUE THUNDER	A	11478	4148	6.6	36.1	96	1080	6.6	9.4	96	1160	6.7	10.1	99	1908	6.5	16.6	95
CAGNEY & LACEY	C	18263	7651	12.1	41.9	112	1980	12.1	10.8	111	1954	11.4	10.7	104	3717	12.6	20.4	116
CBS EVENING NEWS-DEAN	C	7733	2693	4.3	34.8	93	636	3.9	8.2	84	836	4.9	10.8	105	1221	4.2	15.8	90
CBS EVENING NEWS-RATHER	C	15653	5653	9.0	36.1	96	1398	8.5	8.9	91	1559	9.1	10.0	97	2696	9.2	17.2	98
CBS SAT. NEWS-SCHIEFFER	C	8744	3121	5.0	35.7	95	738	4.5	8.4	86	825	4.8	9.4	92	1558	5.3	17.8	102
CBS SATURDAY NIGHT MOVIE	C	12000	4715	7.5	39.3	105	1208	7.4	10.1	103	1388	8.1	11.6	113	2118	7.2	17.6	101
CBS WEDNESDAY NIGHT MOVIE	C	11522	4363	6.9	37.9	101	1178	7.2	10.2	105	1129	6.6	9.8	96	2057	7.0	17.9	102
CHEERS	N	16818	6655	10.6	39.6	105	1970	12.0	11.7	120	1776	10.3	10.6	103	2909	9.9	17.3	99
DALLAS	C	37510	15370	24.4	41.0	109	3811	23.2	10.2	104	4364	25.4	11.6	113	7195	24.5	19.2	109
DIFF'RENT STROKES	N	11258	4486	7.1	39.8	106	1369	8.3	12.2	124	1099	6.4	9.8	95	2018	6.9	17.9	102
DOUBLE TROUBLE	N	12248	5148	8.2	42.0	112	1571	9.6	12.8	131	1355	7.9	11.1	108	2222	7.6	18.1	103
DUCK FACTORY	N	11100	4434	7.0	39.9	106	1321	8.1	11.9	122	1119	6.5	10.1	98	1994	6.8	18.0	102
DUKES OF HAZZARD	C	12353	4884	7.8	39.5	105	1331	8.1	10.8	110	1458	8.5	11.8	115	2096	7.1	17.0	97
DYNASTY	A	33279	13638	21.6	41.0	109	3711	22.6	11.2	114	3907	22.7	11.7	114	6020	20.5	18.1	103
FACTS OF LIFE	N	13410	5732	9.1	42.7	114	1864	11.4	13.9	142	1468	8.5	10.9	107	2400	8.2	17.9	102
FALCON CREST	C	31093	13074	20.7	42.0	112	3391	20.7	10.9	111	3683	21.4	11.8	115	6000	20.4	19.3	110
FALL GUY	A	18649	7778	12.3	41.7	111	2100	12.8	11.3	115	2199	12.8	11.8	115	3479	11.8	18.7	106
FAMILY TIES	N	13101	5436	8.6	41.5	110	1721	10.5	13.1	134	1442	8.4	11.0	107	2273	7.7	17.3	99
FANTASY ISLAND	A	13069	5308	8.4	40.6	108	1563	9.5	12.0	122	1414	8.2	10.8	105	2331	7.9	17.8	102
FOULUPS, BLEEPS & BLUNDERS	A	16588	6174	9.8	37.2	99	1653	10.1	10.0	102	1544	9.0	9.3	91	2977	10.1	17.9	102
FOUR SEASONS	C	9302	3516	5.6	37.8	101	796	4.9	8.6	87	916	5.3	9.8	96	1804	6.1	19.4	111
GIMME A BREAK	N	13955	5829	9.3	41.8	111	1720	10.5	12.3	126	1655	9.6	11.9	116	2454	8.3	17.6	100
HART TO HART	A	15735	6279	10.0	39.9	106	1695	10.3	10.8	110	1714	10.0	10.9	106	2869	9.8	18.2	104
HILL STREET BLUES	N	18257	7014	11.1	38.4	102	2031	12.4	11.1	114	1869	10.9	10.2	100	3114	10.6	17.1	97
HOTEL	A	24236	9583	15.2	39.5	105	2588	15.8	10.7	109	2606	15.1	10.8	105	4390	14.9	18.1	103
JEFFERSONS	C	17010	6816	10.8	40.1	107	1722	10.5	10.1	103	1924	11.2	11.3	110	3170	10.8	18.6	106
JENNIFER SLEPT HERE	N	9397	3763	6.0	40.0	107	1091	6.6	11.6	119	929	5.4	9.9	96	1743	5.9	18.5	106
KATE & ALLIE	C	16762	6806	10.8	40.6	108	1807	11.0	10.8	110	1568	9.1	9.4	91	3432	11.7	20.5	117
KNIGHT RIDER	N	13164	5587	8.9	42.4	113	1646	10.0	12.5	128	1403	8.2	10.7	104	2538	8.6	19.3	110
LOVE BOAT	A	20400	8268	13.1	40.5	108	2358	14.4	11.6	118	2082	12.1	10.2	99	3828	13.0	18.8	107
MAGNUM PI	C	22543	8969	14.2	39.8	106	2150	13.1	9.5	97	2549	14.8	11.3	110	4270	14.5	18.9	108
MAMA'S FAMILY	N	9852	4253	6.7	43.2	115	1227	7.5	12.5	127	1065	6.2	10.8	105	1962	6.7	19.9	114
MASTER, THE	N	8082	3085	4.9	38.2	102	901	5.5	11.1	114	907	5.3	11.2	109	1277	4.3	15.8	90
MATT HOUSTON	A	12881	4945	7.8	38.4	102	1211	7.4	9.4	96	1485	8.6	11.5	112	2249	7.6	17.5	100
NBC MONDAY NIGHT MOVIE	N	23889	9357	14.8	39.2	104	2732	16.6	11.4	117	2496	14.5	10.4	102	4128	14.0	17.3	99
NBC NIGHTLY NEWS	N	11156	4017	6.4	36.0	96	1377	8.4	12.3	126	960	5.6	8.6	84	1680	5.7	15.1	86
NBC NIGHTLY NEWS-SAT	N	7363	2434	3.9	33.1	88	665	4.1	9.0	92	647	3.8	8.8	86	1123	3.8	15.3	87
NBC NIGHTLY NEWS-SUN	N	6214	2192	3.5	35.3	94	613	3.7	9.9	101	609	3.5	9.8	96	970	3.3	15.6	89
NBC SUNDAY NIGHT MOVIE	N	17590	6690	10.6	38.0	101	1984	12.1	11.3	115	1889	11.0	10.7	105	2816	9.6	16.0	91
NEWHART	C	16740	6821	10.8	40.7	108	1813	11.0	10.8	111	1729	10.0	10.3	101	3279	11.2	19.6	112
ONE DAY AT A TIME	C	11820	4542	7.2	38.4	102	1081	6.6	9.1	93	1203	7.0	10.2	99	2259	7.7	19.1	109
PEOPLE ARE FUNNY	N	9138	3781	6.0	41.4	110	1097	6.7	12.0	123	859	5.0	9.4	92	1825	6.2	20.0	114
REAL PEOPLE	N	15979	6208	9.9	38.9	103	1996	12.2	12.5	128	1637	9.5	10.2	100	2575	8.8	16.1	92
REMINGTON STEELE	N	14395	5842	9.3	40.6	108	1706	10.4	11.9	121	1544	9.0	10.7	105	2592	8.8	18.0	103
RIPLEY'S BELIEVE IT - NOT	A	11362	4332	6.9	38.1	101	1046	6.4	9.2	94	1189	6.9	10.5	102	2097	7.1	18.5	105
RIPTIDE	N	13920	5944	9.4	42.7	114	1669	10.2	12.0	123	1726	10.0	12.4	121	2549	8.7	18.3	104
SCARECROW & MRS. KING	C	17571	7018	11.1	39.9	106	1713	10.4	9.7	100	1904	11.1	10.8	106	3401	11.6	19.4	110
SIMON & SIMON	C	20208	7956	12.6	39.4	105	1980	12.1	9.8	100	2205	12.8	10.9	106	3771	12.8	18.7	106
60 MINUTES	C	27668	9566	15.2	34.6	92	2361	14.4	8.5	87	2831	16.5	10.2	100	4374	14.9	15.8	90
ST. ELSEWHERE	N	13699	5655	9.0	41.3	110	1793	10.9	13.1	134	1424	8.3	10.4	101	2438	8.3	17.8	102
THREE'S COMPANY	A	20632	8038	12.8	39.0	104	2031	12.4	9.8	101	2175	12.6	10.5	103	3832	13.0	18.6	106
T.J. HOOKER	A	17136	7105	11.3	41.5	110	1843	11.2	10.8	110	2084	12.1	12.2	119	3178	10.8	18.5	106
TONIGHT SHOW	N	4963	1781	2.8	35.9	96	411	2.5	8.3	85	549	3.2	11.1	108	821	2.8	16.5	94
TRAPPER JOHN, M.D.	C	16332	6638	10.5	40.6	108	1814	11.1	11.1	114	1796	10.4	11.0	107	3028	10.3	18.5	106
TV BLOOPERS & PRAC. JOKES	N	18881	6916	11.0	36.6	97	1813	11.0	9.6	98	1935	11.2	10.2	100	3168	10.8	16.8	96
20/20	A	18315	7242	11.5	39.5	105	1824	11.1	10.0	102	2118	12.3	11.6	113	3299	11.2	18.0	103
WEBSTER	A	18722	7172	11.4	38.3	102	1644	10.0	8.8	90	2011	11.7	10.7	105	3517	12.0	18.8	107
WORLD NEWS - SUN	A	5327	1936	3.1	36.3	97	550	3.4	10.3	106	503	2.9	9.4	92	883	3.0	16.6	95
YELLOW ROSE	N	8370	3534	5.6	42.2	112	952	5.8	11.4	116	995	5.8	11.9	116	1587	5.4	19.0	108
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	10354	16.4	40.0	107	2868	17.5	11.1	113	2542	14.8	9.8	96	4943	16.8	19.1	109
BASKETBALL - COLLEGE GAMES		14468	5713	9.1	39.5	105	1438	8.8	9.9	102	1685	9.8	11.6	114	2590	8.8	17.9	102
BASKETBALL - PRO GAMES		12124	4733	7.5	39.0	104	1212	7.4	10.0	102	1351	7.9	11.1	109	2171	7.4	17.9	102
BOWLING		9412	3875	6.1	41.2	110	1278	7.8	13.6	139	859	5.0	9.1	89	1739	5.9	18.5	105
BOXING		15409	6286	10.0	40.8	109	1731	10.5	11.2	115	1792	10.4	11.6	113	2763	9.4	17.9	102
FOOTBALL - COLLEGE GAMES		21400	8544	13.6	39.9	106	2263	13.8	10.6	108	2270	13.2	10.6	103	4012	13.6	18.7	107
FOOTBALL - PRO GAMES		35944	14550	23.1	40.5	108	3344	20.4	9.3	95	4137	24.0	11.5	112	7069	24.0	19.7	112
GOLF		9759	3595	5.7	36.8	98	960	5.9	9.8	101	863	5.0	8.8	86	1772	6.0	18.2	104
POST-SEASON COLL. FOOTBALL		18123	7041	11.2	38.9	103	1886	11.5	10.4	106	1938	11.3	10.7	104	3217	10.9	17.8	101
POST-SEASON PRO FOOTBALL		22091	8831	14.0	40.0	106	2183	13.3	9.9	101	2212	12.9	10.0	98	4437	15.1	20.1	115
TENNIS		6764	2907	4.6	43.0	114	652	4.0	9.6	99	904	5.3	13.4	130	1351	4.6	20.0	114
WRESTLING - PROFESSIONAL		9695	4369	6.9	45.1	120	1474	9.0	15.2	155	1328	7.7	13.7	134	1567	5.3	16.2	92

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

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	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C % ACROSS	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C % ACROSS	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS	LIGHT ONE OR LESS D INDX
TOTAL MALES	79263	24969	100.0	31.5	100	6918	100.0	8.7	100	6584	100.0	8.3	100	11467	100.0	14.5	100
HOUSEHOLD HEADS	66405	21064	84.4	31.7	101	5756	83.2	8.7	99	5833	88.6	8.8	106	9475	82.6	14.3	99
18 - 24	13945	4094	16.4	29.4	93	1298	18.8	9.3	107	842	12.8	6.0	73	1955	17.0	14.0	97
25 - 34	19334	6391	25.6	33.1	105	1417	20.5	7.3	84	1873	28.4	9.7	117	3102	27.1	16.0	111
35 - 44	14196	4812	19.3	33.9	108	1325	19.2	9.3	107	1238	18.8	8.7	105	2250	19.6	15.8	110
45 - 54	10896	3709	14.9	34.0	108	1165	16.8	10.7	123	943	14.3	8.7	104	1602	14.0	14.7	102
55 - 64	10378	3021	12.1	29.1	92	838	12.1	8.1	93	919	14.0	8.9	107	1264	11.0	12.2	84
65 OR OLDER	10514	2942	11.8	28.0	89	877	12.7	8.3	96	770	11.7	7.3	88	1294	11.3	12.3	85
18 - 34	33279	10486	42.0	31.5	100	2714	39.2	8.2	93	2714	41.2	8.2	98	5057	44.1	15.2	105
18 - 49	52904	17313	69.3	32.7	104	4677	67.6	8.8	101	4414	67.0	8.3	100	8221	71.7	15.5	107
25 - 54	44426	14913	59.7	33.6	107	3906	56.5	8.8	101	4053	61.6	9.1	110	6954	60.6	15.7	108
35 - 49	19625	6827	27.3	34.8	110	1963	28.4	10.0	115	1700	25.8	8.7	104	3164	27.6	16.1	111
50 OR OLDER	26359	7656	30.7	29.0	92	2241	32.4	8.5	97	2170	33.0	8.2	99	3246	28.3	12.3	85
GRADUATED COLLEGE	15982	4445	17.8	27.8	88	849	12.3	5.3	61	1189	18.1	7.4	90	2407	21.0	15.1	104
ATTENDED COLLEGE	13629	4005	16.0	29.4	93	1097	15.9	8.0	92	958	14.6	7.0	85	1950	17.0	14.3	99
GRADUATED HIGH SCHOOL	28591	9269	37.1	32.4	103	2666	38.5	9.3	107	2372	36.0	8.3	100	4232	36.9	14.8	102
DID NOT GRADUATE HIGH SCHOOL	21061	7250	29.0	34.4	109	2306	33.3	10.9	125	2066	31.4	9.8	118	2878	25.1	13.7	94
EMPLOYED FULL-TIME	52316	16715	66.9	32.0	101	4205	60.8	8.0	92	4635	70.4	8.9	107	7875	68.7	15.1	104
EMPLOYED PART-TIME	4113	1012	4.1	24.6	78	*342	4.9	8.3	95	**278	4.2	6.8	81	*391	3.4	9.5	66
NOT EMPLOYED	22834	7243	29.0	31.7	101	2371	34.3	10.4	119	1671	25.4	7.3	88	3201	27.9	14.0	97
PROFESSIONAL/MANAGER	15034	4230	16.9	28.1	89	790	11.4	5.3	60	1176	17.9	7.8	94	2264	19.7	15.1	104
TECH/CLERICAL/SALES	11255	3223	12.9	28.6	91	813	11.8	7.2	83	829	12.6	7.4	89	1581	13.8	14.0	97
PRECISION/CRAFT	11607	3849	15.4	33.2	105	874	12.6	7.5	86	1386	21.1	11.9	144	1589	13.9	13.7	95
OTHER EMPLOYED	18534	6424	25.7	34.7	110	2070	29.9	11.2	128	1522	23.1	8.2	99	2832	24.7	15.3	106
SINGLE	19562	5460	21.9	27.9	89	1619	23.4	8.3	95	1235	18.8	6.3	76	2606	22.7	13.3	92
MARRIED	51896	17415	69.7	33.6	107	4722	68.3	9.1	104	4774	72.5	9.2	111	7919	69.1	15.3	105
DIVORCED/SEPARATED/WIDOWED	7804	2095	8.4	26.8	85	577	8.3	7.4	85	575	8.7	7.4	89	942	8.2	12.1	83
PARENTS	25372	9138	36.6	36.0	114	2317	33.5	9.1	105	2680	40.7	10.6	127	4142	36.1	16.3	113
WHITE	69658	21452	85.9	30.8	98	5498	79.5	7.9	90	5813	88.3	8.3	100	10141	88.4	14.6	101
BLACK	7909	3123	12.5	39.5	125	1256	18.2	15.9	182	641	9.7	8.1	98	1227	10.7	15.5	107
OTHER	1696	*394	1.6	23.2	74	**164	2.4	9.7	111	**130	2.0	7.7	92	**100	0.9	5.9	41
NORTHEAST-CENSUS	17202	5273	21.1	30.7	97	1882	27.2	10.9	125	1317	20.0	7.7	92	2074	18.1	12.1	83
NORTH CENTRAL	20461	6875	27.5	33.6	107	1516	21.9	7.4	85	1769	26.9	8.6	104	3590	31.3	17.5	121
SOUTH	26695	8823	35.3	33.1	105	2438	35.2	9.1	105	2421	36.8	9.1	109	3964	34.6	14.8	103
WEST	14906	3998	16.0	26.8	85	1081	15.6	7.3	83	1077	16.4	7.2	87	1840	16.0	12.3	85
NORTHEAST-MKTG.	17962	5154	20.6	28.7	91	1716	24.8	9.6	109	1300	19.7	7.2	87	2139	18.7	11.9	82
EAST CENTRAL	11741	3759	15.1	32.0	102	1081	15.6	9.2	105	951	14.4	8.1	98	1728	15.1	14.7	102
WEST CENTRAL	13518	4780	19.1	35.4	112	1007	14.6	7.4	85	1236	18.8	9.1	110	2536	22.1	18.8	130
SOUTH	23168	7882	31.6	34.0	108	2146	31.0	9.3	106	2201	33.4	9.5	114	3534	30.8	15.3	105
PACIFIC	12874	3394	13.6	26.4	84	967	14.0	7.5	86	896	13.6	7.0	84	1531	13.4	11.9	82
COUNTY SIZE A	32596	9326	37.4	28.6	91	2764	40.0	8.5	97	2411	36.6	7.4	89	4150	36.2	12.7	88
COUNTY SIZE B	23814	7847	31.4	33.0	105	2028	29.3	8.5	98	2129	32.3	8.9	108	3690	32.2	15.5	107
COUNTY SIZE C	12663	4064	16.3	32.1	102	1123	16.2	8.9	102	1134	17.2	9.0	108	1807	15.8	14.3	99
COUNTY SIZE D	10190	3732	14.9	36.6	116	1002	14.5	9.8	113	911	13.8	8.9	108	1819	15.9	17.9	123
METRO CENTRAL CITY	23190	6724	26.9	29.0	92	2274	32.9	9.8	112	1626	24.7	7.0	84	2825	24.6	12.2	84
METRO SUBURBAN	36920	11495	46.0	31.1	99	2778	40.2	7.5	86	3308	50.2	9.0	108	5409	47.2	14.7	101
NON METRO	19152	6750	27.0	35.2	112	1866	27.0	9.7	112	1651	25.1	8.6	104	3233	28.2	16.9	117
TOP 5 ADI'S	18703	5682	22.8	30.4	96	1800	26.0	9.6	110	1326	20.1	7.1	85	2555	22.3	13.7	94
TOP 10 ADI'S	26158	7283	29.2	27.8	88	2205	31.9	8.4	97	1710	26.0	6.5	79	3367	29.4	12.9	89
TOP 20 ADI'S	36612	10379	41.6	28.3	90	3031	43.8	8.3	95	2638	40.1	7.2	87	4710	41.1	12.9	89
HSHLD INC. $50,000 OR MORE	9326	2688	10.8	28.8	91	643	9.3	6.9	79	691	10.5	7.4	89	1354	11.8	14.5	100
$40,000 OR MORE	18002	5093	20.4	28.3	90	1301	18.8	7.2	83	1378	20.9	7.7	92	2414	21.1	13.4	93
$30,000 OR MORE	31361	9083	36.4	29.0	92	2176	31.5	6.9	79	2478	37.6	7.9	95	4429	38.6	14.1	98
$25,000 OR MORE	39858	11669	46.7	29.3	93	2816	40.7	7.1	81	3137	47.6	7.9	95	5715	49.8	14.3	99
$20,000 - $24,999	8664	2815	11.3	32.5	103	836	12.1	9.6	111	832	12.6	9.6	116	1147	10.0	13.2	92
$15,000 - $19,999	7964	2794	11.2	35.1	111	806	11.7	10.1	116	568	8.6	7.1	86	1420	12.4	17.8	123
$10,000 - $14,999	11093	3920	15.7	35.3	112	1149	16.6	10.4	119	1116	17.0	10.1	121	1655	14.4	14.9	103
UNDER $10,000	11683	3771	15.1	32.3	102	1311	19.0	11.2	129	930	14.1	8.0	96	1530	13.3	13.1	91
HOUSEHOLD OF 1 PERSON	7453	1634	6.5	21.9	70	527	7.6	7.1	81	463	7.0	6.2	75	643	5.6	8.6	60
2 PEOPLE	24757	7211	28.9	29.1	92	1892	27.3	7.6	88	1846	28.0	7.5	90	3474	30.3	14.0	97
3 OR 4 PEOPLE	32682	10856	43.5	33.2	105	2774	40.1	8.5	97	2959	44.9	9.1	109	5123	44.7	15.7	108
5 OR MORE PEOPLE	14370	5269	21.1	36.7	116	1725	24.9	12.0	138	1316	20.0	9.2	110	2227	19.4	15.5	107
NO CHILD IN HSHLD	46768	13358	53.5	28.6	91	3872	56.0	8.3	95	3318	50.4	7.1	85	6168	53.8	13.2	91
CHILD(REN) UNDER 2 YRS	4799	1711	6.9	35.7	113	*467	6.8	9.7	111	*472	7.2	9.8	118	772	6.7	16.1	111
2 - 5 YEARS	11125	4289	17.2	38.6	122	1188	17.2	10.7	122	1139	17.3	10.2	123	1962	17.1	17.6	122
6 - 11 YEARS	14193	5112	20.5	36.0	114	1316	19.0	9.3	106	1399	21.2	9.9	119	2397	20.9	16.9	117
12 - 17 YEARS	17402	6072	24.3	34.9	111	1841	26.6	10.6	121	1597	24.3	9.2	110	2634	23.0	15.1	105
RESIDENCE OWNED	56398	17958	71.9	31.8	101	4386	63.4	7.8	89	5003	76.0	8.9	107	8570	74.7	15.2	105
VALUE: $50,000 OR MORE	34811	10358	41.5	29.8	94	2411	34.9	6.9	79	2920	44.3	8.4	101	5026	43.8	14.4	100
VALUE: UNDER $50,000	21587	7601	30.4	35.2	112	1975	28.5	9.1	105	2082	31.6	9.6	116	3544	30.9	16.4	113

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

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		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES		79263	24969	100.0	31.5	100	6918	100.0	8.7	100	6584	100.0	8.3	100	11467	100.0	14.5	100
MAGAZINES	QUINTILE 1	16033	5206	20.8	32.5	103	1337	19.3	8.3	96	1573	23.9	9.8	118	2296	20.0	14.3	99
	QUINTILE 2	15354	4876	19.5	31.8	101	1340	19.4	8.7	100	988	15.0	6.4	77	2548	22.2	16.6	115
	QUINTILE 3	15888	5137	20.6	32.3	103	1261	18.2	7.9	91	1405	21.3	8.8	106	2471	21.5	15.6	108
	QUINTILE 4	17310	5476	21.9	31.6	100	1750	25.3	10.1	116	1551	23.6	9.0	108	2174	19.0	12.6	87
	QUINTILE 5	14677	4275	17.1	29.1	92	1230	17.8	8.4	96	1067	16.2	7.3	88	1978	17.2	13.5	93
NEWSPAPERS	QUINTILE 1	15277	4748	19.0	31.1	99	1296	18.7	8.5	97	1165	17.7	7.6	92	2287	19.9	15.0	103
	QUINTILE 2	22745	6801	27.2	29.9	95	1827	26.4	8.0	92	1887	28.7	8.3	100	3087	26.9	13.6	94
	QUINTILE 3	10692	3325	13.3	31.1	99	641	9.3	6.0	69	1102	16.7	10.3	124	1582	13.8	14.8	102
	QUINTILE 4	11646	3761	15.1	32.3	103	1052	15.2	9.0	103	858	13.0	7.4	89	1851	16.1	15.9	110
	QUINTILE 5	18903	6334	25.4	33.5	106	2102	30.4	11.1	127	1572	23.9	8.3	100	2660	23.2	14.1	97
OUTDOOR	QUINTILE 1	16620	5055	20.2	30.4	97	1092	15.8	6.6	75	1407	21.4	8.5	102	2556	22.3	15.4	106
	QUINTILE 2	16377	5195	20.8	31.7	101	1543	22.3	9.4	108	1226	18.6	7.5	90	2425	21.1	14.8	102
	QUINTILE 3	15995	5193	20.8	32.5	103	1597	23.1	10.0	114	1229	18.7	7.7	93	2368	20.7	14.8	102
	QUINTILE 4	15592	4967	19.9	31.9	101	1306	18.9	8.4	96	1456	22.1	9.3	112	2206	19.2	14.1	98
	QUINTILE 5	14679	4559	18.3	31.1	99	1380	19.9	9.4	108	1267	19.2	8.6	104	1912	16.7	13.0	90
RADIO-DRIVE TIME	QUINTILE 1	15746	5649	22.6	35.9	114	1417	20.5	9.0	103	1636	24.8	10.4	125	2596	22.6	16.5	114
	QUINTILE 2	15067	4455	17.8	29.6	94	1329	19.2	8.8	101	1041	15.8	6.9	83	2085	18.2	13.8	96
	QUINTILE 3	15631	4722	18.9	30.2	96	1437	20.8	9.2	105	1297	19.7	8.3	100	1988	17.3	12.7	88
	QUINTILE 4	16245	5257	21.1	32.4	103	1327	19.2	8.2	94	1292	19.6	8.0	96	2638	23.0	16.2	112
	QUINTILE 5	16573	4887	19.6	29.5	94	1409	20.4	8.5	97	1318	20.0	8.0	96	2160	18.8	13.0	90
RADIO-MID-DAY	TERCILE 1	21788	7428	29.7	34.1	108	1954	28.2	9.0	103	2064	31.3	9.5	114	3409	29.7	15.6	108
	TERCILE 2	21151	6228	24.9	29.4	93	1861	26.9	8.8	101	1618	24.6	7.6	92	2749	24.0	13.0	90
	TERCILE 3	36323	11314	45.3	31.1	99	3103	44.9	8.5	98	2902	44.1	8.0	96	5309	46.3	14.6	101
RADIO-TOTAL	QUINTILE 1	15977	5653	22.6	35.4	112	1343	19.4	8.4	96	1701	25.8	10.6	128	2609	22.8	16.3	113
	QUINTILE 2	15923	4940	19.8	31.0	98	1693	24.5	10.6	122	1111	16.9	7.0	84	2137	18.6	13.4	93
	QUINTILE 3	14980	4317	17.3	28.8	91	1135	16.4	7.6	87	1098	16.7	7.3	88	2084	18.2	13.9	96
	QUINTILE 4	17123	5450	21.8	31.8	101	1532	22.1	8.9	103	1421	21.6	8.3	100	2497	21.8	14.6	101
	QUINTILE 5	15260	4610	18.5	30.2	96	1216	17.6	8.0	91	1253	19.0	8.2	99	2140	18.7	14.0	97
TV-PRIME TIME	QUINTILE 1	15674	4967	19.9	31.7	101	1496	21.6	9.5	109	1147	17.4	7.3	88	2324	20.3	14.8	102
	QUINTILE 2	15944	5577	22.3	35.0	111	1345	19.4	8.4	97	1537	23.3	9.6	116	2695	23.5	16.9	117
	QUINTILE 3	16037	5165	20.7	32.2	102	1365	19.7	8.5	98	1373	20.9	8.6	103	2428	21.2	15.1	105
	QUINTILE 4	15412	4511	18.1	29.3	93	1251	18.1	8.1	93	1292	19.6	8.4	101	1968	17.2	12.8	88
	QUINTILE 5	16194	4750	19.0	29.3	93	1461	21.1	9.0	103	1236	18.8	7.6	92	2052	17.9	12.7	88
TV-DAYTIME	TERCILE 1	19156	6120	24.5	31.9	101	1752	25.3	9.1	105	1582	24.0	8.3	99	2786	24.3	14.5	101
	TERCILE 2	19343	6321	25.3	32.7	104	1640	23.7	8.5	97	1793	27.2	9.3	112	2889	25.2	14.9	103
	TERCILE 3	40764	12528	50.2	30.7	98	3525	51.0	8.6	99	3209	48.7	7.9	95	5793	50.5	14.2	98
TV-TOTAL	QUINTILE 1	15844	5364	21.5	33.9	107	1556	22.5	9.8	113	1351	20.5	8.5	103	2457	21.4	15.5	107
	QUINTILE 2	15767	4772	19.1	30.3	96	1415	20.5	9.0	103	1227	18.6	7.8	94	2130	18.6	13.5	93
	QUINTILE 3	15775	4831	19.3	30.6	97	1262	18.2	8.0	92	1323	20.1	8.4	101	2246	19.6	14.2	98
	QUINTILE 4	15903	5064	20.3	31.8	101	1275	18.4	8.0	92	1431	21.7	9.0	108	2357	20.6	14.8	102
	QUINTILE 5	15974	4939	19.8	30.9	98	1410	20.4	8.8	101	1252	19.0	7.8	94	2278	19.9	14.3	99
MAGAZINES-NEWSPAPERS: DUAL		21225	6914	27.7	32.6	103	1681	24.3	7.9	91	1771	26.9	8.3	100	3462	30.2	16.3	113
MAGAZINE IMPERATIVE		17728	6017	24.1	33.9	108	1740	25.2	9.8	112	1568	23.8	8.8	106	2709	23.6	15.3	106
NEWSPAPER IMPERATIVE		22987	6636	26.6	28.9	92	1824	26.4	7.9	91	1950	29.6	8.5	102	2863	25.0	12.5	86
MAGAZINES-OUTDOOR: DUAL		16244	5150	20.6	31.7	101	1340	19.4	8.2	95	1313	19.9	8.1	97	2497	21.8	15.4	106
MAGAZINE IMPERATIVE		24016	7820	31.3	32.6	103	1980	28.6	8.2	94	2144	32.6	8.9	107	3695	32.2	15.4	106
OUTDOOR IMPERATIVE		26020	7914	31.7	30.4	97	2340	33.8	9.0	103	1958	29.7	7.5	91	3616	31.5	13.9	96
MAGAZINES-RADIO: DUAL		16918	5883	23.6	34.8	110	1500	21.7	8.9	102	1518	23.1	9.0	108	2866	25.0	16.9	117
MAGAZINE IMPERATIVE		23456	7119	28.5	30.4	96	1828	26.4	7.8	89	1847	28.1	7.9	95	3444	30.0	14.7	101
RADIO IMPERATIVE		23900	7519	30.1	31.5	100	2261	32.7	9.5	108	2044	31.0	8.6	103	3214	28.0	13.4	93
MAGAZINES-TELEVISION: DUAL		15791	5321	21.3	33.7	107	1365	19.7	8.6	99	1367	20.8	8.7	104	2590	22.6	16.4	113
MAGAZINE IMPERATIVE		25476	7913	31.7	31.1	99	1962	28.4	7.7	88	2079	31.6	8.2	98	3872	33.8	15.2	105
TELEVISION IMPERATIVE		25744	7797	31.2	30.3	96	2434	35.2	9.5	108	1949	29.6	7.6	91	3414	29.8	13.3	92
NEWSPAPERS-OUTDOOR: DUAL		17628	5359	21.5	30.4	97	1375	19.9	7.8	89	1400	21.3	7.9	96	2584	22.5	14.7	101
NEWSPAPER IMPERATIVE		26414	8237	33.0	31.2	99	2109	30.5	8.0	91	2295	34.9	8.7	105	3834	33.4	14.5	100
OUTDOOR IMPERATIVE		23059	7454	29.9	32.3	103	2150	31.1	9.3	107	1831	27.8	7.9	96	3474	30.3	15.1	104
NEWSPAPERS-RADIO: DUAL		17996	5878	23.5	32.7	104	1684	24.3	9.4	107	1549	23.5	8.6	104	2645	23.1	14.7	102
NEWSPAPER IMPERATIVE		26269	7593	30.4	28.9	92	1834	26.5	7.0	80	2153	32.7	8.2	99	3605	31.4	13.7	95
RADIO IMPERATIVE		21342	7095	28.4	33.2	106	1995	28.8	9.3	107	1844	28.0	8.6	104	3256	28.4	15.3	105
NEWSPAPERS-TELEVISION: DUAL		17359	5140	20.6	29.6	94	1342	19.4	7.7	89	1583	24.0	9.1	110	2215	19.3	12.8	88
NEWSPAPER IMPERATIVE		26889	8228	33.0	30.6	97	2097	30.3	7.8	89	2144	32.6	8.0	96	3987	34.8	14.8	102
TELEVISION IMPERATIVE		21698	7249	29.0	33.4	106	2181	31.5	10.1	115	1751	26.6	8.1	97	3317	28.9	15.3	106
OUTDOOR-RADIO: DUAL		16456	5480	21.9	33.3	106	1603	23.2	9.7	112	1294	19.7	7.9	95	2583	22.5	15.7	108
OUTDOOR IMPERATIVE		25870	7696	30.8	29.7	94	1960	28.3	7.6	87	1937	29.4	7.5	90	3798	33.1	14.7	101
RADIO IMPERATIVE		23943	7596	30.4	31.7	101	2206	31.9	9.2	106	2055	31.2	8.6	103	3336	29.1	13.9	96
OUTDOOR-TELEVISION: DUAL		15918	5148	20.6	32.3	103	1399	20.2	8.8	101	1127	17.1	7.1	85	2622	22.9	16.5	114
OUTDOOR IMPERATIVE		26398	8189	32.8	31.0	98	2147	31.0	8.1	93	2267	34.4	8.6	103	3775	32.9	14.3	99
TELEVISION IMPERATIVE		24851	7926	31.7	31.9	101	2354	34.0	9.5	109	2210	33.6	8.9	107	3362	29.3	13.5	94
RADIO-TELEVISION: DUAL		15584	5171	20.7	33.2	105	1367	19.8	8.8	101	1296	19.7	8.3	100	2508	21.9	16.1	111
RADIO IMPERATIVE		25472	7993	32.0	31.4	100	2167	31.3	8.5	97	2228	33.8	8.7	105	3598	31.4	14.1	98
TELEVISION IMPERATIVE		25578	7759	31.1	30.3	96	2206	31.9	8.6	99	2071	31.5	8.1	97	3482	30.4	13.6	94

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0224
P-22

	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES	79263	24969	100.0	31.5	100	6918	100.0	8.7	100	6584	100.0	8.3	100	11467	100.0	14.5	100
ATLANTIC MONTHLY	452	**103	0.4	22.8	72	**7	0.1	1.5	18	**4	0.1	0.9	11	**92	0.8	20.4	141
BARRON'S	1058	356	1.4	33.6	107	**32	0.5	3.0	35	**156	2.4	14.7	178	*168	1.5	15.9	110
BETTER HOMES & GARDENS	4773	1700	6.8	35.6	113	447	6.5	9.4	107	420	6.4	8.8	106	834	7.3	17.5	121
BON APPETIT	1037	245	1.0	23.6	75	**41	0.6	4.0	45	**69	1.0	6.7	80	*136	1.2	13.1	91
BUSINESS WEEK	3193	842	3.4	26.4	84	*198	2.9	6.2	71	*193	2.9	6.0	73	452	3.9	14.2	98
CAR AND DRIVER	2705	803	3.2	29.7	94	*192	2.8	7.1	81	*200	3.0	7.4	89	411	3.6	15.2	105
CBS MAGAZINE NETWORK (GROSS)	5678	1904	7.6	33.5	106	586	8.5	10.3	118	445	6.8	7.8	94	873	7.6	15.4	106
CHANGING TIMES	1847	651	2.6	35.2	112	**130	1.9	7.0	81	*159	2.4	8.6	104	362	3.2	19.6	135
COLONIAL HOMES	492	*153	0.6	31.1	99	**29	0.4	5.9	68	**35	0.5	7.1	86	**89	0.8	18.1	125
CONDE NAST MAG. PKG. (GROSS)	2066	606	2.4	29.3	93	**85	1.2	4.1	47	**95	1.4	4.6	55	425	3.7	20.6	142
CONSUMERS DIGEST	1719	574	2.3	33.4	106	**134	1.9	7.8	89	**135	2.1	7.9	95	306	2.7	17.8	123
COSMOPOLITAN	1762	622	2.5	35.3	112	**129	1.9	7.3	84	*154	2.3	8.7	105	*339	3.0	19.2	133
COUNTRY LIVING	1110	430	1.7	38.7	123	**60	0.9	5.4	62	**119	1.8	10.7	129	*251	2.2	22.6	156
CUISINE	660	*179	0.7	27.1	86	**29	0.4	4.4	50	**31	0.5	4.7	57	**118	1.0	17.9	124
CYCLE WORLD	1924	657	2.6	34.1	108	*250	3.6	13.0	149	**137	2.1	7.1	86	*270	2.4	14.0	97
DCI:CREATIVE IDEAS FOR LIV	437	*169	0.7	38.7	123	**30	0.4	6.9	79	**23	0.3	5.3	63	**116	1.0	26.5	183
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	838	3.4	33.6	107	*106	1.5	4.3	49	*184	2.8	7.4	89	548	4.8	22.0	152
DISCOVER	1279	366	1.5	28.6	91	**91	1.3	7.1	82	**106	1.6	8.3	100	*170	1.5	13.3	92
EBONY	2898	1098	4.4	37.9	120	442	6.4	15.3	175	*223	3.4	7.7	93	434	3.8	15.0	104
ESQUIRE	1384	440	1.8	31.8	101	**86	1.2	6.2	71	**126	1.9	9.1	110	*227	2.0	16.4	113
ESSENCE	850	351	1.4	41.3	131	**103	1.5	12.1	139	**79	1.2	9.3	112	**169	1.5	19.9	137
FAMILY CIRCLE	2430	843	3.4	34.7	110	*223	3.2	9.2	105	*267	4.1	11.0	132	353	3.1	14.5	100
THE FAMILY HANDYMAN	2356	953	3.8	40.4	128	*228	3.3	9.7	111	*235	3.6	10.0	120	490	4.3	20.8	144
FAMILY WEEKLY	11533	3655	14.6	31.7	101	859	12.4	7.4	85	1127	17.1	9.8	118	1669	14.6	14.5	100
FIELD & STREAM	7444	2573	10.3	34.6	110	567	8.2	7.6	87	722	11.0	9.7	117	1284	11.2	17.2	119
FOOD & WINE	416	**99	0.4	23.8	76	**10	0.1	2.4	28	**4	0.1	1.0	12	**86	0.7	20.7	143
FORBES	1865	576	2.3	30.9	98	*105	1.5	5.6	65	*144	2.2	7.7	93	326	2.8	17.5	121
FORTUNE	1849	578	2.3	31.3	99	*102	1.5	5.5	63	*162	2.5	8.8	105	314	2.7	17.0	117
GENTLEMEN'S QUARTERLY	2284	722	2.9	31.6	100	*164	2.4	7.2	82	*183	2.8	8.0	96	374	3.3	16.4	113
GLAMOUR	538	*159	0.6	29.6	94	**33	0.5	6.1	70	**30	0.5	5.6	67	**95	0.8	17.7	122
GOLF DIGEST	1649	591	2.4	35.8	114	*87	1.3	5.3	60	*193	2.9	11.7	141	310	2.7	18.8	130
GOLF DIGEST/TENNIS (GROSS)	2294	756	3.0	33.0	105	*96	1.4	4.2	48	*227	3.4	9.9	119	433	3.8	18.9	130
GOLF MAGAZINE	1577	608	2.4	38.6	122	**136	2.0	8.6	99	*187	2.8	11.9	143	285	2.5	18.1	125
GOLF MAGAZINE/SKI (GROSS)	2487	965	3.9	38.8	123	*205	3.0	8.2	94	*286	4.3	11.5	138	473	4.1	19.0	131
GOOD HOUSEKEEPING	2569	906	3.6	35.3	112	*224	3.2	8.7	100	*226	3.4	8.8	106	456	4.0	17.8	123
HARPER'S BAZAAR	431	**162	0.6	37.6	119	**41	0.6	9.5	109	**51	0.8	11.8	142	**70	0.6	16.2	112
HEALTH	788	*354	1.4	44.9	143	**75	1.1	9.5	109	**155	2.4	19.7	237	**124	1.1	15.7	109
HEARST MAG CORP. BUY (GROSS)	18781	6725	26.9	35.8	114	1414	20.4	7.5	86	1951	29.6	10.4	125	3360	29.3	17.9	124
HEARST MAN POWER (GROSS)	9169	3220	12.9	35.1	111	732	10.6	8.0	91	939	14.3	10.2	123	1549	13.5	16.9	117
HEARST WOMAN POWER (GROSS)	5452	1979	7.9	36.3	115	434	6.3	8.0	91	566	8.6	10.4	125	980	8.5	18.0	124
HOUSE BEAUTIFUL	1020	337	1.3	33.0	105	**37	0.5	3.6	42	**178	2.7	17.5	210	**122	1.1	12.0	83
INC.	993	*267	1.1	26.9	85	**39	0.6	3.9	45	**121	1.8	12.2	147	**108	0.9	10.9	75
JET	2808	1043	4.2	37.1	118	415	6.0	14.8	169	231	3.5	8.2	99	398	3.5	14.2	98
LADIES' HOME JOURNAL	1868	674	2.7	36.1	115	*165	2.4	8.8	101	*234	3.6	12.5	151	*275	2.4	14.7	102
LHJ FAMILY GRP COMBO(GROSS)	3582	1442	5.8	40.3	128	305	4.4	8.5	98	510	7.7	14.2	171	627	5.5	17.5	121
LIFE	4817	1461	5.9	30.3	96	388	5.6	8.1	92	369	5.6	7.7	92	704	6.1	14.6	101
L.A. TIMES HOME MAGAZINE	1465	345	1.4	23.5	75	*78	1.1	5.3	61	**90	1.4	6.1	74	*177	1.5	12.1	84
MADEMOISELLE	460	**88	0.4	19.1	61	**7	0.1	1.5	17	**13	0.2	2.8	34	**67	0.6	14.6	101
MC CALL'S	1764	799	3.2	45.3	144	*258	3.7	14.6	168	*183	2.8	10.4	125	358	3.1	20.3	140
MC CALL'S/MRK MOTHER (GROSS)	2062	910	3.6	44.1	140	*266	3.8	12.9	148	*201	3.1	9.7	117	443	3.9	21.5	149
MECHANIX ILLUSTRATED	3625	1228	4.9	33.9	108	302	4.4	8.3	95	328	5.0	9.0	109	599	5.2	16.5	114
METROPOLITAN HOME	495	*177	0.7	35.8	114	**11	0.2	2.2	25	**69	1.0	13.9	168	**97	0.8	19.6	135
MONEY	3017	1078	4.3	35.7	113	*140	2.0	4.6	53	416	6.3	13.8	166	522	4.6	17.3	120
MOTHER EARTH NEWS	1203	406	1.6	33.7	107	**104	1.5	8.6	99	**62	0.9	5.2	62	*241	2.1	20.0	138
MS.	*257	**109	0.4	42.4	135	**28	0.4	10.9	125	**20	0.3	7.8	94	**61	0.5	23.7	164
NATIONAL ENQUIRER	6921	2552	10.2	36.9	117	838	12.1	12.1	139	661	10.0	9.6	115	1053	9.2	15.2	105
NATIONAL GEOGRAPHIC	11626	3548	14.2	30.5	97	718	10.4	6.2	71	1087	16.5	9.3	113	1743	15.2	15.0	104
NATIONAL SUNDAY MAGAZINE PKG	49424	15203	60.9	30.8	98	3882	56.1	7.9	90	4135	62.8	8.4	101	7185	62.7	14.5	100
NATURAL HISTORY	753	*234	0.9	31.1	99	**79	1.1	10.5	120	**67	1.0	8.9	107	**88	0.8	11.7	81
NEW WOMAN	*296	**123	0.5	41.6	132	**31	0.4	10.5	120	**6	0.1	2.0	24	**86	0.7	29.1	201
NEW YORK INCLUDING CUE	541	**127	0.5	23.5	75	**11	0.2	2.0	23	**16	0.2	3.0	36	**101	0.9	18.7	129
THE NEW YORKER	1078	244	1.0	22.6	72	**44	0.6	4.1	47	**81	1.2	7.5	90	**119	1.0	11.0	76
NEWSWEEK	9602	2688	10.8	28.0	89	568	8.2	5.9	68	838	12.7	8.7	105	1282	11.2	13.4	92
THE N.Y. TIMES DAILY EDITION	1376	306	1.2	22.2	71	*115	1.7	8.4	96	**73	1.1	5.3	64	*118	1.0	8.6	59
THE N.Y. TIMES MAGAZINE	2110	569	2.3	27.0	86	*208	3.0	9.9	113	*152	2.3	7.2	87	209	1.8	9.9	68
OMNI	1927	528	2.1	27.4	87	**107	1.5	5.6	64	**163	2.5	8.5	102	*258	2.2	13.4	93
ON CABLE	911	286	1.1	31.4	100	**77	1.1	8.5	97	**60	0.9	6.6	79	**148	1.3	16.2	112
1001 HOME IDEAS	927	414	1.7	44.7	142	**65	0.9	7.0	80	**122	1.9	13.2	158	*227	2.0	24.5	169
ORGANIC GARDENING	1430	442	1.8	30.9	98	**82	1.2	5.7	66	**81	1.2	5.7	68	*278	2.4	19.4	134
OUTDOOR LIFE	4064	1365	5.5	33.6	107	378	5.5	9.3	107	384	5.8	9.4	114	604	5.3	14.9	103
PARADE MAGAZINE	24538	7796	31.2	31.8	101	2096	30.3	8.5	98	2082	31.6	8.5	102	3618	31.6	14.7	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0225
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	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES	79263	24969	100.0	31.5	100	6918	100.0	8.7	100	6584	100.0	8.3	100	11467	100.0	14.5	100
PARENTS	1126	387	1.5	34.4	109	**43	0.6	3.8	44	**82	1.2	7.3	88	*261	2.3	23.2	160
PENTHOUSE	4157	1420	5.7	34.2	108	443	6.4	10.7	122	418	6.3	10.1	121	559	4.9	13.4	93
PEOPLE	7691	2230	8.9	29.4	93	614	8.9	8.1	93	687	10.4	9.1	109	929	8.1	12.2	85
PLAYBOY	8379	2744	11.0	32.7	104	847	12.2	10.1	116	736	11.2	8.8	106	1162	10.1	13.9	96
POPULAR HOT RODDING	2110	958	3.8	45.4	144	*268	3.9	12.7	146	*264	4.0	12.5	151	426	3.7	20.2	140
POPULAR MECHANICS	4850	1685	6.7	34.7	110	373	5.4	7.7	88	563	8.6	11.6	140	748	6.5	15.4	107
POPULAR SCIENCE	3397	1144	4.6	33.7	107	291	4.2	8.6	98	*283	4.3	8.3	100	570	5.0	16.8	116
PREVENTION	1720	473	1.9	27.5	87	*126	1.8	7.3	84	*97	1.5	5.6	68	*251	2.2	14.6	101
PSYCHOLOGY TODAY	1344	390	1.6	29.0	92	**50	0.7	3.7	43	**127	1.9	9.4	114	*213	1.9	15.8	110
READER'S DIGEST	16016	5186	20.8	32.4	103	1367	19.8	8.5	98	1435	21.8	9.0	108	2384	20.8	14.9	103
REDBOOK	1121	452	1.8	40.3	128	**81	1.2	7.2	83	*185	2.8	16.5	199	*185	1.6	16.5	114
ROAD & TRACK	2161	713	2.9	33.0	105	*222	3.2	10.3	118	*205	3.1	9.5	114	*285	2.5	13.2	91
ROLLING STONE	1948	531	2.1	27.3	87	**101	1.5	5.2	59	*189	2.9	9.7	117	*242	2.1	12.4	86
RUNNER'S WORLD	899	*350	1.4	38.9	124	**49	0.7	5.5	62	**166	2.5	18.5	222	**136	1.2	15.1	105
SATURDAY EVENING POST	841	292	1.2	34.7	110	**68	1.0	8.1	93	**25	0.4	3.0	36	*199	1.7	23.7	164
SCIENCE 84	841	*246	1.0	29.3	93	**33	0.5	3.9	45	**50	0.8	5.9	72	**163	1.4	19.4	134
SCIENCE DIGEST	1194	383	1.5	32.1	102	**65	0.9	5.4	62	**60	0.9	5.0	60	*258	2.2	21.6	149
SCIENTIFIC AMERICAN	1379	330	1.3	23.9	76	**68	1.0	4.9	56	**60	0.9	4.4	52	*202	1.8	14.6	101
SELF	436	**127	0.5	29.1	92	**26	0.4	6.0	68	**9	0.1	2.1	25	**92	0.8	21.1	146
SEVENTEEN	614	*266	1.1	43.3	138	**13	0.2	2.1	24	**65	1.0	10.6	127	**187	1.6	30.5	211
SKI	910	357	1.4	39.2	125	**69	1.0	7.6	87	**99	1.5	10.9	131	*189	1.6	20.8	144
SMITHSONIAN	2937	899	3.6	30.6	97	203	2.9	6.9	79	266	4.0	9.1	109	429	3.7	14.6	101
SOAP OPERA DIGEST	545	*199	0.8	36.5	116	**50	0.7	9.2	105	**46	0.7	8.4	102	**103	0.9	18.9	131
SOUTHERN LIVING	2054	670	2.7	32.6	104	**76	1.1	3.7	42	*161	2.4	7.8	94	433	3.8	21.1	146
SPORT	2799	1040	4.2	37.2	118	323	4.7	11.5	132	*254	3.9	9.1	109	463	4.0	16.5	114
THE SPORTING NEWS	1938	724	2.9	37.4	119	*236	3.4	12.2	140	*136	2.1	7.0	84	351	3.1	18.1	125
SPORTS AFIELD	3125	1153	4.6	36.9	117	294	4.2	9.4	108	*315	4.8	10.1	121	544	4.7	17.4	120
SPORTS ILLUSTRATED	11159	3399	13.6	30.5	97	887	12.8	7.9	91	876	13.3	7.9	95	1636	14.3	14.7	101
STAR	4095	1636	6.6	40.0	127	515	7.4	12.6	144	424	6.4	10.4	125	697	6.1	17.0	118
SUNDAY	25169	7339	29.4	29.2	93	2174	31.4	8.6	99	1884	28.6	7.5	90	3281	28.6	13.0	90
SUNSET	1294	336	1.3	26.0	82	**66	1.0	5.1	58	**78	1.2	6.0	73	*193	1.7	14.9	103
TV GUIDE	18508	6328	25.3	34.2	109	1873	27.1	10.1	116	1687	25.6	9.1	110	2767	24.1	15.0	103
TENNIS	645	*166	0.7	25.7	82	**9	0.1	1.4	16	**34	0.5	5.3	63	**123	1.1	19.1	132
TIME	12124	3612	14.5	29.8	95	873	12.6	7.2	83	911	13.8	7.5	90	1827	15.9	15.1	104
TOWN & COUNTRY	493	*195	0.8	39.6	126	**21	0.3	4.3	49	**13	0.2	2.6	32	**161	1.4	32.7	226
TRAVEL & LEISURE	1122	338	1.4	30.1	96	**51	0.7	4.5	52	**123	1.9	11.0	132	*163	1.4	14.5	100
TRUE STORY	690	*333	1.3	48.3	153	**53	0.8	7.7	88	**116	1.8	16.8	202	**164	1.4	23.8	164
U.S.NEWS & WORLD REPORT	6571	2023	8.1	30.8	98	444	6.4	6.8	77	542	8.2	8.2	99	1036	9.0	15.8	109
USA TODAY	3120	980	3.9	31.4	100	195	2.8	6.3	72	262	4.0	8.4	101	523	4.6	16.8	116
US	1315	428	1.7	32.5	103	**148	2.1	11.3	129	**97	1.5	7.4	89	*184	1.6	14.0	97
VOGUE	632	*232	0.9	36.7	117	**18	0.3	2.8	33	**44	0.7	7.0	84	**170	1.5	26.9	186
WALL STREET JOURNAL	4247	1189	4.8	28.0	89	217	3.1	5.1	59	356	5.4	8.4	101	615	5.4	14.5	100
WEIGHT WATCHERS	398	*110	0.4	27.6	88	**37	0.5	9.3	107	**26	0.4	6.5	79	**47	0.4	11.8	82
WOMAN'S DAY	1139	480	1.9	42.1	134	*165	2.4	14.5	166	**120	1.8	10.5	127	*195	1.7	17.1	118
WORKING MOTHER	*298	**110	0.4	36.9	117	**8	0.1	2.7	31	**18	0.3	6.0	73	**85	0.7	28.5	197
WORKING WOMAN	327	**156	0.6	47.7	151	**5	0.1	1.5	18	**55	0.8	16.8	202	**96	0.8	29.4	203
WORLD TENNIS	397	**177	0.7	44.6	142	**30	0.4	7.6	87	**23	0.3	5.8	70	**124	1.1	31.2	216
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3151	12.6	32.7	104	661	9.6	6.9	79	843	12.8	8.7	105	1647	14.4	17.1	118
BLAIR INSERTS	43762	13384	53.6	30.6	97	3419	49.4	7.8	90	3519	53.4	8.0	97	6446	56.2	14.7	102
DAILY NEWSPAPERS																	
READ ANY	52459	16171	64.8	30.8	98	4275	61.8	8.1	93	4357	66.2	8.3	100	7539	65.7	14.4	99
READ ONE	41891	12914	51.7	30.8	98	3410	49.3	8.1	93	3522	53.5	8.4	101	5982	52.2	14.3	99
READ TWO OR MORE	10568	3258	13.0	30.8	98	865	12.5	8.2	94	835	12.7	7.9	95	1558	13.6	14.7	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	15992	64.0	30.8	98	4142	59.9	8.0	91	4300	65.3	8.3	100	7550	65.8	14.5	100
READ ONE	44561	13750	55.1	30.9	98	3529	51.0	7.9	91	3658	55.6	8.2	99	6562	57.2	14.7	102
READ TWO OR MORE	7368	2242	9.0	30.4	97	613	8.9	8.3	95	642	9.8	8.7	105	988	8.6	13.4	93
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	29.26				24.95				30.61				31.07			
30 DAY REACH	71522	22572	90.4	31.6	100	6206	89.7	8.7	99	5886	89.4	8.2	99	10480	91.4	14.7	101
50 SHWG - 30 DAY AV FREQ	15.55	15.35				13.01				16.11				16.33			
30 DAY REACH	68168	21521	86.2	31.6	100	5951	86.0	8.7	100	5609	85.2	8.2	99	9962	86.9	14.6	101
25 SHWG - 30 DAY AV FREQ	8.43	8.29				7.09				8.71				8.75			
30 DAY REACH	62898	19909	79.7	31.7	100	5436	78.6	8.6	99	5181	78.7	8.2	99	9293	81.0	14.8	102
CABLE TV: HOME WIRED	31664	10235	41.0	32.3	103	2677	38.7	8.5	97	2866	43.5	9.1	109	4692	40.9	14.8	102
HOME NOT WIRED	47599	14734	59.0	31.0	98	4241	61.3	8.9	102	3718	56.5	7.8	94	6775	59.1	14.2	98
HAVE PAY CABLE	17139	5809	23.3	33.9	108	1675	24.2	9.8	112	1530	23.2	8.9	107	2604	22.7	15.2	105

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0226
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	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES	79263	24969	100.0	31.5	100	6918	100.0	8.7	100	6584	100.0	8.3	100	11467	100.0	14.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	15516	62.1	32.6	103	4260	61.6	8.9	102	4246	64.5	8.9	107	7010	61.1	14.7	102
10:00 AM - 3:00 PM	29926	9703	38.9	32.4	103	2735	39.5	9.1	105	2668	40.5	8.9	107	4300	37.5	14.4	99
3:00 PM - 7:00 PM	37666	12166	48.7	32.3	103	3168	45.8	8.4	96	3105	47.2	8.2	99	5893	51.4	15.6	108
7:00 PM - MIDNIGHT	18909	5902	23.6	31.2	99	1717	24.8	9.1	104	1562	23.7	8.3	99	2623	22.9	13.9	96
MIDNIGHT - 6:00 AM	11822	3981	15.9	33.7	107	1098	15.9	9.3	106	1014	15.4	8.6	103	1869	16.3	15.8	109
6:00 AM - MIDNIGHT	63254	20268	81.2	32.0	102	5646	81.6	8.9	102	5412	82.2	8.6	103	9210	80.3	14.6	101
ENTIRE DAY	64057	20473	82.0	32.0	101	5717	82.6	8.9	102	5470	83.1	8.5	103	9286	81.0	14.5	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	5240	21.0	31.6	100	1593	23.0	9.6	110	1330	20.2	8.0	96	2317	20.2	14.0	96
ALL NEWS	3542	999	4.0	28.2	90	278	4.0	7.8	90	269	4.1	7.6	91	452	3.9	12.8	88
AOR/PROGRESSIVE	7465	2085	8.4	27.9	89	500	7.2	6.7	77	565	8.6	7.6	91	1020	8.9	13.7	94
BEAUTIFUL MUSIC	5061	1661	6.7	32.8	104	428	6.2	8.5	97	468	7.1	9.2	111	765	6.7	15.1	104
BLACK	1914	787	3.2	41.1	131	*284	4.1	14.8	170	*151	2.3	7.9	95	*353	3.1	18.4	127
CLASSICAL	2304	747	3.0	32.4	103	*189	2.7	8.2	94	*237	3.6	10.3	124	321	2.8	13.9	96
CHR/ROCK	10663	3571	14.3	33.5	106	946	13.7	8.9	102	1062	16.1	10.0	120	1564	13.6	14.7	101
COUNTRY	13919	4767	19.1	34.2	109	1257	18.2	9.0	103	1183	18.0	8.5	102	2327	20.3	16.7	116
GOLDEN OLDIES	2040	717	2.9	35.1	112	*250	3.6	12.3	140	*166	2.5	8.1	98	301	2.6	14.8	102
MOR/NOSTALGIA	5105	1419	5.7	27.8	88	375	5.4	7.3	84	427	6.5	8.4	101	616	5.4	12.1	83
NEWS/TALK	4764	1533	6.1	32.2	102	425	6.1	8.9	102	399	6.1	8.4	101	710	6.2	14.9	103
RELIGIOUS	2164	780	3.1	36.0	114	*237	3.4	11.0	125	**212	3.2	9.8	118	331	2.9	15.3	106
SOFT ROCK	623	*211	0.8	33.9	108	**53	0.8	8.5	97	**56	0.9	9.0	108	**102	0.9	16.4	113
URBAN CONTEMPORARY	1331	485	1.9	36.4	116	*162	2.3	12.2	139	**66	1.0	5.0	60	*257	2.2	19.3	133
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1083	4.3	34.0	108	335	4.8	10.5	120	*311	4.7	9.8	118	437	3.8	13.7	95
ABC DIRECTION	2724	857	3.4	31.5	100	322	4.7	11.8	135	191	2.9	7.0	84	343	3.0	12.6	87
ABC ENTERTAINMENT	5256	1647	6.6	31.3	99	492	7.1	9.4	107	398	6.0	7.6	91	757	6.6	14.4	100
ABC FM	2263	699	2.8	30.9	98	*219	3.2	9.7	111	*165	2.5	7.3	88	*315	2.7	13.9	96
ABC INFORMATION	5618	1760	7.0	31.3	99	361	5.2	6.4	74	514	7.8	9.1	110	886	7.7	15.8	109
ABC ROCK	2857	833	3.3	29.2	93	*194	2.8	6.8	78	*213	3.2	7.5	90	426	3.7	14.9	103
CBS	5953	1892	7.6	31.8	101	460	6.6	7.7	89	499	7.6	8.4	101	933	8.1	15.7	108
MUTUAL	4979	1653	6.6	33.2	105	471	6.8	9.5	108	562	8.5	11.3	136	620	5.4	12.5	86
NBC	7279	2313	9.3	31.8	101	768	11.1	10.6	121	518	7.9	7.1	86	1026	8.9	14.1	97
RADIORADIO	2389	844	3.4	35.3	112	225	3.3	9.4	108	*193	2.9	8.1	97	426	3.7	17.8	123
RKO ONE	2583	930	3.7	36.0	114	*228	3.3	8.8	101	*327	5.0	12.7	152	375	3.3	14.5	100
RKO TWO	3674	1161	4.6	31.6	100	375	5.4	10.2	117	264	4.0	7.2	87	521	4.5	14.2	98
THE SOURCE	3514	1155	4.6	32.9	104	276	4.0	7.9	90	*345	5.2	9.8	118	534	4.7	15.2	105
NON-WIRED : BLAIR	9864	3338	13.4	33.8	107	899	13.0	9.1	104	859	13.0	8.7	105	1580	13.8	16.0	111
INTERNET	13522	4078	16.3	30.2	96	1185	17.1	8.8	100	951	14.4	7.0	85	1943	16.9	14.4	99
KATZ RADIO GROUP	19321	5812	23.3	30.1	95	1669	24.1	8.6	99	1598	24.3	8.3	100	2545	22.2	13.2	91
SUPERNET	10739	3560	14.3	33.2	105	838	12.1	7.8	89	899	13.7	8.4	101	1822	15.9	17.0	117
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	1745	7.0	34.2	108	464	6.7	9.1	104	502	7.6	9.8	118	779	6.8	15.3	105
MKDAY 9:00 AM - 1:00 PM	5383	1757	7.0	32.6	104	510	7.4	9.5	109	490	7.4	9.1	110	756	6.6	14.0	97
MKDAY 1:00 PM - 4:30 PM	6469	2086	8.4	32.2	102	603	8.7	9.3	107	519	7.9	8.0	97	964	8.4	14.9	103
MKDAY 4:30 PM - 7:30 PM	19661	6274	25.1	31.9	101	1849	26.7	9.4	108	1721	26.1	8.8	105	2704	23.6	13.8	95
MKDAY 7:30 PM - 8:00 PM	27579	8898	35.6	32.3	102	2672	38.6	9.7	111	2292	34.8	8.3	100	3934	34.3	14.3	99
MKDAY 11:00 PM - 11:30 PM	22964	7479	30.0	32.6	103	2038	29.5	8.9	102	1845	28.0	8.0	97	3595	31.4	15.7	108
MKDAY 11:30 PM - 1:00 AM	8158	2626	10.5	32.2	102	720	10.4	8.8	101	668	10.1	8.2	99	1238	10.8	15.2	105
M-SAT 8-11 PM+SUN 7-11 PM	30140	9803	39.3	32.5	103	2693	38.9	8.9	102	2536	38.5	8.4	101	4574	39.9	15.2	105
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	710	2.8	34.7	110	209	3.0	10.2	117	193	2.9	9.4	113	309	2.7	15.1	104
ANOTHER WORLD N	1214	399	1.6	32.9	104	144	2.1	11.9	136	87	1.3	7.2	86	168	1.5	13.8	96
AS THE WORLD TURNS C	1740	522	2.1	30.0	95	*118	1.7	6.8	78	*123	1.9	7.1	85	281	2.5	16.1	112
CAPITOL C	1016	320	1.3	31.5	100	*74	1.1	7.3	83	**72	1.1	7.1	85	*173	1.5	17.0	118
CBS MORN. NEWS 1 C	1203	448	1.8	37.2	118	*55	0.8	4.6	52	*129	2.0	10.7	129	263	2.3	21.9	151
CBS MORN. NEWS 2 C	773	265	1.1	34.3	109	*46	0.7	6.0	68	*117	1.8	15.1	182	103	0.9	13.3	92
DAYS OF OUR LIVES N	1629	502	2.0	30.8	98	207	3.0	12.7	146	*69	1.0	4.2	51	226	2.0	13.9	96
FACTS OF LIFE - DAYTIME N	961	305	1.2	31.7	101	*64	0.9	6.7	76	*71	1.1	7.4	89	170	1.5	17.7	122
FAMILY FEUD A	1390	535	2.1	38.5	122	141	2.0	10.1	116	153	2.3	11.0	133	240	2.1	17.3	119
GENERAL HOSPITAL A	1463	495	2.0	33.8	107	138	2.0	9.4	108	186	2.8	12.7	153	170	1.5	11.6	80
GOOD MORNING, AMERICA-730 A	1705	574	2.3	33.7	107	179	2.6	10.5	120	120	1.8	7.0	85	275	2.4	16.1	111
GOOD MORNING, AMERICA-830 A	889	287	1.1	32.3	102	*69	1.0	7.8	89	*57	0.9	6.4	77	161	1.4	18.1	125
GUIDING LIGHT C	1754	552	2.2	31.5	100	168	2.4	9.6	110	*124	1.9	7.1	85	261	2.3	14.9	103
ONE LIFE TO LIVE A	1100	408	1.6	37.1	118	*123	1.8	11.2	128	*125	1.9	11.4	137	161	1.4	14.6	101
PRESS YOUR LUCK C	1222	450	1.8	36.8	117	148	2.1	12.1	139	*93	1.4	7.6	92	210	1.8	17.2	119
PRICE IS RIGHT 1 C	2692	887	3.6	32.9	105	192	2.8	7.1	82	312	4.7	11.6	140	383	3.3	14.2	98
PRICE IS RIGHT 2 C	2764	921	3.7	33.3	106	215	3.1	7.8	89	315	4.8	11.4	137	390	3.4	14.1	98
RYAN'S HOPE A	880	357	1.4	40.6	129	*77	1.1	8.8	100	*105	1.6	11.9	144	*175	1.5	19.9	137
SALE OF THE CENTURY N	926	267	1.1	28.8	92	*76	1.1	8.2	94	*99	1.5	10.7	129	92	0.8	9.9	69
SEARCH FOR TOMORROW N	359	147	0.6	40.9	130	*60	0.9	16.7	191	**24	0.4	6.7	80	**62	0.5	17.3	119
TODAY SHOW 1 N	1890	554	2.2	29.3	93	181	2.6	9.6	110	188	2.9	9.9	120	185	1.6	9.8	68
TODAY SHOW 2 N	1344	355	1.4	26.4	84	*80	1.2	6.0	68	136	2.1	10.1	122	139	1.2	10.3	71
$25,000 PYRAMID C	1462	549	2.2	37.6	119	187	2.7	12.8	147	140	2.1	9.6	115	222	1.9	15.2	105
WHEEL OF FORTUNE N	1497	478	1.9	31.9	101	184	2.7	12.3	141	*67	1.0	4.5	54	227	2.0	15.2	105
YOUNG AND THE RESTLESS C	1954	705	2.8	36.1	115	169	2.4	8.6	99	236	3.6	12.1	145	299	2.6	15.3	106
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	905	3.6	32.8	104	242	3.5	8.8	101	261	4.0	9.5	114	403	3.5	14.6	101
NBA PLAYOFF GAME -1 C	3881	1266	5.1	32.6	104	320	4.6	8.2	94	334	5.1	8.6	104	613	5.3	15.8	109
NBC MAJOR LEAGUE PRE-GAME N	2805	1034	4.1	36.9	117	*240	3.5	8.6	98	*358	5.4	12.8	154	436	3.8	15.5	107
SPORTSWORLD - SUN N	2041	610	2.4	29.9	95	*175	2.5	8.6	98	184	2.8	9.0	109	251	2.2	12.3	85
SUNDAY MORNING C	2555	931	3.7	36.4	116	321	4.6	12.6	144	*174	2.6	6.8	82	435	3.8	17.0	118

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0227
P-22

		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES		79263	24969	100.0	31.5	100	6918	100.0	8.7	100	6584	100.0	8.3	100	11467	100.0	14.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	7867	31.5	32.3	103	2279	32.9	9.4	107	2290	34.8	9.4	113	3298	28.8	13.6	94
NETWORK AFFILIATES - LATE		17197	5618	22.5	32.7	104	1514	21.9	8.8	101	1441	21.9	8.4	101	2662	23.2	15.5	107
INDEPENDENTS - LATE		2887	913	3.7	31.6	100	251	3.6	8.7	100	268	4.1	9.3	112	394	3.4	13.6	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	3912	15.7	34.6	110	1018	14.7	9.0	103	1165	17.7	10.3	124	1729	15.1	15.3	106
ABC MONDAY NIGHT MOVIE	A	4379	1290	5.2	29.5	94	345	5.0	7.9	90	420	6.4	9.6	115	525	4.6	12.0	83
ABC SUNDAY NIGHT MOVIE	A	9910	3166	12.7	31.9	101	849	12.3	8.6	98	848	12.9	8.6	103	1470	12.8	14.8	103
ABC WORLD NEWS TONIGHT	A	6212	2086	8.4	33.6	107	543	7.8	8.7	100	705	10.7	11.3	137	837	7.3	13.5	93
AFTERMASH	C	4575	1304	5.2	28.5	90	380	5.5	8.3	95	*307	4.7	6.7	81	617	5.4	13.5	93
ALICE	C	6777	2280	9.1	33.6	107	668	9.7	9.9	113	531	8.1	7.8	94	1081	9.4	16.0	110
AMERICAN PARADE	C	4868	1551	6.2	31.9	101	524	7.6	10.8	123	316	4.8	6.5	78	711	6.2	14.6	101
BENSON	A	7593	2350	9.4	30.9	98	659	9.5	8.7	99	589	8.9	7.8	93	1102	9.6	14.5	100
BLUE THUNDER	A	6036	1761	7.1	29.2	93	444	6.4	7.4	84	417	6.3	6.9	83	900	7.8	14.9	103
CAGNEY & LACEY	C	7698	2567	10.3	33.3	106	629	9.1	8.2	94	603	9.2	7.8	94	1335	11.6	17.3	120
CBS EVENING NEWS-DEAN	C	4066	1269	5.1	31.2	99	328	4.7	8.1	92	430	6.5	10.6	127	511	4.5	12.6	87
CBS EVENING NEWS-RATHER	C	8092	2547	10.2	31.5	100	701	10.1	8.7	99	693	10.5	8.6	103	1153	10.1	14.2	98
CBS SAT. NEWS-SCHIEFFER	C	4795	1549	6.2	32.3	103	422	6.1	8.8	101	380	5.8	7.9	95	747	6.5	15.6	108
CBS SATURDAY NIGHT MOVIE	C	6034	1908	7.6	31.6	100	499	7.2	8.3	95	507	7.7	8.4	101	903	7.9	15.0	103
CBS WEDNESDAY NIGHT MOVIE	C	4993	1543	6.2	30.9	98	422	6.1	8.5	97	389	5.9	7.8	94	732	6.4	14.7	101
CHEERS	N	6976	2357	9.4	33.8	107	672	9.7	9.6	110	622	9.4	8.9	107	1063	9.3	15.2	105
DALLAS	C	13575	4586	18.4	33.8	107	1225	17.7	9.0	103	1234	18.7	9.1	109	2126	18.5	15.7	108
DIFF'RENT STROKES	N	3684	1197	4.8	32.5	103	373	5.4	10.1	116	*271	4.1	7.4	89	553	4.8	15.0	104
DOUBLE TROUBLE	N	4462	1666	6.7	37.3	119	459	6.6	10.3	118	362	5.5	8.1	98	845	7.4	18.9	131
DUCK FACTORY	N	4810	1607	6.4	33.4	106	457	6.6	9.5	109	384	5.8	8.0	96	766	6.7	15.9	110
DUKES OF HAZZARD	C	5951	1816	7.3	30.5	97	426	6.2	7.2	82	585	8.9	9.8	118	805	7.0	13.5	94
DYNASTY	A	11325	3770	15.1	33.3	106	1150	16.6	10.2	116	845	12.8	7.5	90	1775	15.5	15.7	108
FACTS OF LIFE	N	4512	1640	6.6	36.3	115	571	8.3	12.7	145	335	5.1	7.4	89	734	6.4	16.3	112
FALCON CREST	C	9215	3230	12.9	35.1	111	918	13.3	10.0	114	792	12.0	8.6	103	1520	13.3	16.5	114
FALL GUY	A	8604	2989	12.0	34.7	110	791	11.4	9.2	105	961	14.6	11.2	134	1236	10.8	14.4	99
FAMILY TIES	N	4179	1473	5.9	35.2	112	477	6.9	11.4	131	352	5.3	8.4	101	644	5.6	15.4	107
FANTASY ISLAND	A	4781	1599	6.4	33.4	106	502	7.3	10.5	120	387	5.9	8.1	97	711	6.2	14.9	103
FOULUPS,BLEEPS & BLUNDERS	A	6697	2123	8.5	31.7	101	598	8.6	8.9	102	476	7.2	7.1	86	1048	9.1	15.6	108
FOUR SEASONS	C	3873	1081	4.3	27.9	89	*308	4.5	8.0	91	*250	3.8	6.5	78	523	4.6	13.5	93
GIMME A BREAK	N	4310	1554	6.2	36.1	114	482	7.0	11.2	128	392	6.0	9.1	109	680	5.9	15.8	109
HART TO HART	A	5751	1917	7.7	33.3	106	550	8.0	9.6	110	428	6.5	7.4	90	939	8.2	16.3	113
HILL STREET BLUES	N	8568	2778	11.1	32.4	103	756	10.9	8.8	101	743	11.3	8.7	104	1279	11.2	14.9	103
HOTEL	A	8801	2798	11.2	31.8	101	803	11.6	9.1	105	690	10.5	7.8	94	1305	11.4	14.8	102
JEFFERSONS	C	6978	2265	9.1	32.5	103	670	9.7	9.6	110	561	8.5	8.0	97	1034	9.0	14.8	102
JENNIFER SLEPT HERE	N	3021	947	3.8	31.3	100	306	4.4	10.1	116	*195	3.0	6.5	78	446	3.9	14.8	102
KATE & ALLIE	C	6811	2109	8.4	31.0	98	529	7.6	7.8	89	491	7.5	7.2	87	1089	9.5	16.0	111
KNIGHT RIDER	N	5256	2010	8.0	38.2	121	610	8.8	11.6	133	526	8.0	10.0	120	874	7.6	16.6	115
LOVE BOAT	A	7174	2314	9.3	32.3	102	741	10.7	10.3	118	514	7.8	7.2	86	1060	9.2	14.8	102
MAGNUM PI	C	10438	3568	14.3	34.2	109	819	11.8	7.8	90	1053	16.0	10.1	121	1695	14.8	16.2	112
MAMA'S FAMILY	N	3488	1194	4.8	34.2	109	367	5.3	10.5	121	233	3.5	6.7	80	594	5.2	17.0	118
MASTER, THE	N	4127	1360	5.4	33.0	105	401	5.8	9.7	111	398	6.0	9.6	116	560	4.9	13.6	94
MATT HOUSTON	A	5978	1837	7.4	30.7	98	433	6.3	7.2	83	580	8.8	9.7	117	824	7.2	13.8	95
NBC MONDAY NIGHT MOVIE	N	10446	3469	13.9	33.2	105	1058	15.3	10.1	116	820	12.5	7.8	95	1590	13.9	15.2	105
NBC NIGHTLY NEWS	N	5571	1714	6.9	30.8	98	613	8.9	11.0	126	433	6.6	7.8	94	668	5.8	12.0	83
NBC NIGHTLY NEWS-SAT	N	3675	1000	4.0	27.2	86	262	3.8	7.1	82	336	5.1	9.1	110	402	3.5	10.9	76
NBC NIGHTLY NEWS-SUN	N	2905	865	3.5	29.8	95	286	4.1	9.8	113	211	3.2	7.3	87	367	3.2	12.6	87
NBC SUNDAY NIGHT MOVIE	N	8352	2709	10.8	32.4	103	779	11.3	9.3	107	762	11.6	9.1	110	1168	10.2	14.0	97
NEWHART	C	6864	2201	8.8	32.1	102	593	8.6	8.6	99	538	8.2	7.8	94	1070	9.3	15.6	108
ONE DAY AT A TIME	C	3866	1277	5.1	33.0	105	342	4.9	8.8	101	322	4.9	8.3	100	613	5.3	15.9	110
PEOPLE ARE FUNNY	N	3956	1404	5.6	35.5	113	431	6.2	10.9	125	303	4.6	7.7	92	670	5.8	16.9	117
REAL PEOPLE	N	6305	2204	8.8	35.0	111	837	12.1	13.3	152	549	8.3	8.7	105	819	7.1	13.0	90
REMINGTON STEELE	N	5884	1968	7.9	33.4	106	571	8.3	9.7	111	456	6.9	7.7	93	941	8.2	16.0	111
RIPLEY'S BELIEVE IT - NOT	A	5706	1829	7.3	32.1	102	419	6.1	7.3	84	475	7.2	8.3	100	935	8.2	16.4	113
RIPTIDE	N	6202	2053	8.2	33.1	105	593	8.6	9.6	110	566	8.6	9.1	110	893	7.8	14.4	100
SCARECROW & MRS. KING	C	6513	2067	8.3	31.7	101	492	7.1	7.6	87	548	8.3	8.4	101	1026	8.9	15.8	109
SIMON & SIMON	C	8593	2708	10.8	31.5	100	693	10.0	8.1	92	746	11.3	8.7	105	1270	11.1	14.8	102
60 MINUTES	C	13342	4059	16.3	30.4	97	1196	17.3	9.0	103	1082	16.4	8.1	98	1780	15.5	13.3	92
ST. ELSEWHERE	N	6029	2053	8.2	34.1	108	680	9.8	11.3	129	496	7.5	8.2	99	878	7.7	14.6	101
THREE'S COMPANY	A	8565	2723	10.9	31.8	101	706	10.2	8.2	94	684	10.4	8.0	96	1333	11.6	15.6	108
T.J. HOOKER	A	7400	2549	10.2	34.4	109	580	8.4	7.8	90	893	13.6	12.1	145	1076	9.4	14.5	101
TONIGHT SHOW	N	2433	702	2.8	28.9	92	166	2.4	6.8	78	169	2.6	6.9	84	367	3.2	15.1	104
TRAPPER JOHN, M.D.	C	5958	2003	8.0	33.6	107	567	8.2	9.5	109	475	7.2	8.0	96	961	8.4	16.1	111
TV BLOOPERS & PRAC. JOKES	N	9086	2909	11.7	32.0	102	934	13.5	10.3	118	722	11.0	7.9	96	1253	10.9	13.8	95
20/20	A	8306	2731	10.9	32.9	104	741	10.7	8.9	102	709	10.8	8.5	103	1281	11.2	15.4	107
WEBSTER	A	6788	2168	8.7	31.9	101	570	8.2	8.4	96	562	8.5	8.3	100	1036	9.0	15.3	105
WORLD NEWS - SUN	A	2036	646	2.6	31.7	101	*174	2.5	8.5	98	*232	3.5	11.4	137	*241	2.1	11.8	82
YELLOW ROSE	N	3174	1086	4.3	34.2	109	357	5.2	11.2	129	312	4.7	9.8	118	418	3.6	13.2	91
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	5702	22.8	35.0	111	1556	22.5	9.5	109	1301	19.8	8.0	96	2846	24.8	17.5	121
BASKETBALL - COLLEGE GAMES		10054	3596	14.4	35.8	114	1016	14.7	10.1	116	994	15.1	9.9	119	1587	13.8	15.8	109
BASKETBALL - PRO GAMES		8248	2889	11.6	35.0	111	693	10.0	8.4	96	911	13.8	11.0	133	1286	11.2	15.6	108
BOWLING		5356	1876	7.5	35.0	111	711	10.3	13.3	152	*425	6.5	7.9	96	740	6.5	13.8	96
BOXING		11255	4088	16.4	36.3	115	1031	14.9	9.2	105	1194	18.1	10.6	128	1863	16.2	16.6	114
FOOTBALL - COLLEGE GAMES		14647	5075	20.3	34.6	110	1387	20.0	9.5	108	1341	20.4	9.2	110	2347	20.5	16.0	111
FOOTBALL - PRO GAMES		23581	8035	32.2	34.1	108	2111	30.5	9.0	103	2208	33.5	9.4	113	3716	32.4	15.8	109
GOLF		6145	1871	7.5	30.4	97	564	8.2	9.2	105	541	8.2	8.8	106	766	6.7	12.5	86
POST-SEASON COLL. FOOTBALL		12828	4216	16.9	32.9	104	1181	17.1	9.2	105	1096	16.6	8.5	103	1939	16.9	15.1	104
POST-SEASON PRO FOOTBALL		15397	5161	20.7	33.5	106	1392	20.1	9.0	104	1200	18.2	7.8	94	2570	22.4	16.7	115
TENNIS		3483	1309	5.2	37.6	119	*351	5.1	10.1	115	*368	5.6	10.6	127	591	5.2	17.0	117
WRESTLING - PROFESSIONAL		6023	2595	10.4	43.1	137	888	12.8	14.7	169	708	10.8	11.8	142	999	8.7	16.6	115

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C ACROSS %	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C ACROSS %	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C ACROSS %	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C ACROSS %	LIGHT ONE OR LESS D INDX
TOTAL FEMALES	88464	38047	100.0	43.0	100	9492	100.0	10.7	100	10620	100.0	12.0	100	17935	100.0	20.3	100
FEMALE HOMEMAKERS	80986	35252	92.7	43.5	101	8687	91.5	10.7	100	9928	93.5	12.3	102	16637	92.8	20.5	101
EMPLOYED MOTHERS	18702	8563	22.5	45.8	106	2130	22.4	11.4	106	2496	23.5	13.3	111	3937	22.0	21.1	104
18 - 24	14726	5652	14.9	38.4	89	1569	16.5	10.7	99	1449	13.6	9.8	82	2634	14.7	17.9	88
25 - 34	20202	8911	23.4	44.1	103	1919	20.2	9.5	89	2344	22.1	11.6	97	4649	25.9	23.0	114
35 - 44	14781	7251	19.1	49.1	114	1864	19.6	12.6	118	2112	19.9	14.3	119	3275	18.3	22.2	109
45 - 54	11449	5456	14.3	47.7	111	1240	13.1	10.8	101	1697	16.0	14.8	123	2519	14.0	22.0	109
55 - 64	11846	5524	14.5	46.6	108	1384	14.6	11.7	109	1627	15.3	13.7	114	2513	14.0	21.2	105
65 OR OLDER	15459	5254	13.8	34.0	79	1516	16.0	9.8	91	1392	13.1	9.0	75	2346	13.1	15.2	75
18 - 34	34928	14563	38.3	41.7	97	3488	36.7	10.0	93	3792	35.7	10.9	90	7283	40.6	20.9	103
18 - 49	55154	24358	64.0	44.2	103	6025	63.5	10.9	102	6657	62.7	12.1	101	11676	65.1	21.2	104
25 - 54	46433	21618	56.8	46.6	108	5022	52.9	10.8	101	6153	57.9	13.3	110	10443	58.2	22.5	111
35 - 49	20226	9795	25.7	48.4	113	2537	26.7	12.5	117	2865	27.0	14.2	118	4393	24.5	21.7	107
50 OR OLDER	33310	13690	36.0	41.1	96	3467	36.5	10.4	97	3964	37.3	11.9	99	6259	34.9	18.8	93
GRADUATED COLLEGE	12110	4876	12.8	40.3	94	928	9.8	7.7	71	1349	12.7	11.1	93	2600	14.5	21.5	106
ATTENDED COLLEGE	15309	6351	16.7	41.5	96	1151	12.1	7.5	70	1633	15.4	10.7	89	3568	19.9	23.3	115
GRADUATED HIGH SCHOOL	36912	16690	43.9	45.2	105	3846	40.5	10.4	97	4697	44.2	12.7	106	8147	45.4	22.1	109
DID NOT GRADUATE HIGH SCHOOL	24134	10130	26.6	42.0	98	3567	37.6	14.8	138	2942	27.7	12.2	102	3621	20.2	15.0	74
EMPLOYED FULL-TIME	35457	14853	39.0	41.9	97	3394	35.8	9.6	89	4124	38.8	11.6	97	7334	40.9	20.7	102
EMPLOYED PART-TIME	8514	3623	9.5	42.6	99	791	8.3	9.3	87	957	9.0	11.2	94	1874	10.4	22.0	109
NOT EMPLOYED	44494	19572	51.4	44.0	102	5306	55.9	11.9	111	5539	52.2	12.4	104	8727	48.7	19.6	97
PROFESSIONAL/MANAGER	10811	4370	11.5	40.4	94	823	8.7	7.6	71	1143	10.8	10.6	88	2404	13.4	22.2	110
TECH/CLERICAL/SALES	19640	8351	21.9	42.5	99	1578	16.6	8.0	75	2533	23.9	12.9	107	4240	23.6	21.6	106
PRECISION/CRAFT	1023	*444	1.2	43.4	101	**148	1.6	14.5	135	**92	0.9	9.0	75	**204	1.1	19.9	98
OTHER EMPLOYED	12498	5310	14.0	42.5	99	1636	17.2	13.1	122	1313	12.4	10.5	88	2361	13.2	18.9	93
SINGLE	15995	6155	16.2	38.5	89	1745	18.4	10.9	102	1659	15.6	10.4	86	2751	15.3	17.2	85
MARRIED	51689	23871	62.7	46.2	107	5483	57.8	10.6	99	6944	65.4	13.4	112	11444	63.8	22.1	109
DIVORCED/SEPARATED/WIDOWED	20780	8021	21.1	38.6	90	2263	23.8	10.9	101	2018	19.0	9.7	81	3741	20.9	18.0	89
PARENTS	33922	16553	43.5	48.8	113	4284	45.1	12.6	118	4847	45.6	14.3	119	7422	41.4	21.9	108
WHITE	76422	32774	86.1	42.9	100	7593	80.0	9.9	93	9278	87.4	12.1	101	15903	88.7	20.8	103
BLACK	10066	4495	11.8	44.7	104	1750	18.4	17.4	162	1130	10.6	11.2	94	1616	9.0	16.1	79
OTHER	1976	*778	2.0	39.4	92	**149	1.6	7.5	70	**213	2.0	10.8	90	**416	2.3	21.1	104
NORTHEAST-CENSUS	19803	8257	21.7	41.7	97	2756	29.0	13.9	130	2537	23.9	12.8	107	2964	16.5	15.0	74
NORTH CENTRAL	22181	10469	27.5	47.2	110	2255	23.8	10.2	95	2991	28.2	13.5	112	5223	29.1	23.5	116
SOUTH	30082	13168	34.6	43.8	102	3520	37.1	11.7	109	3722	35.0	12.4	103	5926	33.0	19.7	97
WEST	16398	6154	16.2	37.5	87	961	10.1	5.9	55	1371	12.9	8.4	70	3822	21.3	23.3	115
NORTHEAST-MKTG.	20163	8053	21.2	39.9	93	2719	28.6	13.5	126	2519	23.7	12.5	104	2815	15.7	14.0	69
EAST CENTRAL	13054	5823	15.3	44.6	104	1541	16.2	11.8	110	1660	15.6	12.7	106	2622	14.6	20.1	99
WEST CENTRAL	14993	7156	18.8	47.7	111	1309	13.8	8.7	81	2008	18.9	13.4	112	3839	21.4	25.6	126
SOUTH	25785	11653	30.6	45.2	105	3059	32.2	11.9	111	3308	31.1	12.8	107	5287	29.5	20.5	101
PACIFIC	14470	5363	14.1	37.1	86	864	9.1	6.0	56	1126	10.6	7.8	65	3373	18.8	23.3	115
COUNTY SIZE A	36705	14630	38.5	39.9	93	3734	39.3	10.2	95	4295	40.4	11.7	97	6600	36.8	18.0	89
COUNTY SIZE B	26819	12130	31.9	45.2	105	3097	32.6	11.5	108	3272	30.8	12.2	102	5761	32.1	21.5	106
COUNTY SIZE C	13597	6029	15.8	44.3	103	1634	17.2	12.0	112	1506	14.2	11.1	92	2890	16.1	21.3	105
COUNTY SIZE D	11344	5259	13.8	46.4	108	1027	10.8	9.1	84	1547	14.6	13.6	114	2685	15.0	23.7	117
METRO CENTRAL CITY	26825	11564	30.4	43.1	100	3245	34.2	12.1	113	3381	31.8	12.6	105	4938	27.5	18.4	91
METRO SUBURBAN	39912	16858	44.3	42.2	98	3855	40.6	9.7	90	4484	42.2	11.2	94	8519	47.5	21.3	105
NON METRO	21728	9626	25.3	44.3	103	2392	25.2	11.0	103	2756	26.0	12.7	106	4478	25.0	20.6	102
TOP 5 ADI'S	20847	8627	22.7	41.4	96	2474	26.1	11.9	111	2406	22.7	11.5	96	3746	20.9	18.0	89
TOP 10 ADI'S	28719	11237	29.5	39.1	91	2970	31.3	10.3	96	3348	31.5	11.7	97	4919	27.4	17.1	84
TOP 20 ADI'S	40904	16480	43.3	40.3	94	4151	43.7	10.1	95	4844	45.6	11.8	99	7485	41.7	18.3	90
HSHLD INC. $50,000 OR MORE	7931	3460	9.1	43.6	101	683	7.2	8.6	80	961	9.0	12.1	101	1817	10.1	22.9	113
$40,000 OR MORE	15233	6619	17.4	43.5	101	1278	13.5	8.4	78	1938	18.2	12.7	106	3402	19.0	22.3	110
$30,000 OR MORE	28333	12609	33.1	44.5	103	2524	26.6	8.9	83	3502	33.0	12.4	103	6583	36.7	23.2	115
$25,000 OR MORE	36417	16204	42.6	44.5	103	3388	35.7	9.3	87	4625	43.5	12.7	106	8190	45.7	22.5	111
$20,000 - $24,999	9943	4269	11.2	42.9	100	937	9.9	9.4	88	1240	11.7	12.5	104	2091	11.7	21.0	104
$15,000 - $19,999	9211	3893	10.2	42.3	98	820	8.6	8.9	83	954	9.0	10.4	86	2119	11.8	23.0	113
$10,000 - $14,999	13477	5750	15.1	42.7	99	1733	18.3	12.9	120	1569	14.8	11.6	97	2448	13.6	18.2	90
UNDER $10,000	19418	7932	20.8	40.8	95	2612	27.5	13.5	125	2232	21.0	11.5	96	3087	17.2	15.9	78
HOUSEHOLD OF 1 PERSON	11987	3970	10.4	33.1	77	977	10.3	8.2	76	971	9.1	8.1	67	2022	11.3	16.9	83
2 PEOPLE	27046	11120	29.2	41.1	96	2410	25.4	8.9	83	3002	28.3	11.1	92	5708	31.8	21.1	104
3 OR 4 PEOPLE	34251	15802	41.5	46.1	107	4247	44.7	12.4	116	4494	42.3	13.1	109	7061	39.4	20.6	102
5 OR MORE PEOPLE	15180	7155	18.8	47.1	110	1858	19.6	12.2	114	2153	20.3	14.2	118	3144	17.5	20.7	102
NO CHILD IN HSHLD	49819	19731	51.9	39.6	92	4712	49.6	9.5	88	5263	49.6	10.6	88	9755	54.4	19.6	97
CHILD(REN) UNDER 2 YRS	6045	3003	7.9	49.7	116	662	7.0	11.0	102	794	7.5	13.1	109	1547	8.6	25.6	126
2 - 5 YEARS	15233	7261	19.1	47.7	111	1826	19.2	12.0	112	2053	19.3	13.5	112	3382	18.9	22.2	110
6 - 11 YEARS	16260	8387	22.0	51.6	120	2171	22.9	13.4	124	2514	23.7	15.5	129	3702	20.6	22.8	112
12 - 17 YEARS	19173	9107	23.9	47.5	110	2621	27.6	13.7	127	2660	25.0	13.9	116	3826	21.3	20.0	98
RESIDENCE OWNED	61371	27059	71.1	44.1	103	6307	66.4	10.3	96	7654	72.1	12.5	104	13098	73.0	21.3	105
VALUE: $50,000 OR MORE	35355	15407	40.5	43.6	101	3228	34.0	9.1	85	4359	41.0	12.3	103	7820	43.6	22.1	109
VALUE: UNDER $50,000	26016	11652	30.6	44.8	104	3079	32.4	11.8	110	3294	31.0	12.7	105	5279	29.4	20.3	100

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL FEMALES		88464	38047	100.0	43.0	100	9492	100.0	10.7	100	10620	100.0	12.0	100	17935	100.0	20.3	100
MAGAZINES	QUINTILE 1	17988	8458	22.2	47.0	109	1941	20.4	10.8	101	2517	23.7	14.0	117	4000	22.3	22.2	110
	QUINTILE 2	19446	8966	23.6	46.1	107	2117	22.3	10.9	101	2720	25.6	14.0	117	4129	23.0	21.2	105
	QUINTILE 3	14626	5954	15.6	40.7	95	1497	15.8	10.2	95	1326	12.5	9.1	76	3131	17.5	21.4	106
	QUINTILE 4	16014	6901	18.1	43.1	100	1794	18.9	11.2	104	1878	17.7	11.7	98	3229	18.0	20.2	99
	QUINTILE 5	20389	7768	20.4	38.1	89	2143	22.6	10.5	98	2179	20.5	10.7	89	3446	19.2	16.9	83
NEWSPAPERS	QUINTILE 1	13830	6260	16.5	45.3	105	1444	15.2	10.4	97	2135	20.1	15.4	129	2681	14.9	19.4	96
	QUINTILE 2	26350	11336	29.8	43.0	100	2922	30.8	11.1	103	3254	30.6	12.3	103	5161	28.8	19.6	97
	QUINTILE 3	12415	5525	14.5	44.5	103	1279	13.5	10.3	96	1616	15.2	13.0	108	2630	14.7	21.2	104
	QUINTILE 4	21911	9165	24.1	41.8	97	2172	22.9	9.9	92	2235	21.0	10.2	85	4757	26.5	21.7	107
	QUINTILE 5	13960	5762	15.1	41.3	96	1675	17.6	12.0	112	1380	13.0	9.9	82	2706	15.1	19.4	96
OUTDOOR	QUINTILE 1	16810	7175	18.9	42.7	99	1811	19.1	10.8	100	1961	18.5	11.7	97	3404	19.0	20.2	100
	QUINTILE 2	17101	7588	19.9	44.4	103	2041	21.5	11.9	111	1918	18.1	11.2	93	3629	20.2	21.2	105
	QUINTILE 3	17579	7644	20.1	43.5	101	1772	18.7	10.1	94	2211	20.8	12.6	105	3662	20.4	20.8	103
	QUINTILE 4	18343	8049	21.2	43.9	102	1971	20.8	10.7	100	2326	21.9	12.7	106	3752	20.9	20.5	101
	QUINTILE 5	18631	7591	20.0	40.7	95	1898	20.0	10.2	95	2205	20.8	11.8	99	3489	19.5	18.7	92
RADIO-DRIVE TIME	QUINTILE 1	17390	7678	20.2	44.2	103	1956	20.6	11.2	105	2022	19.0	11.6	97	3701	20.6	21.3	105
	QUINTILE 2	16591	7755	20.4	46.7	109	1990	21.0	12.0	112	2135	20.1	12.9	107	3631	20.2	21.9	108
	QUINTILE 3	16910	7123	18.7	42.1	98	1866	19.7	11.0	103	1938	18.2	11.5	95	3318	18.5	19.6	97
	QUINTILE 4	18002	7616	20.0	42.3	98	1921	20.2	10.7	99	2278	21.5	12.7	105	3417	19.1	19.0	94
	QUINTILE 5	19572	7875	20.7	40.2	94	1759	18.5	9.0	84	2247	21.2	11.5	96	3869	21.6	19.8	98
RADIO-MID-DAY	TERCILE 1	23248	10608	27.9	45.6	106	2720	28.7	11.7	109	2899	27.3	12.5	104	4989	27.8	21.5	106
	TERCILE 2	23667	10422	27.4	44.0	102	2654	28.0	11.2	105	2947	27.7	12.5	104	4822	26.9	20.4	100
	TERCILE 3	41549	17017	44.7	41.0	95	4118	43.4	9.9	92	4775	45.0	11.5	96	8125	45.3	19.6	96
RADIO-TOTAL	QUINTILE 1	17786	8120	21.3	45.7	106	2117	22.3	11.9	111	2215	20.9	12.5	104	3788	21.1	21.3	105
	QUINTILE 2	17316	7667	20.2	44.3	103	1978	20.8	11.4	106	2039	19.2	11.8	98	3650	20.4	21.1	104
	QUINTILE 3	18428	7930	20.8	43.0	100	2085	22.0	11.3	105	2217	20.9	12.0	100	3628	20.2	19.7	97
	QUINTILE 4	17669	7427	19.5	42.0	98	1611	17.0	9.1	85	2131	20.1	12.1	100	3685	20.5	20.9	103
	QUINTILE 5	17265	6904	18.1	40.0	93	1701	17.9	9.9	92	2019	19.0	11.7	97	3184	17.8	18.4	91
TV-PRIME TIME	QUINTILE 1	17416	8096	21.3	46.5	108	2398	25.3	13.8	128	2027	19.1	11.6	97	3671	20.5	21.1	104
	QUINTILE 2	17413	7508	19.7	43.1	100	2085	22.0	12.0	112	2239	21.1	12.9	107	3183	17.7	18.3	90
	QUINTILE 3	17943	7934	20.9	44.2	103	1872	19.7	10.4	97	2295	21.6	12.8	107	3767	21.0	21.0	104
	QUINTILE 4	18442	7447	19.6	40.4	94	1869	19.7	10.1	94	2246	21.1	12.2	101	3332	18.6	18.1	89
	QUINTILE 5	17250	7062	18.6	40.9	95	1267	13.3	7.3	68	1813	17.1	10.5	88	3983	22.2	23.1	114
TV-DAYTIME	TERCILE 1	29966	13593	35.7	45.4	105	3722	39.2	12.4	116	3866	36.4	12.9	107	6004	33.5	20.0	99
	TERCILE 2	29480	12350	32.5	41.9	97	2931	30.9	9.9	93	3462	32.6	11.7	98	5958	33.2	20.2	100
	TERCILE 3	29018	12104	31.8	41.7	97	2839	29.9	9.8	91	3293	31.0	11.3	95	5973	33.3	20.6	102
TV-TOTAL	QUINTILE 1	17740	7872	20.7	44.4	103	2589	27.3	14.6	136	1981	18.7	11.2	93	3301	18.4	18.6	92
	QUINTILE 2	17674	8014	21.1	45.3	105	2199	23.2	12.4	116	2313	21.8	13.1	109	3502	19.5	19.8	98
	QUINTILE 3	17730	7608	20.0	42.9	100	1756	18.5	9.9	92	2219	20.9	12.5	104	3633	20.3	20.5	101
	QUINTILE 4	17563	7230	19.0	41.2	96	1566	16.5	8.9	83	2107	19.8	12.0	100	3557	19.8	20.3	100
	QUINTILE 5	17757	7324	19.2	41.2	96	1381	14.5	7.8	72	2001	18.8	11.3	94	3942	22.0	22.2	109
MAGAZINES-NEWSPAPERS: DUAL		23278	10504	27.6	45.1	105	2554	26.9	11.0	102	3399	32.0	14.6	122	4551	25.4	19.6	96
MAGAZINE IMPERATIVE		21634	9847	25.9	45.5	106	2254	23.7	10.4	97	2450	23.1	11.3	94	5144	28.7	23.8	117
NEWSPAPER IMPERATIVE		23455	9920	26.1	42.3	98	2606	27.5	11.1	104	2849	26.8	12.1	101	4465	24.9	19.0	94
MAGAZINES-OUTDOOR: DUAL		17482	8293	21.8	47.4	110	1890	19.9	10.8	101	2422	22.8	13.9	115	3981	22.2	22.8	112
MAGAZINE IMPERATIVE		28830	12779	33.6	44.3	103	3009	31.7	10.4	97	3694	34.8	12.8	107	6076	33.9	21.1	104
OUTDOOR IMPERATIVE		26119	10364	27.2	39.7	92	2846	30.0	10.9	102	2570	24.2	9.8	82	4948	27.6	18.9	93
MAGAZINES-RADIO: DUAL		20162	9240	24.3	45.8	107	2421	25.5	12.0	112	2532	23.8	12.6	105	4287	23.9	21.3	105
MAGAZINE IMPERATIVE		26292	11714	30.8	44.6	104	2460	25.9	9.4	87	3560	33.5	13.5	113	5693	31.7	21.7	107
RADIO IMPERATIVE		25308	10667	28.0	42.1	98	2843	30.0	11.2	105	2688	25.3	10.6	88	5136	28.6	20.3	100
MAGAZINES-TELEVISION: DUAL		17312	8342	21.9	48.2	112	2215	23.3	12.8	119	2406	22.7	13.9	116	3722	20.8	21.5	106
MAGAZINE IMPERATIVE		29099	12799	33.6	44.0	102	2610	27.5	9.0	84	3685	34.7	12.7	105	6504	36.3	22.4	110
TELEVISION IMPERATIVE		27505	11266	29.6	41.0	95	3417	36.0	12.4	116	2927	27.6	10.6	89	4923	27.4	17.9	88
NEWSPAPERS-OUTDOOR: DUAL		18628	8435	22.2	45.3	105	2142	22.6	11.5	107	2349	22.1	12.6	105	3944	22.0	21.2	104
NEWSPAPER IMPERATIVE		29178	12520	32.9	42.9	100	2930	30.9	10.0	94	4093	38.5	14.0	117	5497	30.6	18.8	93
OUTDOOR IMPERATIVE		25260	10642	28.0	42.1	98	2769	29.2	11.0	102	2522	23.7	10.0	83	5352	29.8	21.2	105
NEWSPAPERS-RADIO: DUAL		19246	8879	23.3	46.1	107	2377	25.0	12.4	115	2587	24.4	13.4	112	3915	21.8	20.3	100
NEWSPAPER IMPERATIVE		28155	11839	31.1	42.0	98	2723	28.7	9.7	90	3732	35.1	13.3	110	5383	30.0	19.1	94
RADIO IMPERATIVE		25308	10960	28.8	43.3	101	2762	29.1	10.9	102	2701	25.4	10.7	89	5498	30.7	21.7	107
NEWSPAPERS-TELEVISION: DUAL		18615	8238	21.7	44.3	103	2316	24.4	12.4	116	2487	23.4	13.4	111	3435	19.2	18.5	91
NEWSPAPER IMPERATIVE		29207	12691	33.4	43.5	101	2785	29.3	9.5	89	3920	36.9	13.4	112	5987	33.4	20.5	101
TELEVISION IMPERATIVE		25472	11136	29.3	43.7	102	3348	35.3	13.1	122	2758	26.0	10.8	90	5029	28.0	19.7	97
OUTDOOR-RADIO: DUAL		17292	7508	19.7	43.4	101	1974	20.8	11.4	106	2021	19.0	11.7	97	3513	19.6	20.3	100
OUTDOOR IMPERATIVE		26915	11623	30.5	43.2	100	2905	30.6	10.8	101	3177	29.9	11.8	98	5541	30.9	20.6	102
RADIO IMPERATIVE		28938	12773	33.6	44.1	103	3334	35.1	11.5	107	3560	33.5	12.3	102	5879	32.8	20.3	100
OUTDOOR-TELEVISION: DUAL		16112	7445	19.6	46.2	107	2197	23.1	13.6	127	1758	16.6	10.9	91	3491	19.5	21.7	107
OUTDOOR IMPERATIVE		28228	11652	30.6	41.3	96	2530	26.7	9.0	84	3330	31.4	11.8	98	5792	32.3	20.5	101
TELEVISION IMPERATIVE		30024	13081	34.4	43.6	101	3634	38.3	12.1	113	3919	36.9	13.1	109	5529	30.8	18.4	91
RADIO-TELEVISION: DUAL		17803	8086	21.3	45.4	106	2437	25.7	13.7	128	2210	20.8	12.4	103	3439	19.2	19.3	95
RADIO IMPERATIVE		28338	12251	32.2	43.2	101	2742	28.9	9.7	90	3364	31.7	11.9	99	6145	34.3	21.7	107
TELEVISION IMPERATIVE		28445	12178	32.0	42.8	100	3340	35.2	11.7	109	3351	31.6	11.8	98	5487	30.6	19.3	95

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

0230
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	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C % ACROSS	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C % ACROSS	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS	LIGHT ONE OR LESS D INDX
TOTAL FEMALES	88464	38047	100.0	43.0	100	9492	100.0	10.7	100	10620	100.0	12.0	100	17935	100.0	20.3	100
ATLANTIC MONTHLY	415	*124	0.3	29.9	69	**29	0.3	7.0	65	**32	0.3	7.7	64	**64	0.4	15.4	76
BARRON'S	522	*174	0.5	33.3	78	**24	0.3	4.6	43	**63	0.6	12.1	101	**88	0.5	16.9	83
BETTER HOMES & GARDENS	17429	8242	21.7	47.3	110	1917	20.2	11.0	103	2431	22.9	13.9	116	3895	21.7	22.3	110
BON APPETIT	2772	1011	2.7	36.5	85	*200	2.1	7.2	67	248	2.3	8.9	75	562	3.1	20.3	100
BUSINESS WEEK	1469	561	1.5	38.2	89	**168	1.8	11.4	107	*216	2.0	14.7	122	*178	1.0	12.1	60
CAR AND DRIVER	397	*157	0.4	39.5	92	**35	0.4	8.8	82	**26	0.2	6.5	55	**96	0.5	24.2	119
CBS MAGAZINE NETWORK (GROSS)	1633	824	2.2	50.5	117	*131	1.4	8.0	75	*281	2.6	17.2	143	*412	2.3	25.2	124
CHANGING TIMES	1554	689	1.8	44.3	103	*129	1.4	8.3	77	*205	1.9	13.2	110	355	2.0	22.8	113
COLONIAL HOMES	1304	559	1.5	42.9	100	**69	0.7	5.3	49	*232	2.2	17.8	148	259	1.4	19.9	98
CONDE NAST MAG. PKG. (GROSS)	17858	7782	20.5	43.6	101	2032	21.4	11.4	106	2148	20.2	12.0	100	3601	20.1	20.2	99
CONSUMERS DIGEST	1406	726	1.9	51.6	120	*169	1.8	12.0	112	*174	1.6	12.4	103	382	2.1	27.2	134
COSMOPOLITAN	8815	3724	9.8	42.2	98	1029	10.8	11.7	109	989	9.3	11.2	93	1705	9.5	19.3	95
COUNTRY LIVING	2636	1266	3.3	48.0	112	*227	2.4	8.6	80	473	4.5	17.9	149	565	3.2	21.4	106
CUISINE	1554	602	1.6	38.7	90	**116	1.2	7.5	70	*174	1.6	11.2	93	312	1.7	20.1	99
CYCLE WORLD	469	*257	0.7	54.8	127	**78	0.8	16.6	155	**77	0.7	16.4	137	**102	0.6	21.7	107
DCI:CREATIVE IDEAS FOR LIV	2631	1279	3.4	48.6	113	328	3.5	12.5	116	388	3.7	14.7	123	564	3.1	21.4	106
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	3316	8.7	46.9	109	577	6.1	8.2	76	1132	10.7	16.0	133	1607	9.0	22.7	112
DISCOVER	998	429	1.1	43.0	100	**93	1.0	9.3	87	*137	1.3	13.7	114	*200	1.1	20.0	99
EBONY	4289	1993	5.2	46.5	108	694	7.3	16.2	151	487	4.6	11.4	95	812	4.5	18.9	93
ESQUIRE	1176	528	1.4	44.9	104	*167	1.8	14.2	132	*181	1.7	15.4	128	*180	1.0	15.3	75
ESSENCE	2392	1172	3.1	49.0	114	364	3.8	15.2	142	307	2.9	12.8	107	502	2.8	21.0	104
FAMILY CIRCLE	17209	8085	21.3	47.0	109	1948	20.5	11.3	105	2612	24.6	15.2	126	3525	19.7	20.5	101
THE FAMILY HANDYMAN	1184	664	1.7	56.1	130	*120	1.3	10.1	94	*247	2.3	20.9	174	297	1.7	25.1	124
FAMILY WEEKLY	12391	5617	14.8	45.3	105	1487	15.7	12.0	112	1502	14.1	12.1	101	2629	14.7	21.2	105
FIELD & STREAM	2438	1199	3.2	49.2	114	*266	2.8	10.9	102	421	4.0	17.3	144	512	2.9	21.0	104
FOOD & WINE	614	293	0.8	47.7	111	*85	0.9	13.8	129	**117	1.1	19.1	159	**91	0.5	14.8	73
FORBES	813	209	0.5	25.7	60	**38	0.4	4.7	44	**50	0.5	6.2	51	*121	0.7	14.9	73
FORTUNE	1083	328	0.9	30.3	70	**69	0.7	6.4	59	**102	1.0	9.4	78	*156	0.9	14.4	71
GENTLEMEN'S QUARTERLY	1197	514	1.4	42.9	100	*144	1.5	12.0	112	*195	1.8	16.3	136	*175	1.0	14.6	72
GLAMOUR	6625	3002	7.9	45.3	105	784	8.3	11.8	110	807	7.6	12.2	101	1410	7.9	21.3	105
GOLF DIGEST	707	267	0.7	37.8	88	**89	0.9	12.6	117	**63	0.6	8.9	74	**115	0.6	16.3	80
GOLF DIGEST/TENNIS (GROSS)	1316	535	1.4	40.7	95	*137	1.4	10.4	97	*142	1.3	10.8	90	*256	1.4	19.5	96
GOLF MAGAZINE	469	*168	0.4	35.8	83	**35	0.4	7.5	70	**25	0.2	5.3	44	**108	0.6	23.0	114
GOLF MAGAZINE/SKI (GROSS)	1060	414	1.1	39.1	91	**113	1.2	10.7	99	**82	0.8	7.7	64	*218	1.2	20.6	101
GOOD HOUSEKEEPING	17784	8484	22.3	47.7	111	1746	18.4	9.8	92	2652	25.0	14.9	124	4086	22.8	23.0	113
HARPER'S BAZAAR	2931	1185	3.1	40.4	94	333	3.5	11.4	106	364	3.4	12.4	103	487	2.7	16.6	82
HEALTH	2199	967	2.5	44.0	102	*228	2.4	10.4	97	320	3.0	14.6	121	420	2.3	19.1	94
HEARST MAG CORP. BUY (GROSS)	49148	22586	59.4	46.0	107	5034	53.0	10.2	95	6966	65.6	14.2	118	10585	59.0	21.5	106
HEARST MAN POWER (GROSS)	2113	954	2.5	45.1	105	*222	2.3	10.5	98	324	3.1	15.3	128	408	2.3	19.3	95
HEARST WOMAN POWER (GROSS)	35062	16308	42.9	46.5	108	3628	38.2	10.3	96	4895	46.1	14.0	116	7785	43.4	22.2	110
HOUSE BEAUTIFUL	3865	1894	5.0	49.0	114	459	4.8	11.9	111	579	5.5	15.0	125	857	4.8	22.2	109
INC.	315	**116	0.3	36.8	86	**31	0.3	9.8	92	**49	0.5	15.6	130	**36	0.2	11.4	56
JET	3690	1823	4.8	49.4	115	658	6.9	17.8	166	488	4.6	13.2	110	678	3.8	18.4	91
LADIES' HOME JOURNAL	12930	6368	16.7	49.2	115	1379	14.5	10.7	99	2027	19.1	15.7	131	2962	16.5	22.9	113
LHJ FAMILY GRP COMBO(GROSS)	18161	8863	23.3	48.8	113	1866	19.7	10.3	96	2728	25.7	15.0	125	4268	23.8	23.5	116
LIFE	5065	2237	5.9	44.2	103	618	6.5	12.2	114	747	7.0	14.7	123	872	4.9	17.2	85
L.A. TIMES HOME MAGAZINE	1310	463	1.2	35.3	82	**71	0.7	5.4	51	**84	0.8	6.4	53	*308	1.7	23.5	116
MADEMOISELLE	3759	1813	4.8	48.2	112	490	5.2	13.0	121	469	4.4	12.5	104	855	4.8	22.7	112
MC CALL'S	14658	7118	18.7	48.6	113	1321	13.9	9.0	84	2384	22.4	16.3	135	3413	19.0	23.3	115
MC CALL'S/WRK MOTHER (GROSS)	15857	7808	20.5	49.2	114	1459	15.4	9.2	86	2613	24.6	16.5	137	3736	20.8	23.6	116
MECHANIX ILLUSTRATED	809	427	1.1	52.8	123	**71	0.7	8.8	82	*197	1.9	24.4	203	*159	0.9	19.7	97
METROPOLITAN HOME	1009	429	1.1	42.5	99	**90	0.9	8.9	83	*131	1.2	13.0	108	*208	1.2	20.6	102
MONEY	1707	581	1.5	34.0	79	*101	1.1	5.9	55	*197	1.9	11.5	96	284	1.6	16.6	82
MOTHER EARTH NEWS	1123	470	1.2	41.9	97	**109	1.1	9.7	90	**102	1.0	9.1	76	*259	1.4	23.1	114
MS.	932	423	1.1	45.4	106	**108	1.1	11.6	108	**118	1.1	12.7	105	*197	1.1	21.1	104
NATIONAL ENQUIRER	11971	5440	14.3	45.4	106	1486	15.7	12.4	116	1566	14.7	13.1	109	2388	13.3	19.9	98
NATIONAL GEOGRAPHIC	10503	4737	12.5	45.1	105	818	8.6	7.8	73	1459	13.7	13.9	116	2460	13.7	23.4	116
NATIONAL SUNDAY MAGAZINE PKG	54325	23773	62.5	43.8	102	5904	62.2	10.9	101	6925	65.2	12.7	106	10943	61.0	20.1	99
NATURAL HISTORY	626	290	0.8	46.3	108	**47	0.5	7.5	70	**71	0.7	11.3	94	*172	1.0	27.5	136
NEW WOMAN	1992	819	2.2	41.1	96	*206	2.2	10.3	96	*210	2.0	10.5	88	403	2.2	20.2	100
NEW YORK INCLUDING CUE	547	*240	0.6	43.9	102	**100	1.1	18.3	170	**68	0.6	12.4	104	**72	0.4	13.2	65
THE NEW YORKER	1380	497	1.3	36.0	84	*148	1.6	10.7	100	*138	1.3	10.0	83	212	1.2	15.4	76
NEWSWEEK	6925	2932	7.7	42.3	98	702	7.4	10.1	94	981	9.2	14.2	118	1249	7.0	18.0	89
THE N.Y. TIMES DAILY EDITION	1363	477	1.3	35.0	81	*204	2.1	15.0	139	*106	1.0	7.8	65	*167	0.9	12.3	60
THE N.Y. TIMES MAGAZINE	2333	799	2.1	34.2	80	298	3.1	12.8	119	230	2.2	9.9	82	271	1.5	11.6	57
OMNI	872	303	0.8	34.7	81	**69	0.7	7.9	74	**71	0.7	8.1	68	*163	0.9	18.7	92
ON CABLE	1298	701	1.8	54.0	126	*132	1.4	10.2	95	*258	2.4	19.9	166	*311	1.7	24.0	118
1001 HOME IDEAS	3032	1527	4.0	50.4	117	259	2.7	8.5	80	381	3.6	12.6	105	887	4.9	29.3	144
ORGANIC GARDENING	1680	814	2.1	48.5	113	*237	2.5	14.1	131	*218	2.1	13.0	108	359	2.0	21.4	105
OUTDOOR LIFE	960	495	1.3	51.6	120	**114	1.2	11.9	111	*143	1.3	14.9	124	*238	1.3	24.8	122
PARADE MAGAZINE	26755	11718	30.8	43.8	102	3077	32.4	11.5	107	3467	32.6	13.0	108	5174	28.8	19.3	95

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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	TOTAL U.S. '000	BUY A '000	B % DOWN	C ACROSS %	D INDX	HEAVY FOUR OR MORE A '000	B % DOWN	C ACROSS %	D INDX	MEDIUM TWO-THREE A '000	B % DOWN	C ACROSS %	D INDX	LIGHT ONE OR LESS A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALES	88464	38047	100.0	43.0	100	9492	100.0	10.7	100	10620	100.0	12.0	100	17935	100.0	20.3	100
PARENTS	4173	2092	5.5	50.1	117	367	3.9	8.8	82	681	6.4	16.3	136	1045	5.8	25.0	124
PENTHOUSE	973	453	1.2	46.6	108	**114	1.2	11.7	109	**110	1.0	11.3	94	*230	1.3	23.6	117
PEOPLE	13479	5874	15.4	43.6	101	1341	14.1	9.9	93	1803	17.0	13.4	111	2730	15.2	20.3	100
PLAYBOY	2183	1012	2.7	46.4	108	*237	2.5	10.9	101	263	2.5	12.0	100	512	2.9	23.5	116
POPULAR HOT RODDING	388	*170	0.4	43.8	102	**57	0.6	14.7	137	**83	0.8	21.4	178	**29	0.2	7.5	37
POPULAR MECHANICS	1037	435	1.1	41.9	98	**96	1.0	9.3	86	**164	1.5	15.8	132	*175	1.0	16.9	83
POPULAR SCIENCE	920	413	1.1	44.9	104	**89	0.9	9.7	90	**135	1.3	14.7	122	*189	1.1	20.5	101
PREVENTION	4071	1679	4.4	41.2	96	356	3.8	8.7	82	500	4.7	12.3	102	824	4.6	20.2	100
PSYCHOLOGY TODAY	1940	880	2.3	45.4	105	*118	1.2	6.1	57	260	2.4	13.4	112	502	2.8	25.9	128
READER'S DIGEST	24031	10936	28.7	45.5	106	2465	26.0	10.3	96	3273	30.8	13.6	113	5198	29.0	21.6	107
REDBOOK	8464	4100	10.8	48.4	113	852	9.0	10.1	94	1254	11.8	14.8	123	1994	11.1	23.6	116
ROAD & TRACK	429	*227	0.6	52.9	123	**18	0.2	4.2	39	**100	0.9	23.3	194	**109	0.6	25.4	125
ROLLING STONE	1355	674	1.8	49.7	116	*219	2.3	16.2	151	**168	1.6	12.4	103	287	1.6	21.2	104
RUNNER'S WORLD	329	**103	0.3	31.3	73	**20	0.2	6.1	57	**44	0.4	13.4	111	**39	0.2	11.9	58
SATURDAY EVENING POST	1268	577	1.5	45.5	106	*105	1.1	8.3	77	*238	2.2	18.8	156	234	1.3	18.5	91
SCIENCE 84	702	290	0.8	41.3	96	**79	0.8	11.3	105	**58	0.5	8.3	69	*153	0.9	21.8	108
SCIENCE DIGEST	553	232	0.6	42.0	98	**67	0.7	12.1	113	**60	0.6	10.8	90	**105	0.6	19.0	94
SCIENTIFIC AMERICAN	615	*187	0.5	30.4	71	**51	0.5	8.3	77	**37	0.3	6.0	50	**99	0.6	16.1	79
SELF	2683	1199	3.2	44.7	104	*300	3.2	11.2	104	298	2.8	11.1	93	601	3.4	22.4	110
SEVENTEEN	3309	1437	3.8	43.4	101	417	4.4	12.6	117	394	3.7	11.9	99	625	3.5	18.9	93
SKI	591	*246	0.6	41.6	97	**78	0.8	13.2	123	**58	0.5	9.8	82	**110	0.6	18.6	92
SMITHSONIAN	3039	1167	3.1	38.4	89	*200	2.1	6.6	61	305	2.9	10.0	84	662	3.7	21.8	107
SOAP OPERA DIGEST	3683	1987	5.2	54.0	125	546	5.8	14.8	138	755	7.1	20.5	171	686	3.8	18.6	92
SOUTHERN LIVING	4434	2037	5.4	45.9	107	*249	2.6	5.6	52	744	7.0	16.8	140	1044	5.8	23.5	116
SPORT	701	432	1.1	61.6	143	**121	1.3	17.3	161	**167	1.6	23.8	198	**144	0.8	20.5	101
THE SPORTING NEWS	518	*328	0.9	63.3	147	**115	1.2	22.2	207	**142	1.3	27.4	228	**72	0.4	13.9	69
SPORTS AFIELD	523	*287	0.8	54.9	128	**59	0.6	11.3	105	**99	0.9	18.9	158	**128	0.7	24.5	121
SPORTS ILLUSTRATED	3325	1728	4.5	52.0	121	534	5.6	16.1	150	505	4.8	15.2	127	689	3.8	20.7	102
STAR	8567	4186	11.0	48.9	114	1279	13.5	14.9	139	1147	10.8	13.4	112	1760	9.8	20.5	101
SUNDAY	27630	11942	31.4	43.2	100	3020	31.8	10.9	102	3800	35.8	13.8	115	5122	28.6	18.5	91
SUNSET	2219	907	2.4	40.9	95	**86	0.9	3.9	36	*132	1.2	5.9	50	689	3.8	31.1	153
TV GUIDE	24258	11088	29.1	45.7	106	2774	29.2	11.4	107	2951	27.8	12.2	101	5364	29.9	22.1	109
TENNIS	609	*268	0.7	44.0	102	**48	0.5	7.9	73	**79	0.7	13.0	108	**141	0.8	23.2	114
TIME	9929	4319	11.4	43.5	101	1063	11.2	10.7	100	1362	12.8	13.7	114	1895	10.6	19.1	94
TOWN & COUNTRY	1062	386	1.0	36.3	85	**84	0.9	7.9	74	**96	0.9	9.0	75	*205	1.1	19.3	95
TRAVEL & LEISURE	1051	419	1.1	39.9	93	**120	1.3	11.4	106	**97	0.9	9.2	77	*201	1.1	19.1	94
TRUE STORY	3946	1946	5.1	49.3	115	491	5.2	12.4	116	674	6.3	17.1	142	781	4.4	19.8	98
U.S.NEWS & WORLD REPORT	3782	1545	4.1	40.9	95	291	3.1	7.7	72	512	4.8	13.5	113	742	4.1	19.6	97
USA TODAY	1874	833	2.2	44.5	103	*243	2.6	13.0	121	*235	2.2	12.5	104	355	2.0	18.9	93
US	2213	1154	3.0	52.1	121	311	3.3	14.1	131	344	3.2	15.5	129	499	2.8	22.5	111
VOGUE	4792	1768	4.6	36.9	86	458	4.8	9.6	89	574	5.4	12.0	100	736	4.1	15.4	76
WALL STREET JOURNAL	2045	819	2.2	40.0	93	*206	2.2	10.1	94	*187	1.8	9.1	76	426	2.4	20.8	103
WEIGHT WATCHERS	2364	977	2.6	41.3	96	*170	1.8	7.2	67	298	2.8	12.6	105	508	2.8	21.5	106
WOMAN'S DAY	15182	7152	18.8	47.1	110	1660	17.5	10.9	102	2180	20.5	14.4	120	3312	18.5	21.8	108
WORKING MOTHER	1198	689	1.8	57.5	134	*138	1.5	11.5	107	*229	2.2	19.1	159	*322	1.8	26.9	133
WORKING WOMAN	1523	673	1.8	44.2	103	*162	1.7	10.6	99	*180	1.7	11.8	98	332	1.9	21.8	108
WORLD TENNIS	*183	**67	0.2	36.6	85	**6	0.1	3.3	31	**41	0.4	22.4	187	**20	0.1	10.9	54
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1190	3.1	42.9	100	263	2.8	9.5	88	363	3.4	13.1	109	564	3.1	20.3	100
BLAIR INSERTS	47909	20777	54.6	43.4	101	5192	54.7	10.8	101	6242	58.8	13.0	109	9343	52.1	19.5	96
DAILY NEWSPAPERS																	
READ ANY	56731	24768	65.1	43.7	102	5943	62.6	10.5	98	7371	69.4	13.0	108	11454	63.9	20.2	100
READ ONE	47696	20672	54.3	43.3	101	5045	53.2	10.6	99	5991	56.4	12.6	105	9637	53.7	20.2	100
READ TWO OR MORE	9034	4095	10.8	45.3	105	898	9.5	9.9	93	1380	13.0	15.3	127	1817	10.1	20.1	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	25176	66.2	43.6	101	6238	65.7	10.8	101	7386	69.5	12.8	107	11552	64.4	20.0	99
READ ONE	50513	21986	57.8	43.5	101	5367	56.5	10.6	99	6322	59.5	12.5	104	10297	57.4	20.4	101
READ TWO OR MORE	7219	3190	8.4	44.2	103	871	9.2	12.1	112	1063	10.0	14.7	123	1255	7.0	17.4	86
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.04	28.48				28.58				27.90				28.78			
30 DAY REACH	78184	33649	88.4	43.0	100	8317	87.6	10.6	99	9426	88.8	12.1	100	15907	88.7	20.3	100
50 SHMG - 30 DAY AV FREQ	14.80	14.95				14.93				14.65				15.14			
30 DAY REACH	74239	32139	84.5	43.3	101	7985	84.1	10.8	100	8988	84.6	12.1	101	15166	84.6	20.4	101
25 SHMG - 30 DAY AV FREQ	8.05	8.04				8.04				7.99				8.08			
30 DAY REACH	68254	29859	78.5	43.7	102	7435	78.3	10.9	102	8216	77.4	12.0	100	14208	79.2	20.8	103
CABLE TV: HOME WIRED	35215	16316	42.9	46.3	108	3757	39.6	10.7	99	4569	43.0	13.0	108	7990	44.5	22.7	112
HOME NOT WIRED	53250	21731	57.1	40.8	95	5735	60.4	10.8	100	6051	57.0	11.4	95	9946	55.5	18.7	92
HAVE PAY CABLE	17885	8892	23.4	49.7	116	1963	20.7	11.0	102	2362	22.2	13.2	110	4567	25.5	25.5	126

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

0232
P-22

	TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS %	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS %	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS %	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS %	LIGHT D INDX
TOTAL FEMALES	88464	38047	100.0	43.0	100	9492	100.0	10.7	100	10620	100.0	12.0	100	17935	100.0	20.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	20861	54.8	43.5	101	5077	53.5	10.6	99	5736	54.0	12.0	100	10048	56.0	20.9	103
10:00 AM - 3:00 PM	33674	14980	39.4	44.5	103	3734	39.3	11.1	103	4101	38.6	12.2	101	7145	39.8	21.2	105
3:00 PM - 7:00 PM	34431	15287	40.2	44.4	103	3787	39.9	11.0	103	4216	39.7	12.2	102	7284	40.6	21.2	104
7:00 PM - MIDNIGHT	17761	7588	19.9	42.7	99	1884	19.8	10.6	99	2081	19.6	11.7	98	3623	20.2	20.4	101
MIDNIGHT - 6:00 AM	10087	4723	12.4	46.8	109	1106	11.7	11.0	102	1312	12.4	13.0	108	2305	12.9	22.9	113
6:00 AM - MIDNIGHT	64318	28194	74.1	43.8	102	7005	73.8	10.9	102	7715	72.6	12.0	100	13474	75.1	20.9	103
ENTIRE DAY	65181	28552	75.0	43.8	102	7077	74.6	10.9	101	7829	73.7	12.0	100	13647	76.1	20.9	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	7999	21.0	45.9	107	1768	18.6	10.2	95	2269	21.4	13.0	109	3962	22.1	22.8	112
ALL NEWS	2520	1056	2.8	41.9	97	292	3.1	11.6	108	268	2.5	10.6	89	496	2.8	19.7	97
AOR/PROGRESSIVE	4419	1824	4.8	41.3	96	465	4.9	10.5	98	495	4.7	11.2	93	864	4.8	19.6	96
BEAUTIFUL MUSIC	6119	2759	7.3	45.1	105	720	7.6	11.8	110	748	7.0	12.2	102	1290	7.2	21.1	104
BLACK	2623	1225	3.2	46.7	109	357	3.8	13.6	127	367	3.5	14.0	117	501	2.8	19.1	94
CLASSICAL	1553	547	1.4	35.2	82	**101	1.1	6.5	61	*171	1.6	11.0	92	276	1.5	17.8	88
CHR/ROCK	11282	4913	12.9	43.5	101	1249	13.2	11.1	103	1355	12.8	12.0	100	2309	12.9	20.5	101
COUNTRY	13343	6177	16.2	46.3	108	1577	16.6	11.8	110	1492	14.0	11.2	93	3108	17.3	23.3	115
GOLDEN OLDIES	1299	477	1.3	36.7	85	**94	1.0	7.2	67	*181	1.7	13.9	116	*202	1.1	15.6	77
MOR/NOSTALGIA	5241	2255	5.9	43.0	100	517	5.4	9.9	92	663	6.2	12.7	105	1075	6.0	20.5	101
NEWS/TALK	4165	1735	4.6	41.7	97	509	5.4	12.2	114	403	3.8	9.7	81	823	4.6	19.8	97
RELIGIOUS	3324	1177	3.1	35.4	82	*221	2.3	6.6	62	*229	2.2	6.9	57	727	4.1	21.9	108
SOFT ROCK	609	*268	0.7	44.0	102	**70	0.7	11.5	107	**63	0.6	10.3	86	**135	0.8	22.2	109
URBAN CONTEMPORARY	1853	826	2.2	44.6	104	331	3.5	17.9	166	268	2.5	14.5	120	*228	1.3	12.3	61
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1718	4.5	46.1	107	560	5.9	15.0	140	459	4.3	12.3	103	698	3.9	18.7	92
ABC DIRECTION	2488	1179	3.1	47.4	110	291	3.1	11.7	109	266	2.5	10.7	89	622	3.5	25.0	123
ABC ENTERTAINMENT	5129	2432	6.4	47.4	110	715	7.5	13.9	130	646	6.1	12.6	105	1071	6.0	20.9	103
ABC FM	2498	1137	3.0	45.5	106	411	4.3	16.5	153	297	2.8	11.9	99	429	2.4	17.2	85
ABC INFORMATION	5721	2451	6.4	42.8	100	522	5.5	9.1	85	739	7.0	12.9	108	1191	6.6	20.8	103
ABC ROCK	2021	945	2.5	46.8	109	*215	2.3	10.6	99	*288	2.7	14.3	119	441	2.5	21.8	108
CBS	4756	2088	5.5	43.9	102	421	4.4	8.9	82	545	5.1	11.5	95	1123	6.3	23.6	116
MUTUAL	5272	2444	6.4	46.4	108	745	7.8	14.1	132	624	5.9	11.8	99	1075	6.0	20.4	101
NBC	4964	2280	6.0	45.9	107	581	6.1	11.7	109	514	4.8	10.4	86	1185	6.6	23.9	118
RADIORADIO	2218	842	2.2	38.0	88	*232	2.4	10.5	97	*283	2.7	12.8	106	327	1.8	14.7	73
RKO ONE	2565	1209	3.2	47.1	110	*259	2.7	10.1	94	374	3.5	14.6	121	576	3.2	22.5	111
RKO TWO	3640	1570	4.1	43.1	100	378	4.0	10.4	97	373	3.5	10.2	85	819	4.6	22.5	111
THE SOURCE	2467	1027	2.7	41.6	97	*228	2.4	9.2	86	*245	2.3	9.9	83	554	3.1	22.5	111
NON-WIRED : BLAIR	9466	4262	11.2	45.0	105	900	9.5	9.5	89	1096	10.3	11.6	96	2266	12.6	23.9	118
INTERNET	13616	5773	15.2	42.4	99	1524	16.1	11.2	104	1522	14.3	11.2	93	2726	15.2	20.0	99
KATZ RADIO GROUP	16998	7410	19.5	43.6	101	2034	21.4	12.0	112	2001	18.8	11.8	98	3376	18.8	19.9	98
SUPERNET	11622	5136	13.5	44.2	103	1263	13.3	10.9	101	1455	13.7	12.5	104	2418	13.5	20.8	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	3922	10.3	41.6	97	1130	11.9	12.0	112	1110	10.5	11.8	98	1683	9.4	17.9	88
WKDAY 9:00 AM - 1:00 PM	13304	5960	15.7	44.8	104	1786	18.8	13.4	125	1631	15.4	12.3	102	2543	14.2	19.1	94
WKDAY 1:00 PM - 4:30 PM	17591	7945	20.9	45.2	105	2278	24.0	12.9	121	2197	20.7	12.5	104	3470	19.3	19.7	97
WKDAY 4:30 PM - 7:30 PM	24418	10223	26.9	41.9	97	3041	32.0	12.5	116	2680	25.2	11.0	91	4502	25.1	18.4	91
WKDAY 7:30 PM - 8:00 PM	34400	14686	38.6	42.7	99	4037	42.5	11.7	109	3947	37.2	11.5	96	6702	37.4	19.5	96
WKDAY 11:00 PM - 11:30 PM	26120	11866	31.2	45.4	106	3259	34.3	12.5	116	3301	31.1	12.6	105	5306	29.6	20.3	100
WKDAY 11:30 PM - 1:00 AM	8402	3905	10.3	46.5	108	1109	11.7	13.2	123	1077	10.1	12.8	107	1719	9.6	20.5	101
M-SAT 8-11 PM+SUN 7-11 PM	36828	16289	42.8	44.2	103	4408	46.4	12.0	112	4499	42.4	12.2	102	7381	41.2	20.0	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	3393	8.9	47.0	109	1032	10.9	14.3	133	989	9.3	13.7	114	1371	7.6	19.0	94
ANOTHER WORLD N	4924	2544	6.7	51.7	120	774	8.2	15.7	146	663	6.2	13.5	112	1107	6.2	22.5	111
AS THE WORLD TURNS C	5966	2477	6.5	41.5	97	580	6.1	9.7	91	791	7.4	13.3	110	1106	6.2	18.5	91
CAPITOL C	3672	1701	4.5	46.3	108	438	4.6	11.9	111	506	4.8	13.8	115	757	4.2	20.6	102
CBS MORN. NEWS 1 C	1590	624	1.6	39.2	91	139	1.5	8.7	81	219	2.1	13.8	115	266	1.5	16.7	83
CBS MORN. NEWS 2 C	1298	479	1.3	36.9	86	132	1.4	10.2	95	152	1.4	11.7	98	195	1.1	15.0	74
DAYS OF OUR LIVES N	6389	3161	8.3	49.5	115	852	9.0	13.3	124	850	8.0	13.3	111	1458	8.1	22.8	113
FACTS OF LIFE - DAYTIME N	2526	1217	3.2	48.2	112	480	5.1	19.0	177	256	2.4	10.1	84	481	2.7	19.0	94
FAMILY FEUD A	3427	1530	4.0	44.6	104	445	4.7	13.0	121	416	3.9	12.1	101	669	3.7	19.5	96
GENERAL HOSPITAL A	6870	3048	8.0	44.4	103	917	9.7	13.3	124	897	8.4	13.1	109	1233	6.9	17.9	89
GOOD MORNING, AMERICA-730 A	3767	1548	4.1	41.1	96	402	4.2	10.7	99	416	3.9	11.0	92	730	4.1	19.4	96
GOOD MORNING, AMERICA-830 A	3076	1311	3.4	42.6	99	339	3.6	11.0	103	338	3.2	11.0	92	633	3.5	20.6	102
GUIDING LIGHT C	5789	2502	6.6	43.2	100	655	6.9	11.3	105	672	6.3	11.6	97	1174	6.5	20.3	100
ONE LIFE TO LIVE A	4918	2198	5.8	44.7	104	537	5.7	10.9	102	654	6.2	13.3	111	1006	5.6	20.5	101
PRESS YOUR LUCK C	2367	1016	2.7	42.9	100	281	3.0	11.9	111	282	2.7	11.9	99	452	2.5	19.1	94
PRICE IS RIGHT 1 C	4727	1961	5.2	41.5	96	540	5.7	11.4	106	620	5.8	13.1	109	802	4.5	17.0	84
PRICE IS RIGHT 2 C	5511	2322	6.1	42.1	98	700	7.4	12.7	118	650	6.1	11.8	98	972	5.4	17.6	87
RYAN'S HOPE A	3479	1693	4.4	48.7	113	556	5.9	16.0	149	429	4.0	12.3	103	708	3.9	20.4	100
SALE OF THE CENTURY N	2823	1417	3.7	50.2	117	548	5.8	19.4	181	276	2.6	9.8	81	593	3.3	21.0	104
SEARCH FOR TOMORROW N	2525	1256	3.3	49.7	116	369	3.9	14.6	136	304	2.9	12.0	100	584	3.3	23.1	114
TODAY SHOW 1 N	2979	1146	3.0	38.5	89	400	4.2	13.4	125	319	3.0	10.7	89	427	2.4	14.3	71
TODAY SHOW 2 N	2792	1158	3.0	41.5	96	348	3.7	12.5	116	360	3.4	12.9	107	450	2.5	16.1	79
$25,000 PYRAMID C	2899	1202	3.2	41.5	96	429	4.5	14.8	138	246	2.3	8.5	71	528	2.9	18.2	90
WHEEL OF FORTUNE N	4689	2218	5.8	47.3	110	783	8.2	16.7	156	442	4.2	9.4	79	993	5.5	21.2	104
YOUNG AND THE RESTLESS C	6231	2700	7.1	43.3	101	739	7.8	11.9	111	840	7.9	13.5	112	1120	6.2	18.0	89
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	771	2.0	39.1	91	211	2.2	10.7	100	289	2.7	14.7	122	271	1.5	13.7	68
NBA PLAYOFF GAME -1 C	1246	560	1.5	44.9	105	*198	2.1	15.9	148	*158	1.5	12.7	106	204	1.1	16.4	81
NBC MAJOR LEAGUE PRE-GAME N	1140	463	1.2	40.6	94	*196	2.1	17.2	160	**91	0.9	8.0	66	*176	1.0	15.4	76
SPORTSWORLD - SUN N	1328	555	1.5	41.8	97	*161	1.7	12.1	113	*108	1.0	8.1	68	287	1.6	21.6	107
SUNDAY MORNING C	1645	637	1.7	38.7	90	*128	1.3	7.8	73	*231	2.2	14.0	117	277	1.5	16.8	83

*=PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**=NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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		TOTAL U.S. '000	BUY A '000	BUY B % DOWN	BUY C % ACROSS	BUY D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL FEMALES		88464	38047	100.0	43.0	100	9492	100.0	10.7	100	10620	100.0	12.0	100	17935	100.0	20.3	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	11736	30.8	42.0	98	3327	35.1	11.9	111	3130	29.5	11.2	93	5279	29.4	18.9	93
NETWORK AFFILIATES - LATE		21966	9875	26.0	45.0	105	2771	29.2	12.6	118	2688	25.3	12.2	102	4416	24.6	20.1	99
INDEPENDENTS - LATE		2247	952	2.5	42.4	99	267	2.8	11.9	111	259	2.4	11.5	96	426	2.4	19.0	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	5519	14.5	47.9	111	1651	17.4	14.3	134	1443	13.6	12.5	104	2425	13.5	21.0	104
ABC MONDAY NIGHT MOVIE	A	6879	2978	7.8	43.3	101	772	8.1	11.2	105	832	7.8	12.1	101	1374	7.7	20.0	99
ABC SUNDAY NIGHT MOVIE	A	13690	5849	15.4	42.7	99	1635	17.2	11.9	111	1565	14.7	11.4	95	2650	14.8	19.4	95
ABC WORLD NEWS TONIGHT	A	6589	2585	6.8	39.2	91	735	7.7	11.2	104	726	6.8	11.0	92	1125	6.3	17.1	84
AFTERMASH	C	6391	2776	7.3	43.4	101	534	5.6	8.4	78	771	7.3	12.1	100	1470	8.2	23.0	113
ALICE	C	10273	4496	11.8	43.8	102	959	10.1	9.3	87	1298	12.2	12.6	105	2240	12.5	21.8	108
AMERICAN PARADE	C	7130	2961	7.8	41.5	97	742	7.8	10.4	97	746	7.0	10.5	87	1473	8.2	20.7	102
BENSON	A	11665	4828	12.7	41.4	96	1139	12.0	9.8	91	1380	13.0	11.8	99	2309	12.9	19.8	98
BLUE THUNDER	A	5442	2387	6.3	43.9	102	636	6.7	11.7	109	743	7.0	13.7	114	1007	5.6	18.5	91
CAGNEY & LACEY	C	10565	5084	13.4	48.1	112	1350	14.2	12.8	119	1351	12.7	12.8	107	2382	13.3	22.5	111
CBS EVENING NEWS-DEAN	C	3668	1424	3.7	38.8	90	307	3.2	8.4	78	407	3.8	11.1	92	710	4.0	19.4	95
CBS EVENING NEWS-RATHER	C	7561	3105	8.2	41.1	95	697	7.3	9.2	86	866	8.2	11.5	95	1543	8.6	20.4	101
CBS SAT. NEWS-SCHIEFFER	C	3948	1572	4.1	39.8	93	316	3.3	8.0	75	445	4.2	11.3	94	811	4.5	20.5	101
CBS SATURDAY NIGHT MOVIE	C	5966	2807	7.4	47.0	109	710	7.5	11.9	111	882	8.3	14.8	123	1216	6.8	20.4	101
CBS WEDNESDAY NIGHT MOVIE	C	6529	2821	7.4	43.2	100	755	8.0	11.6	108	740	7.0	11.3	94	1325	7.4	20.3	100
CHEERS	N	9842	4298	11.3	43.7	102	1298	13.7	13.2	123	1154	10.9	11.7	98	1846	10.3	18.8	93
DALLAS	C	23935	10785	28.3	45.1	105	2586	27.2	10.8	101	3130	29.5	13.1	109	5069	28.3	21.2	104
DIFF'RENT STROKES	N	7574	3289	8.6	43.4	101	996	10.5	13.2	123	828	7.8	10.9	91	1465	8.2	19.3	95
DOUBLE TROUBLE	N	7786	3482	9.2	44.7	104	1112	11.7	14.3	133	993	9.4	12.8	106	1377	7.7	17.7	87
DUCK FACTORY	N	6290	2827	7.4	44.9	105	865	9.1	13.8	128	735	6.9	11.7	97	1228	6.8	19.5	96
DUKES OF HAZZARD	C	6402	3069	8.1	47.9	111	905	9.5	14.1	132	873	8.2	13.6	114	1291	7.2	20.2	99
DYNASTY	A	21955	9868	25.9	44.9	105	2561	27.0	11.7	109	3062	28.8	13.9	116	4245	23.7	19.3	95
FACTS OF LIFE	N	8898	4092	10.8	46.0	107	1293	13.6	14.5	135	1133	10.7	12.7	106	1666	9.3	18.7	92
FALCON CREST	C	21877	9844	25.9	45.0	105	2473	26.1	11.3	105	2891	27.2	13.2	110	4480	25.0	20.5	101
FALL GUY	A	10045	4789	12.6	47.7	111	1309	13.8	13.0	121	1237	11.6	12.3	103	2243	12.5	22.3	110
FAMILY TIES	N	8922	3963	10.4	44.4	103	1244	13.1	13.9	130	1090	10.3	12.2	102	1629	9.1	18.3	90
FANTASY ISLAND	A	8288	3709	9.7	44.8	104	1062	11.2	12.8	119	1027	9.7	12.4	103	1620	9.0	19.5	96
FOULUPS,BLEEPS & BLUNDERS	A	9891	4052	10.6	41.0	95	1055	11.1	10.7	99	1068	10.1	10.8	90	1928	10.7	19.5	96
FOUR SEASONS	C	5429	2435	6.4	44.9	104	488	5.1	9.0	84	666	6.3	12.3	102	1281	7.1	23.6	116
GIMME A BREAK	N	9646	4275	11.2	44.3	103	1239	13.1	12.8	120	1263	11.9	13.1	109	1773	9.9	18.4	91
HART TO HART	A	9983	4362	11.5	43.7	102	1146	12.1	11.5	107	1286	12.1	12.9	107	1931	10.8	19.3	95
HILL STREET BLUES	N	9688	4236	11.1	43.7	102	1275	13.4	13.2	123	1126	10.6	11.6	97	1835	10.2	18.9	93
HOTEL	A	15435	6785	17.8	44.0	102	1784	18.8	11.6	108	1916	18.0	12.4	103	3085	17.2	20.0	99
JEFFERSONS	C	10031	4551	12.0	45.4	105	1053	11.1	10.5	98	1363	12.8	13.6	113	2136	11.9	21.3	105
JENNIFER SLEPT HERE	N	6376	2816	7.4	44.2	103	785	8.3	12.3	115	733	6.9	11.5	96	1297	7.2	20.3	100
KATE & ALLIE	C	9951	4697	12.3	47.2	110	1278	13.5	12.8	120	1077	10.1	10.8	90	2342	13.1	23.5	116
KNIGHT RIDER	N	7908	3577	9.4	45.2	105	1036	10.9	13.1	122	877	8.3	11.1	92	1664	9.3	21.0	104
LOVE BOAT	A	13226	5953	15.6	45.0	105	1617	17.0	12.2	114	1568	14.8	11.9	99	2768	15.4	20.9	103
MAGNUM PI	C	12105	5401	14.2	44.6	104	1331	14.0	11.0	102	1496	14.1	12.4	103	2575	14.4	21.3	105
MAMA'S FAMILY	N	6364	3059	8.0	48.1	112	860	9.1	13.5	126	832	7.8	13.1	109	1368	7.6	21.5	106
MASTER, THE	N	3955	1725	4.5	43.6	101	500	5.3	12.6	118	509	4.8	12.9	107	717	4.0	18.1	89
MATT HOUSTON	A	6903	3108	8.2	45.0	105	778	8.2	11.3	105	905	8.5	13.1	109	1425	7.9	20.6	102
NBC MONDAY NIGHT MOVIE	N	13443	5888	15.5	43.8	102	1674	17.6	12.5	116	1676	15.8	12.5	104	2538	14.2	18.9	93
NBC NIGHTLY NEWS	N	5585	2303	6.1	41.2	96	764	8.0	13.7	127	527	5.0	9.4	79	1012	5.6	18.1	89
NBC NIGHTLY NEWS-SAT	N	3688	1434	3.8	38.9	90	402	4.2	10.9	102	311	2.9	8.4	70	721	4.0	19.5	96
NBC NIGHTLY NEWS-SUN	N	3310	1328	3.5	40.1	93	327	3.4	9.9	92	398	3.7	12.0	100	603	3.4	18.2	90
NBC SUNDAY NIGHT MOVIE	N	9238	3981	10.5	43.1	100	1205	12.7	13.0	122	1127	10.6	12.2	102	1649	9.2	17.9	88
NEWHART	C	9876	4621	12.1	46.8	109	1220	12.9	12.4	115	1191	11.2	12.1	100	2209	12.3	22.4	110
ONE DAY AT A TIME	C	7954	3265	8.6	41.0	95	738	7.8	9.3	86	881	8.3	11.1	92	1646	9.2	20.7	102
PEOPLE ARE FUNNY	N	5182	2377	6.2	45.9	107	667	7.0	12.9	120	556	5.2	10.7	89	1155	6.4	22.3	110
REAL PEOPLE	N	9674	4004	10.5	41.4	96	1159	12.2	12.0	112	1088	10.2	11.2	94	1757	9.8	18.2	90
REMINGTON STEELE	N	8511	3874	10.2	45.5	106	1135	12.0	13.3	124	1088	10.2	12.8	106	1651	9.2	19.4	96
RIPLEY'S BELIEVE IT - NOT	A	5656	2503	6.6	44.3	103	627	6.6	11.1	103	714	6.7	12.6	105	1162	6.5	20.5	101
RIPTIDE	N	7718	3891	10.2	50.4	117	1076	11.3	13.9	130	1160	10.9	15.0	125	1656	9.2	21.5	106
SCARECROW & MRS. KING	C	11058	4951	13.0	44.8	104	1221	12.9	11.0	103	1356	12.8	12.3	102	2375	13.2	21.5	106
SIMON & SIMON	C	11615	5247	13.8	45.2	105	1287	13.6	11.1	103	1459	13.7	12.6	105	2501	13.9	21.5	106
60 MINUTES	C	14326	5507	14.5	38.4	89	1164	12.3	8.1	76	1749	16.5	12.2	102	2594	14.5	18.1	89
ST. ELSEWHERE	N	7670	3601	9.5	46.9	109	1113	11.7	14.5	135	928	8.7	12.1	101	1561	8.7	20.4	100
THREE'S COMPANY	A	12068	5315	14.0	44.0	102	1326	14.0	11.0	102	1491	14.0	12.4	103	2499	13.9	20.7	102
T.J. HOOKER	A	9735	4556	12.0	46.8	109	1263	13.3	13.0	121	1191	11.2	12.2	102	2102	11.7	21.6	107
TONIGHT SHOW	N	2531	1079	2.8	42.6	99	245	2.6	9.7	90	380	3.6	15.0	125	454	2.5	17.9	88
TRAPPER JOHN, M.D.	C	10374	4635	12.2	44.7	104	1247	13.1	12.0	112	1321	12.4	12.7	106	2067	11.5	19.9	98
TV BLOOPERS & PRAC. JOKES	N	9795	4006	10.5	40.9	95	879	9.3	9.0	84	1213	11.4	12.4	103	1914	10.7	19.5	96
20/20	A	10009	4510	11.9	45.1	105	1083	11.4	10.8	101	1409	13.3	14.1	117	2018	11.3	20.2	99
WEBSTER	A	11934	5004	13.2	41.9	97	1074	11.3	9.0	84	1449	13.6	12.1	101	2481	13.8	20.8	103
WORLD NEWS - SUN	A	3291	1290	3.4	39.2	91	376	4.0	11.4	106	272	2.6	8.3	69	642	3.6	19.5	96
YELLOW ROSE	N	5196	2447	6.4	47.1	109	596	6.3	11.5	107	683	6.4	13.1	109	1169	6.5	22.5	111
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	4652	12.2	48.7	113	1312	13.8	13.7	128	1242	11.7	13.0	108	2098	11.7	22.0	108
BASKETBALL - COLLEGE GAMES		4414	2117	5.6	48.0	112	*422	4.4	9.6	89	691	6.5	15.7	130	1003	5.6	22.7	112
BASKETBALL - PRO GAMES		3876	1844	4.8	47.6	111	519	5.5	13.4	125	*440	4.1	11.4	95	885	4.9	22.8	113
BOWLING		4056	1999	5.3	49.3	115	567	6.0	14.0	130	*434	4.1	10.7	89	998	5.6	24.6	121
BOXING		4154	2197	5.8	52.9	123	700	7.4	16.9	157	*598	5.6	14.4	120	900	5.0	21.7	107
FOOTBALL - COLLEGE GAMES		6754	3470	9.1	51.4	119	876	9.2	13.0	121	929	8.7	13.8	115	1665	9.3	24.7	122
FOOTBALL - PRO GAMES		12364	6515	17.1	52.7	123	1233	13.0	10.0	93	1929	18.2	15.6	130	3353	18.7	27.1	134
GOLF		3615	1724	4.5	47.7	111	*397	4.2	11.0	102	*322	3.0	8.9	74	1006	5.6	27.8	137
POST-SEASON COLL. FOOTBALL		5296	2825	7.4	53.3	124	705	7.4	13.3	124	842	7.9	15.9	132	1278	7.1	24.1	119
POST-SEASON PRO FOOTBALL		6693	3670	9.6	54.8	127	791	8.3	11.8	110	1012	9.5	15.1	126	1867	10.4	27.9	138
TENNIS		3281	1598	4.2	48.7	113	*302	3.2	9.2	86	*537	5.1	16.4	136	760	4.2	23.2	114
WRESTLING - PROFESSIONAL		3672	1774	4.7	48.3	112	587	6.2	16.0	149	620	5.8	16.9	141	568	3.2	15.5	76

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS	167727	15356	100.0	9.2	100	12528	100.0	7.5	100	11627	100.0	6.9	100	8879	100.0	5.3	100
MALES	79263	6441	41.9	8.1	89	5086	40.6	6.4	86	4704	40.5	5.9	86	4019	45.3	5.1	96
FEMALES	88464	8916	58.1	10.1	110	7442	59.4	8.4	113	6923	59.5	7.8	113	4861	54.7	5.5	104
18 - 24	28671	2286	14.9	8.0	87	2329	18.6	8.1	109	1732	14.9	6.0	87	1761	19.8	6.1	116
25 - 34	39536	3873	25.2	9.8	107	3000	23.9	7.6	102	2994	25.8	7.6	109	2035	22.9	5.1	97
35 - 44	28978	2914	19.0	10.1	110	2304	18.4	8.0	106	2441	21.0	8.4	122	1587	17.9	5.5	103
45 - 54	22345	2305	15.0	10.3	113	1463	11.7	6.5	88	1385	11.9	6.2	89	885	10.0	4.0	75
55 - 64	22224	2114	13.8	9.5	104	1703	13.6	7.7	103	1607	13.8	7.2	104	1362	15.3	6.1	116
65 OR OLDER	25973	1864	12.1	7.2	78	1729	13.8	6.7	89	1469	12.6	5.7	82	1249	14.1	4.8	91
18 - 34	68207	6159	40.1	9.0	99	5329	42.5	7.8	105	4725	40.6	6.9	100	3796	42.8	5.6	105
18 - 49	108058	10323	67.2	9.6	104	8544	68.2	7.9	106	8001	68.8	7.4	107	5854	65.9	5.4	102
25 - 54	90859	9092	59.2	10.0	109	6767	54.0	7.4	100	6820	58.7	7.5	108	4507	50.8	5.0	94
35 - 49	39851	4164	27.1	10.4	114	3215	25.7	8.1	108	3276	28.2	8.2	119	2057	23.2	5.2	98
50 OR OLDER	59669	5034	32.8	8.4	92	3984	31.8	6.7	89	3626	31.2	6.1	88	3025	34.1	5.1	96
GRADUATED COLLEGE	28091	1847	12.0	6.6	72	1492	11.9	5.3	71	1272	10.9	4.5	65	965	10.9	3.4	65
ATTENDED COLLEGE	28938	2079	13.5	7.2	78	1685	13.4	5.8	78	1688	14.5	5.8	84	1299	14.6	4.5	85
GRADUATED HIGH SCHOOL	65503	6427	41.9	9.8	107	5187	41.4	7.9	106	5023	43.2	7.7	111	3772	42.5	5.8	109
DID NOT GRADUATE HIGH SCHOOL	45195	5003	32.6	11.1	121	4164	33.2	9.2	123	3644	31.3	8.1	116	2842	32.0	6.3	119
EMPLOYED MALES	56429	4641	30.2	8.2	90	3297	26.3	5.8	78	3238	27.8	5.7	83	2553	28.8	4.5	85
EMPLOYED FEMALES	43971	4105	26.7	9.3	102	3221	25.7	7.3	98	3211	27.6	7.3	105	1991	22.4	4.5	86
EMPLOYED FULL-TIME	87773	7472	48.7	8.5	93	5559	44.4	6.3	85	5558	47.8	6.3	91	3984	44.9	4.5	86
EMPLOYED PART-TIME	12627	1275	8.3	10.1	110	960	7.7	7.6	102	891	7.7	7.1	102	560	6.3	4.4	84
NOT EMPLOYED	67327	6610	43.0	9.8	107	6010	48.0	8.9	120	5178	44.5	7.7	111	4335	48.8	6.4	122
PROFESSIONAL/MANAGER	25845	1889	12.3	7.3	80	1373	11.0	5.3	71	1304	11.2	5.0	73	896	10.1	3.5	65
TECH/CLERICAL/SALES	30895	2360	15.4	7.6	83	1824	14.6	5.9	79	1786	15.4	5.8	83	1328	15.0	4.3	81
PRECISION/CRAFT	12629	1145	7.5	9.1	99	736	5.9	5.8	78	858	7.4	6.8	98	490	5.5	3.9	73
OTHER EMPLOYED	31031	3352	21.8	10.8	118	2585	20.6	8.3	112	2502	21.5	8.1	116	1829	20.6	5.9	111
SINGLE	35557	2910	19.0	8.2	89	2643	21.1	7.4	100	2206	19.0	6.2	89	2018	22.7	5.7	107
MARRIED	103585	9967	64.9	9.6	105	7754	61.9	7.5	100	7405	63.7	7.1	103	5373	60.5	5.2	98
DIVORCED/SEPARATED/WIDOWED	28585	2480	16.2	8.7	95	2131	17.0	7.5	100	2016	17.3	7.1	102	1489	16.8	5.2	98
PARENTS	59295	6434	41.9	10.9	119	5328	42.5	9.0	120	5051	43.4	8.5	123	3688	41.5	6.2	117
WHITE	146051	12078	78.7	8.3	90	9786	78.1	6.7	90	9436	81.2	6.5	93	7139	80.4	4.9	92
BLACK	17974	3009	19.6	16.7	183	2523	20.1	14.0	188	2025	17.4	11.3	163	1524	17.2	8.5	160
OTHER	3472	**270	1.8	7.4	80	**219	1.7	6.0	80	**166	1.4	4.5	65	**216	2.4	5.9	111
NORTHEAST-CENSUS	37005	2774	18.1	7.5	82	2034	16.2	5.5	74	1377	11.8	3.7	54	2034	22.9	5.5	104
NORTH CENTRAL	42642	3940	25.7	9.2	101	3201	25.6	7.5	101	3545	30.5	8.3	120	2268	25.5	5.3	100
SOUTH	56777	5959	38.8	10.5	115	5129	40.9	9.0	121	4609	39.6	8.1	117	2983	33.6	5.3	99
WEST	31303	2683	17.5	8.6	94	2165	17.3	6.9	93	2096	18.0	6.7	97	1595	18.0	5.1	96
NORTHEAST-MKTG.	35125	2645	17.2	6.9	76	1861	14.9	4.9	65	1364	11.7	3.6	52	2008	22.6	5.3	99
EAST CENTRAL	24794	2360	15.4	9.5	104	1570	12.5	6.3	85	1425	12.3	5.7	83	1287	14.5	5.2	98
WEST CENTRAL	28511	2608	17.0	9.1	100	2470	19.7	8.7	116	2795	24.0	9.8	141	1577	17.8	5.5	104
SOUTH	48953	5381	35.0	11.0	120	4815	38.4	9.8	132	4334	37.3	8.9	128	2593	29.2	5.3	100
PACIFIC	27344	2362	15.4	8.6	94	1813	14.5	6.6	89	1709	14.7	6.3	90	1414	15.9	5.2	98
COUNTY SIZE A	69301	5308	34.6	7.7	84	4499	35.9	6.5	87	3875	33.3	5.6	81	3368	37.9	4.9	92
COUNTY SIZE B	50633	4989	32.5	9.9	108	3915	31.3	7.7	104	3711	31.9	7.3	106	2935	33.1	5.8	109
COUNTY SIZE C	26259	2596	16.9	9.9	108	2034	16.2	7.7	104	2085	17.9	7.9	115	1270	14.3	4.8	91
COUNTY SIZE D	21534	2464	16.0	11.4	125	2080	16.6	9.7	129	1956	16.8	9.1	131	1306	14.7	6.1	115
METRO CENTRAL CITY	50014	4673	30.4	9.3	102	3940	31.4	7.9	105	3355	28.9	6.7	97	2894	32.6	5.8	109
METRO SUBURBAN	76832	6480	42.2	8.4	92	4809	38.4	6.3	84	4784	41.1	6.2	90	3764	42.4	4.9	93
NON METRO	40881	4204	27.4	10.3	112	3780	30.2	9.2	124	3488	30.0	8.5	123	2221	25.0	5.4	103
TOP 5 ADI'S	39550	3188	20.8	8.1	88	2802	22.4	7.1	95	2428	20.9	6.1	89	2336	26.3	5.9	112
TOP 10 ADI'S	54877	4185	27.3	7.6	83	3463	27.6	6.3	84	3053	26.3	5.6	80	2833	31.9	5.2	98
TOP 20 ADI'S	77516	6088	39.6	7.9	86	4763	38.0	6.1	82	4221	36.3	5.4	79	3878	43.7	5.0	95
HSHLD INC. $50,000 OR MORE	17257	1274	8.3	7.4	81	1027	8.2	6.0	80	1023	8.8	5.9	86	606	6.8	3.5	66
$40,000 OR MORE	33235	2538	16.5	7.6	83	1868	14.9	5.6	75	1828	15.7	5.5	79	1216	13.7	3.7	69
$30,000 OR MORE	59693	4756	31.0	8.0	87	3378	27.0	5.7	76	3354	28.8	5.6	81	2512	28.3	4.2	79
$25,000 OR MORE	76275	6155	40.1	8.1	88	4481	35.8	5.9	79	4376	37.6	5.7	83	3183	35.8	4.2	79
$20,000 - $24,999	18607	1738	11.3	9.3	102	1427	11.4	7.7	103	1551	13.3	8.3	120	882	9.9	4.7	90
$15,000 - $19,999	17175	1511	9.8	8.8	96	1303	10.4	7.6	102	1197	10.3	7.0	101	1082	12.2	6.3	119
$10,000 - $14,999	24569	2470	16.1	10.1	110	2040	16.3	8.3	111	1775	15.3	7.2	104	1554	17.5	6.3	119
UNDER $10,000	31101	3482	22.7	11.2	122	3278	26.2	10.5	141	2728	23.5	8.8	127	2179	24.5	7.0	132
HOUSEHOLD OF 1 PERSON	19441	1236	8.0	6.4	69	1041	8.3	5.4	72	961	8.3	4.9	71	777	8.8	4.0	75
2 PEOPLE	51803	4212	27.4	8.1	89	3215	25.7	6.2	83	3101	26.7	6.0	86	2389	26.9	4.6	87
3 OR 4 PEOPLE	66933	6767	44.1	10.1	110	5455	43.5	8.1	109	4971	42.8	7.4	107	3620	40.8	5.4	102
5 OR MORE PEOPLE	29550	3141	20.5	10.6	116	2817	22.5	9.5	128	2593	22.3	8.8	127	2093	23.6	7.1	134
NO CHILD IN HSHLD	96587	7679	50.0	8.0	87	6117	48.8	6.3	85	5743	49.4	5.9	86	4393	49.5	4.5	86
CHILD(REN) UNDER 2 YRS	10844	1278	8.3	11.8	129	1242	9.9	11.5	153	843	7.3	7.8	112	739	8.3	6.8	129
2 - 5 YEARS	26358	2910	19.0	11.0	121	2607	20.8	9.9	132	2012	17.3	7.6	110	1740	19.6	6.6	125
6 - 11 YEARS	30453	3501	22.8	11.5	126	2851	22.8	9.4	125	2698	23.2	8.9	128	2111	23.8	6.9	131
12 - 17 YEARS	36575	4097	26.7	11.2	122	3359	26.8	9.2	123	3470	29.8	9.5	137	2365	26.6	6.5	122
RESIDENCE OWNED	117770	10598	69.0	9.0	98	8715	69.6	7.4	99	8158	70.2	6.9	100	5964	67.2	5.1	96
VALUE: $50,000 OR MORE	70166	5585	36.4	8.0	87	4629	36.9	6.6	88	4331	37.2	6.2	89	3088	34.8	4.4	83
VALUE: UNDER $50,000	47604	5013	32.6	10.5	115	4086	32.6	8.6	115	3827	32.9	8.0	116	2877	32.4	6.0	114

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS		167727	15356	100.0	9.2	100	12528	100.0	7.5	100	11627	100.0	6.9	100	8879	100.0	5.3	100
MAGAZINES	QUINTILE 1	34022	3739	24.3	11.0	120	2825	22.5	8.3	111	2589	22.3	7.6	110	2023	22.8	5.9	112
	QUINTILE 2	34800	3421	22.3	9.8	107	2803	22.4	8.1	108	2447	21.0	7.0	101	1955	22.0	5.6	106
	QUINTILE 3	30514	2689	17.5	8.8	96	2180	17.4	7.1	96	2078	17.9	6.8	98	1526	17.2	5.0	94
	QUINTILE 4	33324	2694	17.5	8.1	88	2230	17.8	6.7	90	2279	19.6	6.8	99	1695	19.1	5.1	96
	QUINTILE 5	35066	2813	18.3	8.0	88	2490	19.9	7.1	95	2234	19.2	6.4	92	1680	18.9	4.8	91
NEWSPAPERS	QUINTILE 1	29107	2687	17.5	9.2	101	1874	15.0	6.4	86	1874	16.1	6.4	93	1506	17.0	5.2	98
	QUINTILE 2	49095	4310	28.1	8.8	96	3372	26.9	6.9	92	3020	26.0	6.2	89	2506	28.2	5.1	96
	QUINTILE 3	23107	1840	12.0	8.0	87	1610	12.9	7.0	93	1583	13.6	6.9	99	1060	11.9	4.6	87
	QUINTILE 4	33556	3052	19.9	9.1	99	2316	18.5	6.9	92	2307	19.8	6.9	99	1648	18.6	4.9	93
	QUINTILE 5	32863	3468	22.6	10.6	115	3355	26.8	10.2	137	2843	24.5	8.7	125	2159	24.3	6.6	124
OUTDOOR	QUINTILE 1	33431	2864	18.7	8.6	94	2296	18.3	6.9	92	2282	19.6	6.8	98	1546	17.4	4.6	87
	QUINTILE 2	33478	3209	20.9	9.6	105	2288	18.3	6.8	91	2399	20.6	7.2	103	1623	18.3	4.8	92
	QUINTILE 3	33574	3204	20.9	9.5	104	2685	21.4	8.0	107	2338	20.1	7.0	100	1875	21.1	5.6	105
	QUINTILE 4	33935	3158	20.6	9.3	102	2586	20.6	7.6	102	2380	20.5	7.0	101	1889	21.3	5.6	105
	QUINTILE 5	33310	2920	19.0	8.8	96	2673	21.3	8.0	107	2229	19.2	6.7	97	1946	21.9	5.8	110
RADIO-DRIVE TIME	QUINTILE 1	33136	3549	23.1	10.7	117	2580	20.6	7.8	104	2445	21.0	7.4	106	1869	21.0	5.6	107
	QUINTILE 2	31658	2763	18.0	8.7	95	2346	18.7	7.4	99	2254	19.4	7.1	103	1824	20.5	5.8	109
	QUINTILE 3	32541	2836	18.5	8.7	95	2185	17.4	6.7	90	1991	17.1	6.1	88	1746	19.7	5.4	101
	QUINTILE 4	34247	3355	21.8	9.8	107	2727	21.8	8.0	107	2538	21.8	7.4	107	1724	19.4	5.0	95
	QUINTILE 5	36144	2853	18.6	7.9	86	2690	21.5	7.4	100	2398	20.6	6.6	96	1716	19.3	4.7	90
RADIO-MID-DAY	TERCILE 1	45037	4808	31.3	10.7	117	3526	28.1	7.8	105	2911	25.0	6.5	93	2408	27.1	5.3	101
	TERCILE 2	44819	4004	26.1	8.9	98	3650	29.1	8.1	109	3176	27.3	7.1	102	2758	31.1	6.2	116
	TERCILE 3	77872	6545	42.6	8.4	92	5352	42.7	6.9	92	5540	47.6	7.1	103	3713	41.8	4.8	90
RADIO-TOTAL	QUINTILE 1	33763	3586	23.4	10.6	116	2554	20.4	7.6	101	2272	19.5	6.7	97	2010	22.6	6.0	112
	QUINTILE 2	33240	3332	21.7	10.0	109	2733	21.8	8.2	110	2493	21.4	7.5	108	1865	21.0	5.6	106
	QUINTILE 3	33408	2622	17.1	7.8	86	2277	18.2	6.8	91	2158	18.6	6.5	93	1662	18.7	5.0	94
	QUINTILE 4	34792	3079	20.1	8.8	97	2567	20.5	7.4	99	2437	21.0	7.0	101	1772	20.0	5.1	96
	QUINTILE 5	32524	2737	17.8	8.4	92	2396	19.1	7.4	99	2267	19.5	7.0	101	1571	17.7	4.8	91
TV-PRIME TIME	QUINTILE 1	33090	3253	21.2	9.8	107	2495	19.9	7.5	101	2439	21.0	7.4	106	1898	21.4	5.7	108
	QUINTILE 2	33357	3277	21.3	9.8	107	2634	21.0	7.9	106	2327	20.0	7.0	101	1803	20.3	5.4	102
	QUINTILE 3	33980	3199	20.8	9.4	103	2520	20.1	7.4	99	2162	18.6	6.4	92	1864	21.0	5.5	104
	QUINTILE 4	33854	2636	17.2	7.8	85	2290	18.3	6.8	91	2221	19.1	6.6	95	1690	19.0	5.0	94
	QUINTILE 5	33444	2991	19.5	8.9	98	2589	20.7	7.7	104	2478	21.3	7.4	107	1624	18.3	4.9	92
TV-DAYTIME	TERCILE 1	49121	5209	33.9	10.6	116	4493	35.9	9.1	122	3842	33.0	7.8	113	2933	33.0	6.0	113
	TERCILE 2	48823	4711	30.7	9.6	105	3575	28.5	7.3	98	3385	29.1	6.9	100	2789	31.4	5.7	108
	TERCILE 3	69782	5436	35.4	7.8	85	4460	35.6	6.4	86	4399	37.8	6.3	91	3158	35.6	4.5	85
TV-TOTAL	QUINTILE 1	33584	3755	24.5	11.2	122	2848	22.7	8.5	114	2473	21.3	7.4	106	2043	23.0	6.1	115
	QUINTILE 2	33441	3167	20.6	9.5	103	2767	22.1	8.3	111	2269	19.5	6.8	98	1754	19.8	5.2	99
	QUINTILE 3	33505	2838	18.5	8.5	93	2177	17.4	6.5	87	2285	19.7	6.8	98	1923	21.7	5.7	108
	QUINTILE 4	33466	2831	18.4	8.5	92	2406	19.2	7.2	96	2152	18.5	6.4	93	1637	18.4	4.9	92
	QUINTILE 5	33731	2765	18.0	8.2	90	2330	18.6	6.9	92	2447	21.0	7.3	105	1522	17.1	4.5	85
MAGAZINES-NEWSPAPERS: DUAL		44503	4592	29.9	10.3	113	3403	27.2	7.6	102	3200	27.5	7.2	104	2523	28.4	5.7	107
MAGAZINE IMPERATIVE		39363	4055	26.4	10.3	113	3446	27.5	8.8	117	3138	27.0	8.0	115	2375	26.7	6.0	114
NEWSPAPER IMPERATIVE		46441	3300	21.5	7.1	78	2712	21.6	5.8	78	2560	22.0	5.5	80	2069	23.3	4.5	84
MAGAZINES-OUTDOOR: DUAL		33726	3219	21.0	9.5	104	2339	18.7	6.9	93	2497	21.5	7.4	107	1761	19.8	5.2	99
MAGAZINE IMPERATIVE		52846	5412	35.2	10.2	112	4483	35.8	8.5	114	3740	32.2	7.1	102	3204	36.1	6.1	115
OUTDOOR IMPERATIVE		52140	4295	28.0	8.2	90	3617	28.9	6.9	93	3387	29.1	6.5	94	2344	26.4	4.5	85
MAGAZINES-RADIO: DUAL		37081	4345	28.3	11.7	128	3101	24.8	8.4	112	2670	23.0	7.2	104	2400	27.0	6.5	122
MAGAZINE IMPERATIVE		49747	4416	28.8	8.9	97	3757	30.0	7.6	101	3538	30.4	7.1	103	2508	28.2	5.0	95
RADIO IMPERATIVE		49208	4142	27.0	8.4	92	3366	26.9	6.8	92	3239	27.9	6.6	95	2425	27.3	4.9	93
MAGAZINES-TELEVISION: DUAL		33103	3828	24.9	11.6	126	2995	23.9	9.0	121	2355	20.3	7.1	103	2261	25.5	6.8	129
MAGAZINE IMPERATIVE		54575	4845	31.6	8.9	97	3907	31.2	7.2	96	3859	33.2	7.1	102	2612	29.4	4.8	90
TELEVISION IMPERATIVE		53249	4530	29.5	8.5	93	3759	30.0	7.1	95	3503	30.1	6.6	95	2608	29.4	4.9	93
NEWSPAPERS-OUTDOOR: DUAL		36255	3420	22.3	9.4	103	2375	19.0	6.6	88	2440	21.0	6.7	97	1604	18.1	4.4	84
NEWSPAPER IMPERATIVE		55591	4698	30.6	8.5	92	3866	30.9	7.0	93	3329	28.6	6.0	86	3059	34.5	5.5	104
OUTDOOR IMPERATIVE		48319	4380	28.5	9.1	99	3791	30.3	7.8	105	3598	30.9	7.4	107	2587	29.1	5.4	101
NEWSPAPERS-RADIO: DUAL		37242	3788	24.7	10.2	111	2636	21.0	7.1	95	2271	19.5	6.1	88	2120	23.9	5.7	108
NEWSPAPER IMPERATIVE		54423	4209	27.4	7.7	84	3485	27.8	6.4	86	3471	29.9	6.4	92	2511	28.3	4.6	87
RADIO IMPERATIVE		46650	4626	30.1	9.9	108	3976	31.7	8.5	114	3649	31.4	7.8	113	2656	29.9	5.7	108
NEWSPAPERS-TELEVISION: DUAL		35974	3408	22.2	9.5	103	2654	21.2	7.4	99	2198	18.9	6.1	88	1989	22.4	5.5	104
NEWSPAPER IMPERATIVE		56095	4475	29.1	8.0	87	3441	27.5	6.1	82	3621	31.1	6.5	93	2653	29.9	4.7	89
TELEVISION IMPERATIVE		47170	4853	31.6	10.3	112	4028	32.2	8.5	114	3716	32.0	7.9	114	2800	31.5	5.9	112
OUTDOOR-RADIO: DUAL		33748	3311	21.6	9.8	107	2537	20.3	7.5	101	2430	20.9	7.2	104	1646	18.5	4.9	92
OUTDOOR IMPERATIVE		52785	4498	29.3	8.5	93	3637	29.0	6.9	92	3669	31.6	7.0	100	2576	29.0	4.9	92
RADIO IMPERATIVE		52882	5050	32.9	9.5	104	4092	32.7	7.7	104	3470	29.8	6.6	95	3194	36.0	6.0	114
OUTDOOR-TELEVISION: DUAL		32030	3592	23.4	11.2	122	2672	21.3	8.3	112	2511	21.6	7.8	113	1971	22.2	6.2	116
OUTDOOR IMPERATIVE		54626	4056	26.4	7.4	81	3450	27.5	6.3	85	3551	30.5	6.5	94	2270	25.6	4.2	78
TELEVISION IMPERATIVE		54874	5090	33.1	9.3	101	4422	35.3	8.1	108	3741	32.2	6.8	98	3105	35.0	5.7	107
RADIO-TELEVISION: DUAL		33386	3856	25.1	11.5	126	2768	22.1	8.3	111	2524	21.7	7.6	109	2018	22.7	6.0	114
RADIO IMPERATIVE		53810	4566	29.7	8.5	93	3702	29.5	6.9	92	3602	31.0	6.7	97	2786	31.4	5.2	98
TELEVISION IMPERATIVE		54023	4807	31.3	8.9	97	4160	33.2	7.7	103	3563	30.6	6.6	95	2941	33.1	5.4	103

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	TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS	167727	15356	100.0	9.2	100	12528	100.0	7.5	100	11627	100.0	6.9	100	8879	100.0	5.3	100
ATLANTIC MONTHLY	867	**56	0.4	6.5	71	**40	0.3	4.6	62	**27	0.2	3.1	45	**58	0.7	6.7	126
BARRON'S	1580	**55	0.4	3.5	38	**61	0.5	3.9	52	**105	0.9	6.6	96	**54	0.6	3.4	65
BETTER HOMES & GARDENS	22203	2449	15.9	11.0	120	2228	17.8	10.0	134	1946	16.7	8.8	126	1435	16.2	6.5	122
BON APPETIT	3810	270	1.8	7.1	77	*174	1.4	4.6	61	*239	2.1	6.3	90	*133	1.5	3.5	66
BUSINESS WEEK	4663	355	2.3	7.6	83	*250	2.0	5.4	72	*212	1.8	4.5	66	*195	2.2	4.2	79
CAR AND DRIVER	3102	*263	1.7	8.5	93	*147	1.2	4.7	63	*179	1.5	5.8	83	**156	1.8	5.0	95
CBS MAGAZINE NETWORK (GROSS)	7311	662	4.3	9.1	99	569	4.5	7.8	104	539	4.6	7.4	106	302	3.4	4.1	78
CHANGING TIMES	3400	339	2.2	10.0	109	*248	2.0	7.3	98	*255	2.2	7.5	108	*192	2.2	5.6	107
COLONIAL HOMES	1796	*205	1.3	11.4	125	*227	1.8	12.6	169	*179	1.5	10.0	144	*207	2.3	11.5	218
CONDE NAST MAG. PKG. (GROSS)	19924	2023	13.2	10.2	111	1559	12.4	7.8	105	1451	12.5	7.3	105	1338	15.1	6.7	127
CONSUMERS DIGEST	3125	403	2.6	12.9	141	*211	1.7	6.8	90	*178	1.5	5.7	82	*217	2.4	6.9	131
COSMOPOLITAN	10577	1082	7.0	10.2	112	843	6.7	8.0	107	740	6.4	7.0	101	702	7.9	6.6	125
COUNTRY LIVING	3746	386	2.5	10.3	113	*360	2.9	9.6	129	*244	2.1	6.5	94	*171	1.9	4.6	86
CUISINE	2214	*149	1.0	6.7	74	*132	1.1	6.0	80	**109	0.9	4.9	71	**79	0.9	3.6	67
CYCLE WORLD	2394	*274	1.8	11.4	125	*204	1.6	8.5	114	*257	2.2	10.7	155	**141	1.6	5.9	111
DCI:CREATIVE IDEAS FOR LIV	3068	356	2.3	11.6	127	*241	1.9	7.9	105	*266	2.3	8.7	125	*215	2.4	7.0	132
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	883	5.8	9.2	101	827	6.6	8.7	116	862	7.4	9.0	130	546	6.1	5.7	108
DISCOVER	2277	*196	1.3	8.6	94	**76	0.6	3.3	45	**130	1.1	5.7	82	*123	1.4	5.4	102
EBONY	7187	1231	8.0	17.1	187	948	7.6	13.2	177	747	6.4	10.4	150	628	7.1	8.7	165
ESQUIRE	2560	265	1.7	10.4	113	223	1.8	8.7	117	*280	2.4	10.9	158	*203	2.3	7.9	150
ESSENCE	3242	550	3.6	17.0	185	419	3.3	12.9	173	334	2.9	10.3	149	291	3.3	9.0	170
FAMILY CIRCLE	19639	2001	13.0	10.2	111	1623	13.0	8.3	111	1575	13.5	8.0	116	1397	15.7	7.1	134
THE FAMILY HANDYMAN	3540	480	3.1	13.6	148	315	2.5	8.9	119	269	2.3	7.6	110	*218	2.5	6.2	116
FAMILY WEEKLY	23924	2324	15.1	9.7	106	1563	12.5	6.5	87	1613	13.9	6.7	97	1273	14.3	5.3	101
FIELD & STREAM	9883	1212	7.9	12.3	134	914	7.3	9.2	124	716	6.2	7.2	105	578	6.5	5.8	110
FOOD & WINE	1030	*102	0.7	9.9	108	**92	0.7	8.9	120	**85	0.7	8.3	119	**90	1.0	8.7	165
FORBES	2679	*138	0.9	5.2	56	*148	1.2	5.5	74	*167	1.4	6.2	90	*124	1.4	4.6	87
FORTUNE	2931	*207	1.3	7.1	77	*192	1.5	6.6	88	*257	2.2	8.8	126	*92	1.0	3.1	59
GENTLEMEN'S QUARTERLY	3481	*303	2.0	8.7	95	*269	2.1	7.7	103	*291	2.5	8.4	121	*237	2.7	6.8	129
GLAMOUR	7163	669	4.4	9.3	102	574	4.6	8.0	107	561	4.8	7.8	113	517	5.8	7.2	136
GOLF DIGEST	2355	*204	1.3	8.7	95	*171	1.4	7.3	97	*146	1.3	6.2	89	**77	0.9	3.3	62
GOLF DIGEST/TENNIS (GROSS)	3610	296	1.9	8.2	90	243	1.9	6.7	90	*207	1.8	5.7	83	*126	1.4	3.5	66
GOLF MAGAZINE	2046	*157	1.0	7.7	84	*197	1.6	9.6	129	**106	0.9	5.2	75	**60	0.7	2.9	55
GOLF MAGAZINE/SKI (GROSS)	3547	293	1.9	8.3	90	301	2.4	8.5	114	*208	1.8	5.9	85	*131	1.5	3.7	70
GOOD HOUSEKEEPING	20353	1997	13.0	9.8	107	1808	14.4	8.9	119	1909	16.4	9.4	135	1140	12.8	5.6	106
HARPER'S BAZAAR	3362	408	2.7	12.1	133	292	2.3	8.7	116	315	2.7	9.4	135	*289	3.3	8.6	162
HEALTH	2987	390	2.5	13.1	143	*207	1.7	6.9	93	*252	2.2	8.4	122	*167	1.9	5.6	106
HEARST MAG CORP. BUY (GROSS)	67928	6983	45.5	10.3	112	5762	46.0	8.5	114	5593	48.1	8.2	119	4194	47.2	6.2	117
HEARST MAN POWER (GROSS)	11282	1125	7.3	10.0	109	775	6.2	6.9	92	798	6.9	7.1	102	562	6.3	5.0	94
HEARST WOMAN POWER (GROSS)	40514	4130	26.9	10.2	111	3482	27.8	8.6	115	3431	29.5	8.5	122	2473	27.9	6.1	115
HOUSE BEAUTIFUL	4885	544	3.5	11.1	122	476	3.8	9.7	130	450	3.9	9.2	133	352	4.0	7.2	136
INC.	1308	**67	0.4	5.1	56	**59	0.5	4.5	60	**87	0.7	6.7	96	**52	0.6	4.0	75
JET	6498	1111	7.2	17.1	187	904	7.2	13.9	186	668	5.7	10.3	148	535	6.0	8.2	156
LADIES' HOME JOURNAL	14797	1826	11.9	12.3	135	1468	11.7	9.9	133	1481	12.7	10.0	144	1007	11.3	6.8	129
LHJ FAMILY GRP COMBO(GROSS)	21743	2694	17.5	12.4	135	2063	16.5	9.5	127	2131	18.3	9.8	141	1479	16.7	6.8	128
LIFE	9881	1044	6.8	10.6	115	847	6.8	8.6	115	723	6.2	7.3	106	480	5.4	4.9	92
L.A. TIMES HOME MAGAZINE	2775	*224	1.5	8.1	88	*143	1.1	5.2	69	**137	1.2	4.9	71	**67	0.8	2.4	46
MADEMOISELLE	4219	520	3.4	12.3	135	363	2.9	8.6	115	*284	2.4	6.7	97	*265	3.0	6.3	119
MC CALL'S	16422	2001	13.0	12.2	133	1712	13.7	10.4	140	1694	14.6	10.3	149	1044	11.8	6.4	120
MC CALL'S/MRK MOTHER (GROSS)	17919	2216	14.4	12.4	135	1862	14.9	10.4	139	1881	16.2	10.5	151	1175	13.2	6.6	124
MECHANIX ILLUSTRATED	4433	523	3.4	11.8	129	364	2.9	8.2	110	355	3.1	8.0	116	*219	2.5	4.9	93
METROPOLITAN HOME	1504	*166	1.1	11.0	121	**139	1.1	9.2	124	**84	0.7	5.6	81	**128	1.4	8.5	161
MONEY	4723	447	2.9	9.5	103	232	1.9	4.9	66	308	2.6	6.5	94	*235	2.6	5.0	94
MOTHER EARTH NEWS	2325	*209	1.4	9.0	98	*196	1.6	8.4	113	*197	1.7	8.5	122	**94	1.1	4.0	76
MS.	1189	*124	0.8	10.4	114	**126	1.0	10.6	142	**110	0.9	9.3	133	**109	1.2	9.2	173
NATIONAL ENQUIRER	18892	2477	16.1	13.1	143	1675	13.4	8.9	119	1708	14.7	9.0	130	1225	13.8	6.5	122
NATIONAL GEOGRAPHIC	22129	2086	13.6	9.4	103	1510	12.1	6.8	91	1353	11.6	6.1	88	1049	11.8	4.7	90
NATIONAL SUNDAY MAGAZINE PKG	103750	9140	59.5	8.8	96	7020	56.0	6.8	91	6801	58.5	6.6	95	5100	57.4	4.9	93
NATURAL HISTORY	1379	**112	0.7	8.1	89	**106	0.8	7.7	103	**106	0.9	7.7	111	**47	0.5	3.4	64
NEW WOMAN	2289	*189	1.2	8.3	90	*158	1.3	6.9	92	*186	1.6	8.1	117	**102	1.1	4.5	84
NEW YORK INCLUDING CUE	1088	**62	0.4	5.7	62	**69	0.6	6.3	85	**53	0.5	4.9	70	**55	0.6	5.1	95
THE NEW YORKER	2459	*167	1.1	6.8	74	229	1.8	9.3	125	*165	1.4	6.7	97	**98	1.1	4.0	75
NEWSWEEK	16527	1431	9.3	8.7	95	1195	9.5	7.2	97	1039	8.9	6.3	91	730	8.2	4.4	83
THE N.Y. TIMES DAILY EDITION	2739	*133	0.9	4.9	53	*139	1.1	5.1	68	**35	0.3	1.3	18	*155	1.7	5.7	107
THE N.Y. TIMES MAGAZINE	4443	215	1.4	4.8	53	*230	1.8	5.2	69	**66	0.6	1.5	21	*206	2.3	4.6	88
OMNI	2799	*200	1.3	7.1	78	**148	1.2	5.3	71	*219	1.9	7.8	113	*141	1.6	5.0	95
ON CABLE	2209	*229	1.5	10.4	113	*213	1.7	9.6	129	*167	1.4	7.6	109	*160	1.8	7.2	137
1001 HOME IDEAS	3959	479	3.1	12.1	132	387	3.1	9.8	131	397	3.4	10.0	145	304	3.4	7.7	145
ORGANIC GARDENING	3111	419	2.7	13.5	147	*216	1.7	6.9	93	299	2.6	9.6	139	*184	2.1	5.9	112
OUTDOOR LIFE	5024	514	3.3	10.2	112	438	3.5	8.7	117	308	2.6	6.1	88	258	2.9	5.1	97
PARADE MAGAZINE	51292	4659	30.3	9.1	99	3620	28.9	7.1	94	3290	28.3	6.4	93	2614	29.4	5.1	96

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS	167727	15356	100.0	9.2	100	12528	100.0	7.5	100	11627	100.0	6.9	100	8879	100.0	5.3	100
PARENTS	5298	737	4.8	13.9	152	598	4.8	11.3	151	469	4.0	8.9	128	378	4.3	7.1	135
PENTHOUSE	5129	478	3.1	9.3	102	349	2.8	6.8	91	346	3.0	6.7	97	275	3.1	5.4	101
PEOPLE	21070	1808	11.8	8.6	94	1453	11.6	6.9	92	1473	12.7	7.0	101	979	11.0	4.6	88
PLAYBOY	10562	985	6.4	9.3	102	745	5.9	7.1	94	703	6.0	6.7	96	600	6.8	5.7	107
POPULAR HOT RODDING	2490	*234	1.5	9.4	102	*233	1.9	9.3	125	*227	2.0	9.1	131	**119	1.3	4.8	90
POPULAR MECHANICS	5887	615	4.0	10.4	114	388	3.1	6.6	88	430	3.7	7.3	105	*281	3.2	4.8	90
POPULAR SCIENCE	4317	365	2.4	8.5	92	349	2.8	8.1	108	309	2.7	7.2	103	243	2.7	5.6	106
PREVENTION	5792	531	3.5	9.2	100	421	3.4	7.3	97	420	3.6	7.3	105	*203	2.3	3.5	66
PSYCHOLOGY TODAY	3284	284	1.8	8.6	94	*233	1.9	7.1	95	*182	1.6	5.5	80	*151	1.7	4.6	87
READER'S DIGEST	40046	4205	27.4	10.5	115	3254	26.0	8.1	109	2988	25.7	7.5	108	2189	24.7	5.5	103
REDBOOK	9584	1051	6.8	11.0	120	832	6.6	8.7	116	781	6.7	8.1	118	632	7.1	6.6	125
ROAD & TRACK	2590	*139	0.9	5.4	59	**153	1.2	5.9	79	**120	1.0	4.6	67	**57	0.6	2.2	42
ROLLING STONE	3302	287	1.9	8.7	95	*228	1.8	6.9	92	*246	2.1	7.5	107	*190	2.1	5.8	109
RUNNER'S WORLD	1229	**70	0.5	5.7	62	**79	0.6	6.4	86	**56	0.5	4.6	66	**69	0.8	5.6	106
SATURDAY EVENING POST	2110	*185	1.2	8.8	96	*159	1.3	7.5	101	*144	1.2	6.8	98	*110	1.2	5.2	98
SCIENCE 84	1543	**131	0.9	8.5	93	**90	0.7	5.8	78	**37	0.3	2.4	35	**49	0.6	3.2	60
SCIENCE DIGEST	1747	**114	0.7	6.5	71	**109	0.9	6.2	84	*127	1.1	7.3	105	**94	1.1	5.4	102
SCIENTIFIC AMERICAN	1994	**119	0.8	6.0	65	**90	0.7	4.5	60	**70	0.6	3.5	51	**88	1.0	4.4	83
SELF	3119	364	2.4	11.7	127	*254	2.0	8.1	109	272	2.3	8.7	126	*202	2.3	6.5	122
SEVENTEEN	3923	388	2.5	9.9	108	392	3.1	10.0	134	365	3.1	9.3	134	*348	3.9	8.9	168
SKI	1501	**136	0.9	9.1	99	**104	0.8	6.9	93	**102	0.9	6.8	98	**71	0.8	4.7	89
SMITHSONIAN	5976	384	2.5	6.4	70	371	3.0	6.2	83	377	3.2	6.3	91	260	2.9	4.4	82
SOAP OPERA DIGEST	4228	592	3.9	14.0	153	501	4.0	11.8	159	554	4.8	13.1	189	378	4.3	8.9	169
SOUTHERN LIVING	6488	527	3.4	8.1	89	586	4.7	9.0	121	596	5.1	9.2	133	331	3.7	5.1	96
SPORT	3500	416	2.7	11.9	130	380	3.0	10.9	145	302	2.6	8.6	124	*217	2.4	6.2	117
THE SPORTING NEWS	2456	290	1.9	11.8	129	*215	1.7	8.8	117	*187	1.6	7.6	110	*196	2.2	8.0	151
SPORTS AFIELD	3648	396	2.6	10.9	119	*278	2.2	7.6	102	*241	2.1	6.6	95	*188	2.1	5.2	97
SPORTS ILLUSTRATED	14484	1274	8.3	8.8	96	1009	8.1	7.0	93	928	8.0	6.4	92	863	9.7	6.0	113
STAR	12661	1693	11.0	13.4	146	1179	9.4	9.3	125	1277	11.0	10.1	145	972	10.9	7.7	145
SUNDAY	52799	4340	28.3	8.2	90	3189	25.5	6.0	81	2976	25.6	5.6	81	2482	28.0	4.7	89
SUNSET	3513	*215	1.4	6.1	67	*193	1.5	5.5	74	*223	1.9	6.3	92	**120	1.4	3.4	65
TV GUIDE	42766	4464	29.1	10.4	114	3338	26.6	7.8	104	3237	27.8	7.6	109	2612	29.4	6.1	115
TENNIS	1254	**92	0.6	7.3	80	**72	0.6	5.7	77	**61	0.5	4.9	70	**49	0.6	3.9	74
TIME	22054	1917	12.5	8.7	95	1460	11.7	6.6	89	1323	11.4	6.0	87	1072	12.1	4.9	92
TOWN & COUNTRY	1555	**125	0.8	8.0	88	**108	0.9	6.9	93	**91	0.8	5.9	84	**96	1.1	6.2	117
TRAVEL & LEISURE	2173	*141	0.9	6.5	71	*147	1.2	6.8	91	**134	1.2	6.2	89	*139	1.6	6.4	121
TRUE STORY	4636	806	5.2	17.4	190	594	4.7	12.8	172	553	4.8	11.9	172	499	5.6	10.8	203
U.S.NEWS & WORLD REPORT	10353	806	5.2	7.8	85	798	6.4	7.7	103	643	5.5	6.2	90	397	4.5	3.8	72
USA TODAY	4994	360	2.3	7.2	79	331	2.6	6.6	89	303	2.6	6.1	88	*180	2.0	3.6	68
US	3528	367	2.4	10.4	114	*274	2.2	7.8	104	385	3.3	10.9	157	*188	2.1	5.3	101
VOGUE	5424	469	3.1	8.6	94	369	2.9	6.8	91	334	2.9	6.2	89	353	4.0	6.5	123
WALL STREET JOURNAL	6292	373	2.4	5.9	65	373	3.0	5.9	79	388	3.3	6.2	89	242	2.7	3.8	73
WEIGHT WATCHERS	2762	278	1.8	10.1	110	241	1.9	8.7	117	229	2.0	8.3	120	*152	1.7	5.5	104
WOMAN'S DAY	16320	1755	11.4	10.8	117	1459	11.6	8.9	120	1421	12.2	8.7	126	1075	12.1	6.6	124
WORKING MOTHER	1496	*215	1.4	14.4	157	*151	1.2	10.1	135	*187	1.6	12.5	180	*131	1.5	8.8	165
WORKING WOMAN	1851	*222	1.4	12.0	131	*211	1.7	11.4	153	*171	1.5	9.2	133	*164	1.8	8.9	167
WORLD TENNIS	580	**46	0.3	7.9	87	**73	0.6	12.6	169	**55	0.5	9.5	137	**33	0.4	5.7	107
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1038	6.8	8.4	91	771	6.2	6.2	83	843	7.3	6.8	98	643	7.2	5.2	98
BLAIR INSERTS	91671	7877	51.3	8.6	94	6076	48.5	6.6	89	5904	50.8	6.4	93	4559	51.3	5.0	94
DAILY NEWSPAPERS																	
READ ANY	109190	9627	62.7	8.8	96	7491	59.8	6.9	92	7110	61.2	6.5	94	5562	62.6	5.1	96
READ ONE	89587	7734	50.4	8.6	94	6202	49.5	6.9	93	5842	50.2	6.5	94	4596	51.8	5.1	97
READ TWO OR MORE	19602	1893	12.3	9.7	105	1289	10.3	6.6	88	1269	10.9	6.5	93	966	10.9	4.9	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9612	62.6	8.8	96	7407	59.1	6.8	90	7134	61.4	6.5	94	5516	62.1	5.0	95
READ ONE	95074	8281	53.9	8.7	95	6548	52.3	6.9	92	6241	53.7	6.6	95	4821	54.3	5.1	96
READ TWO OR MORE	14588	1330	8.7	9.1	100	859	6.9	5.9	79	894	7.7	6.1	88	694	7.8	4.8	90
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.20				28.10				29.29				26.68			
30 DAY REACH	149706	13701	89.2	9.2	100	10975	87.6	7.3	98	10213	87.8	6.8	98	7707	86.8	5.1	97
50 SHWG - 30 DAY AV FREQ	15.16	14.77				14.76				15.19				13.98			
30 DAY REACH	142406	13131	85.5	9.2	101	10485	83.7	7.4	99	9872	84.9	6.9	100	7370	83.0	5.2	98
25 SHWG - 30 DAY AV FREQ	8.23	8.00				7.99				8.12				7.54			
30 DAY REACH	131152	12135	79.0	9.3	101	9682	77.3	7.4	99	9220	79.3	7.0	101	6794	76.5	5.2	98
CABLE TV: HOME WIRED	66879	6015	39.2	9.0	98	4324	34.5	6.5	87	4507	38.8	6.7	97	3100	34.9	4.6	88
HOME NOT WIRED	100848	9342	60.8	9.3	101	8204	65.5	8.1	109	7120	61.2	7.1	102	5779	65.1	5.7	108
HAVE PAY CABLE	35024	3647	23.7	10.4	114	2344	18.7	6.7	90	2369	20.4	6.8	98	1770	19.9	5.1	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS	167727	15356	100.0	9.2	100	12528	100.0	7.5	100	11627	100.0	6.9	100	8879	100.0	5.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	9094	59.2	9.5	104	6867	54.8	7.2	96	6585	56.6	6.9	99	5173	58.3	5.4	102
10:00 AM - 3:00 PM	63599	6310	41.1	9.9	108	5042	40.2	7.9	106	4246	36.5	6.7	96	3585	40.4	5.6	106
3:00 PM - 7:00 PM	72097	6838	44.5	9.5	104	5346	42.7	7.4	99	4868	41.9	6.8	97	3842	43.3	5.3	101
7:00 PM - MIDNIGHT	36670	3237	21.1	8.8	96	2584	20.6	7.0	94	2361	20.3	6.4	93	1972	22.2	5.4	102
MIDNIGHT - 6:00 AM	21908	2064	13.4	9.4	103	1565	12.5	7.1	96	1516	13.0	6.9	100	1273	14.3	5.8	110
6:00 AM - MIDNIGHT	127571	11829	77.0	9.3	101	9499	75.8	7.4	100	8777	75.5	6.9	99	6990	78.7	5.5	104
ENTIRE DAY	129239	11988	78.1	9.3	101	9602	76.6	7.4	99	8885	76.4	6.9	99	7057	79.5	5.5	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3452	22.5	10.2	111	2682	21.4	7.9	106	2411	20.7	7.1	102	1840	20.7	5.4	102
ALL NEWS	6062	456	3.0	7.5	82	432	3.4	7.1	95	266	2.3	4.4	63	335	3.8	5.5	104
AOR/PROGRESSIVE	11884	910	5.9	7.7	84	674	5.4	5.7	76	659	5.7	5.5	80	638	7.2	5.4	101
BEAUTIFUL MUSIC	11180	1006	6.6	9.0	98	749	6.0	6.7	90	524	4.5	4.7	68	547	6.2	4.9	92
BLACK	4538	874	5.7	19.3	210	625	5.0	13.8	184	517	4.4	11.4	164	498	5.6	11.0	207
CLASSICAL	3857	338	2.2	8.8	96	*193	1.5	5.0	67	*223	1.9	5.8	83	*138	1.6	3.6	68
CHR/ROCK	21946	1974	12.9	9.0	98	1683	13.4	7.7	103	1617	13.9	7.4	106	1231	13.9	5.6	106
COUNTRY	27262	2462	16.0	9.0	99	2088	16.7	7.7	103	2162	18.6	7.9	114	1419	16.0	5.2	98
GOLDEN OLDIES	3339	343	2.2	10.3	112	*273	2.2	8.2	109	*159	1.4	4.8	69	*229	2.6	6.9	130
MOR/NOSTALGIA	10346	720	4.7	7.0	76	616	4.9	6.0	80	590	5.1	5.7	82	407	4.6	3.9	74
NEWS/TALK	8929	650	4.2	7.3	80	644	5.1	7.2	97	528	4.5	5.9	85	458	5.2	5.1	97
RELIGIOUS	5488	590	3.8	10.8	117	438	3.5	8.0	107	315	2.7	5.7	83	380	4.3	6.9	131
SOFT ROCK	1232	**114	0.7	9.3	101	**81	0.6	6.6	88	**87	0.7	7.1	102	**50	0.6	4.1	77
URBAN CONTEMPORARY	3184	437	2.8	13.7	150	316	2.5	9.9	133	*255	2.2	8.0	116	284	3.2	8.9	168
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	769	5.0	11.1	122	630	5.0	9.1	122	583	5.0	8.4	122	386	4.3	5.6	106
ABC DIRECTION	5212	441	2.9	8.5	92	461	3.7	8.8	118	389	3.3	7.5	108	361	4.1	6.9	131
ABC ENTERTAINMENT	10385	713	4.6	6.9	75	787	6.3	7.6	101	752	6.5	7.2	104	588	6.6	5.7	107
ABC FM	4762	445	2.9	9.3	102	373	3.0	7.8	105	*351	3.0	7.4	106	*293	3.3	6.2	116
ABC INFORMATION	11339	915	6.0	8.1	88	756	6.0	6.7	89	746	6.4	6.6	95	616	6.9	5.4	103
ABC ROCK	4878	430	2.8	8.8	96	325	2.6	6.7	89	*300	2.6	6.2	89	*305	3.4	6.3	118
CBS	10709	1003	6.5	9.4	102	887	7.1	8.3	111	750	6.5	7.0	101	616	6.9	5.8	109
MUTUAL	10251	919	6.0	9.0	98	941	7.5	9.2	123	708	6.1	6.9	100	571	6.4	5.6	105
NBC	12243	1140	7.4	9.3	102	821	6.6	6.7	90	562	4.8	4.6	66	675	7.6	5.5	104
RADIORADIO	4606	491	3.2	10.7	116	339	2.7	7.4	99	361	3.1	7.8	113	*255	2.9	5.5	105
RKO ONE	5148	494	3.2	9.6	105	432	3.4	8.4	112	479	4.1	9.3	134	343	3.9	6.7	126
RKO TWO	7313	605	3.9	8.3	90	510	4.1	7.0	93	430	3.7	5.9	85	366	4.1	5.0	95
THE SOURCE	5981	510	3.3	8.5	93	353	2.8	5.9	79	290	2.5	4.8	70	387	4.4	6.5	122
NON-WIRED : BLAIR	19329	1605	10.5	8.3	91	1510	12.1	7.8	105	1427	12.3	7.4	107	1019	11.5	5.3	100
INTERNET	27139	2509	16.3	9.2	101	2176	17.4	8.0	107	1897	16.3	7.0	101	1471	16.6	5.4	102
KATZ RADIO GROUP	36319	2987	19.5	8.2	90	2395	19.1	6.6	88	2144	18.4	5.9	85	1702	19.2	4.7	89
SUPERNET	22361	2179	14.2	9.7	106	1528	12.2	6.8	91	1517	13.0	6.8	98	1268	14.3	5.7	107
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1589	10.3	10.9	119	1255	10.0	8.6	116	1202	10.3	8.3	119	961	10.8	6.6	125
MKDAY 9:00 AM - 1:00 PM	18688	2148	14.0	11.5	126	1801	14.4	9.6	129	1502	12.9	8.0	116	1178	13.3	6.3	119
MKDAY 1:00 PM - 4:30 PM	24061	2701	17.6	11.2	123	2320	18.5	9.6	129	1902	16.4	7.9	114	1471	16.6	6.1	115
MKDAY 4:30 PM - 7:30 PM	44079	4359	28.4	9.9	108	3417	27.3	7.8	104	2909	25.0	6.6	95	2575	29.0	5.8	110
MKDAY 7:30 PM - 8:00 PM	61979	5911	38.5	9.5	104	4892	39.0	7.9	106	4154	35.7	6.7	97	3470	39.1	5.6	106
MKDAY 11:00 PM - 11:30 PM	49084	4656	30.3	9.5	104	3939	31.4	8.0	107	3722	32.0	7.6	109	2605	29.3	5.3	100
MKDAY 11:30 PM - 1:00 AM	16560	1629	10.6	9.8	107	1382	11.0	8.3	112	1257	10.8	7.6	109	860	9.7	5.2	98
M-SAT 8-11 PM+SUN 7-11 PM	66967	6367	41.5	9.5	104	5114	40.8	7.6	102	4694	40.4	7.0	101	3680	41.4	5.5	104
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1206	7.9	13.0	142	1025	8.2	11.1	148	806	6.9	8.7	125	595	6.7	6.4	121
ANOTHER WORLD N	6138	769	5.0	12.5	137	767	6.1	12.5	167	546	4.7	8.9	128	363	4.1	5.9	112
AS THE WORLD TURNS C	7707	739	4.8	9.6	105	666	5.3	8.6	116	637	5.5	8.3	119	411	4.6	5.3	101
CAPITOL C	4688	581	3.8	12.4	135	508	4.1	10.8	145	376	3.2	8.0	116	283	3.2	6.0	114
CBS MORN. NEWS 1 C	2792	254	1.7	9.1	99	229	1.8	8.2	110	208	1.8	7.4	107	165	1.9	5.9	112
CBS MORN. NEWS 2 C	2071	179	1.2	8.6	94	147	1.2	7.1	95	126	1.1	6.1	88	110	1.2	5.3	100
DAYS OF OUR LIVES N	8018	954	6.2	11.9	130	804	6.4	10.0	134	744	6.4	9.3	134	539	6.1	6.7	127
FACTS OF LIFE - DAYTIME N	3487	451	2.9	12.9	141	373	3.0	10.7	143	264	2.3	7.6	109	153	1.7	4.4	83
FAMILY FEUD A	4817	683	4.4	14.2	155	431	3.4	8.9	120	377	3.2	7.8	113	280	3.2	5.8	110
GENERAL HOSPITAL A	8333	925	6.0	11.1	121	831	6.6	10.0	134	651	5.6	7.8	113	553	6.2	6.6	125
GOOD MORNING, AMERICA-730 A	5472	553	3.6	10.1	110	526	4.2	9.6	129	565	4.9	10.3	149	332	3.7	6.1	115
GOOD MORNING, AMERICA-830 A	3965	441	2.9	11.1	121	338	2.7	8.5	114	345	3.0	8.7	126	230	2.6	5.8	110
GUIDING LIGHT C	7542	818	5.3	10.8	118	615	4.9	8.2	109	572	4.9	7.6	109	426	4.8	5.6	107
ONE LIFE TO LIVE A	6018	768	5.0	12.8	139	631	5.0	10.5	140	513	4.4	8.5	123	388	4.4	6.4	122
PRESS YOUR LUCK C	3589	454	3.0	12.6	138	350	2.8	9.8	131	324	2.8	9.0	130	229	2.6	6.4	121
PRICE IS RIGHT 1 C	7418	861	5.6	11.6	127	721	5.8	9.7	130	556	4.8	7.5	108	350	3.9	4.7	89
PRICE IS RIGHT 2 C	8276	995	6.5	12.0	131	845	6.7	10.2	137	680	5.8	8.2	119	514	5.8	6.2	117
RYAN'S HOPE A	4358	676	4.4	15.5	169	527	4.2	12.1	162	416	3.6	9.5	138	254	2.9	5.8	110
SALE OF THE CENTURY N	3749	459	3.0	12.2	134	473	3.8	12.6	169	368	3.2	9.8	142	237	2.7	6.3	119
SEARCH FOR TOMORROW N	2884	370	2.4	12.8	140	347	2.8	12.0	161	244	2.1	8.5	122	227	2.6	7.9	149
TODAY SHOW 1 N	4869	480	3.1	9.9	108	393	3.1	8.1	108	282	2.4	5.8	84	341	3.8	7.0	132
TODAY SHOW 2 N	4135	351	2.3	8.5	93	378	3.0	9.1	122	299	2.6	7.2	104	248	2.8	6.0	113
$25,000 PYRAMID C	4361	500	3.3	11.5	125	358	2.9	8.2	110	401	3.4	9.2	133	350	3.9	8.0	152
WHEEL OF FORTUNE N	6187	723	4.7	11.7	128	592	4.7	9.6	128	598	5.1	9.7	139	458	5.2	7.4	140
YOUNG AND THE RESTLESS C	8186	925	6.0	11.3	123	712	5.7	8.7	116	677	5.8	8.3	119	442	5.0	5.4	102
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	390	2.5	8.3	90	310	2.5	6.6	88	345	3.0	7.3	105	200	2.3	4.2	80
NBA PLAYOFF GAME -1 C	5127	467	3.0	9.1	99	378	3.0	7.4	99	305	2.6	5.9	86	216	2.4	4.2	80
NBC MAJOR LEAGUE PRE-GAME N	3945	426	2.8	10.8	118	*316	2.5	8.0	107	*312	2.7	7.9	114	*316	3.6	8.0	151
SPORTSWORLD - SUN N	3370	390	2.5	11.6	126	193	1.5	5.7	77	227	2.0	6.7	97	*142	1.6	4.2	80
SUNDAY MORNING C	4200	411	2.7	9.8	107	337	2.7	8.0	107	255	2.2	6.1	88	302	3.4	7.2	136

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0239
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		TOTAL U.S.	ALMOND JOY A	B	C	D	BABY RUTH A	B	C	D	BUTTERFINGER A	B	C	D	HERSHEY - ALMOND A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS		167727	15356	100.0	9.2	100	12528	100.0	7.5	100	11627	100.0	6.9	100	8879	100.0	5.3	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4881	31.8	9.3	102	4100	32.7	7.8	105	3484	30.0	6.7	96	2957	33.3	5.7	107
NETWORK AFFILIATES - LATE		39164	3692	24.0	9.4	103	3097	24.7	7.9	106	3036	26.1	7.8	112	1996	22.5	5.1	96
INDEPENDENTS - LATE		5133	514	3.3	10.0	109	366	2.9	7.1	95	316	2.7	6.2	89	285	3.2	5.6	105
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2757	18.0	12.1	132	2042	16.3	8.9	120	1692	14.6	7.4	107	1354	15.2	5.9	112
ABC MONDAY NIGHT MOVIE	A	11258	1062	6.9	9.4	103	825	6.6	7.3	98	757	6.5	6.7	97	563	6.3	5.0	94
ABC SUNDAY NIGHT MOVIE	A	22600	2299	15.0	9.7	106	1856	14.8	7.9	105	1747	15.0	7.4	107	1264	14.2	5.4	101
ABC WORLD NEWS TONIGHT	A	12801	1256	8.2	9.8	107	982	7.8	7.7	103	802	6.9	6.3	90	720	8.1	5.6	106
AFTERMASH	C	10966	974	6.3	8.9	97	808	6.4	7.4	99	637	5.5	5.8	84	557	6.3	5.1	96
ALICE	C	17050	1734	11.3	10.2	111	1510	12.1	8.9	119	1269	10.9	7.4	107	958	10.8	5.6	106
AMERICAN PARADE	C	11998	1182	7.7	9.9	108	1019	8.1	8.5	114	854	7.3	7.1	103	756	8.5	6.3	119
BENSON	A	19258	1570	10.2	8.2	89	1276	10.2	6.6	89	1214	10.4	6.3	91	944	10.6	4.9	93
BLUE THUNDER	A	11478	947	6.2	8.3	90	804	6.4	7.0	94	678	5.8	5.9	85	558	6.3	4.9	92
CAGNEY & LACEY	C	18263	1717	11.2	9.4	103	1562	12.5	8.6	115	1419	12.2	7.8	112	989	11.1	5.4	102
CBS EVENING NEWS-DEAN	C	7733	723	4.7	9.3	102	530	4.2	6.9	92	429	3.7	5.5	80	377	4.2	4.9	92
CBS EVENING NEWS-RATHER	C	15653	1342	8.7	8.6	94	1181	9.4	7.5	101	1016	8.7	6.5	94	808	9.1	5.2	98
CBS SAT. NEWS-SCHIEFFER	C	8744	719	4.7	8.2	90	577	4.6	6.6	88	539	4.6	6.2	89	541	6.1	6.2	117
CBS SATURDAY NIGHT MOVIE	C	12000	1156	7.5	9.6	105	976	7.8	8.1	109	864	7.4	7.2	104	569	6.4	4.7	90
CBS WEDNESDAY NIGHT MOVIE	C	11522	1114	7.3	9.7	106	904	7.2	7.8	105	798	6.9	6.9	100	620	7.0	5.4	102
CHEERS	N	16818	1640	10.7	9.8	107	1053	8.4	6.3	84	1137	9.8	6.8	98	941	10.6	5.6	106
DALLAS	C	37510	3685	24.0	9.8	107	3204	25.6	8.5	114	2957	25.4	7.9	114	2285	25.7	6.1	115
DIFF'RENT STROKES	N	11258	1111	7.2	9.9	108	920	7.3	8.2	109	801	6.9	7.1	103	654	7.4	5.8	110
DOUBLE TROUBLE	N	12248	1308	8.5	10.7	117	1031	8.2	8.4	113	1013	8.7	8.3	119	798	9.0	6.5	123
DUCK FACTORY	N	11100	1034	6.7	9.3	102	747	6.0	6.7	90	790	6.8	7.1	103	684	7.7	6.2	116
DUKES OF HAZZARD	C	12353	1310	8.5	10.6	116	1040	8.3	8.4	113	885	7.6	7.2	103	567	6.4	4.6	87
DYNASTY	A	33279	3250	21.2	9.8	107	2726	21.8	8.2	110	2537	21.8	7.6	110	1752	19.7	5.3	99
FACTS OF LIFE	N	13410	1410	9.2	10.5	115	1091	8.7	8.1	109	1087	9.3	8.1	117	909	10.2	6.8	128
FALCON CREST	C	31093	3098	20.2	10.0	109	2650	21.2	8.5	114	2703	23.2	8.7	125	1892	21.3	6.1	115
FALL GUY	A	18649	1950	12.7	10.5	114	1529	12.2	8.2	110	1325	11.4	7.1	102	1002	11.3	5.4	101
FAMILY TIES	N	13101	1375	9.0	10.5	115	1013	8.1	7.7	104	956	8.2	7.3	105	807	9.1	6.2	116
FANTASY ISLAND	A	13069	1266	8.2	9.7	106	1063	8.5	8.1	109	840	7.2	6.4	93	832	9.4	6.4	120
FOULUPS,BLEEPS & BLUNDERS	A	16588	1308	8.5	7.9	86	1146	9.1	6.9	92	1061	9.1	6.4	92	795	9.0	4.8	91
FOUR SEASONS	C	9302	806	5.2	8.7	95	713	5.7	7.7	103	594	5.1	6.4	92	466	5.2	5.0	95
GIMME A BREAK	N	13955	1526	9.9	10.9	119	1176	9.4	8.4	113	1097	9.4	7.9	113	833	9.4	6.0	113
HART TO HART	A	15735	1469	9.6	9.3	102	1192	9.5	7.6	101	1071	9.2	6.8	98	846	9.5	5.4	102
HILL STREET BLUES	N	18257	1586	10.3	8.7	95	1093	8.7	6.0	80	1176	10.1	6.4	93	977	11.0	5.4	101
HOTEL	A	24236	2256	14.7	9.3	102	1851	14.8	7.6	102	1831	15.7	7.6	109	1225	13.8	5.1	95
JEFFERSONS	C	17010	1724	11.2	10.1	111	1531	12.2	9.0	121	1259	10.8	7.4	107	970	10.9	5.7	108
JENNIFER SLEPT HERE	N	9397	988	6.4	10.5	115	707	5.6	7.5	101	672	5.8	7.2	103	489	5.5	5.2	98
KATE & ALLIE	C	16762	1407	9.2	8.4	92	1189	9.5	7.1	95	1054	9.1	6.3	91	1009	11.4	6.0	114
KNIGHT RIDER	N	13164	1412	9.2	10.7	117	1206	9.6	9.2	123	1021	8.8	7.8	112	786	8.9	6.0	113
LOVE BOAT	A	20400	1892	12.3	9.3	101	1455	11.6	7.1	95	1327	11.4	6.5	94	1191	13.4	5.8	110
MAGNUM PI	C	22543	2074	13.5	9.2	100	1650	13.2	7.3	98	1566	13.5	6.9	100	1229	13.8	5.5	103
MAMA'S FAMILY	N	9852	1041	6.8	10.6	115	862	6.9	8.7	117	831	7.1	8.4	122	731	8.2	7.4	140
MASTER, THE	N	8082	744	4.8	9.2	101	577	4.6	7.1	96	521	4.5	6.4	93	417	4.7	5.2	97
MATT HOUSTON	A	12881	1275	8.3	9.9	108	1103	8.8	8.6	115	801	6.9	6.2	90	700	7.9	5.4	103
NBC MONDAY NIGHT MOVIE	N	23889	2408	15.7	10.1	110	1799	14.4	7.5	101	1770	15.2	7.4	107	1420	16.0	5.9	112
NBC NIGHTLY NEWS	N	11156	977	6.4	8.8	96	847	6.8	7.6	102	624	5.4	5.6	81	533	6.0	4.8	90
NBC NIGHTLY NEWS-SAT	N	7363	622	4.1	8.4	92	428	3.4	5.8	78	419	3.6	5.7	82	409	4.6	5.6	105
NBC NIGHTLY NEWS-SUN	N	6214	501	3.3	8.1	88	377	3.0	6.1	81	387	3.3	6.2	90	311	3.5	5.0	95
NBC SUNDAY NIGHT MOVIE	N	17590	1716	11.2	9.8	107	1535	12.3	8.7	117	1359	11.7	7.7	111	1055	11.9	6.0	113
NEWHART	C	16740	1503	9.8	9.0	98	1397	11.2	8.3	112	1140	9.8	6.8	98	988	11.1	5.9	111
ONE DAY AT A TIME	C	11820	1147	7.5	9.7	106	979	7.8	8.3	111	849	7.3	7.2	104	764	8.6	6.5	122
PEOPLE ARE FUNNY	N	9138	992	6.5	10.9	119	831	6.6	9.1	122	827	7.1	9.1	131	638	7.2	7.0	132
REAL PEOPLE	N	15979	1528	10.0	9.6	104	1173	9.4	7.3	98	1093	9.4	6.8	99	1011	11.4	6.3	120
REMINGTON STEELE	N	14395	1260	8.2	8.8	96	1021	8.1	7.1	95	976	8.4	6.8	98	813	9.2	5.6	107
RIPLEY'S BELIEVE IT - NOT	A	11362	1018	6.6	9.0	98	725	5.8	6.4	85	702	6.0	6.2	89	587	6.6	5.2	98
RIPTIDE	N	13920	1442	9.4	10.4	113	1155	9.2	8.3	111	992	8.5	7.1	103	896	10.1	6.4	122
SCARECROW & MRS. KING	C	17571	1606	10.5	9.1	100	1195	9.5	6.8	91	1104	9.5	6.3	91	1032	11.6	5.9	111
SIMON & SIMON	C	20208	2137	13.9	10.6	116	1557	12.4	7.7	103	1446	12.4	7.2	103	1003	11.3	5.0	94
60 MINUTES	C	27668	2407	15.7	8.7	95	1854	14.8	6.7	90	1777	15.3	6.4	93	1443	16.3	5.2	99
ST. ELSEWHERE	N	13699	1432	9.3	10.5	114	1084	8.7	7.9	106	1066	9.2	7.8	112	862	9.7	6.3	119
THREE'S COMPANY	A	20632	1873	12.2	9.1	99	1714	13.7	8.3	111	1595	13.7	7.7	112	1067	12.0	5.2	98
T.J. HOOKER	A	17136	1805	11.8	10.5	115	1396	11.1	8.1	109	1293	11.1	7.5	109	986	11.1	5.8	109
TONIGHT SHOW	N	4963	370	2.4	7.5	81	397	3.2	8.0	107	398	3.4	8.0	116	265	3.0	5.3	101
TRAPPER JOHN, M.D.	C	16332	1675	10.9	10.3	112	1298	10.4	7.9	106	1192	10.3	7.3	105	806	9.1	4.9	93
TV BLOOPERS & PRAC. JOKES	N	18881	1742	11.3	9.2	101	1270	10.1	6.7	90	1259	10.8	6.7	96	881	9.9	4.7	88
20/20	A	18315	1865	12.1	10.2	111	1598	12.8	8.7	117	1465	12.6	8.0	115	915	10.3	5.0	94
WEBSTER	A	18722	1595	10.4	8.5	93	1302	10.4	7.0	93	1269	10.9	6.8	98	973	11.0	5.2	98
WORLD NEWS - SUN	A	5327	475	3.1	8.9	97	362	2.9	6.8	91	340	2.9	6.4	92	294	3.3	5.5	104
YELLOW ROSE	N	8370	950	6.2	11.4	124	651	5.2	7.8	104	680	5.8	8.1	117	493	5.6	5.9	111
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2423	15.8	9.4	102	1673	13.4	6.5	87	1790	15.4	6.9	100	1310	14.8	5.1	96
BASKETBALL - COLLEGE GAMES		14468	1328	8.6	9.2	100	1024	8.2	7.1	95	1043	9.0	7.2	104	616	6.9	4.3	80
BASKETBALL - PRO GAMES		12124	1288	8.4	10.6	116	1033	8.2	8.5	114	984	8.5	8.1	117	740	8.3	6.1	115
BOWLING		9412	1227	8.0	13.0	142	736	5.9	7.8	105	733	6.3	7.8	112	600	6.8	6.4	120
BOXING		15409	2007	13.1	13.0	142	1231	9.8	8.0	107	1101	9.5	7.1	103	830	9.3	5.4	102
FOOTBALL - COLLEGE GAMES		21400	2273	14.8	10.6	116	1553	12.4	7.3	97	1664	14.3	7.8	112	1151	13.0	5.4	102
FOOTBALL - PRO GAMES		35944	3632	23.7	10.1	110	2649	21.1	7.4	99	2465	21.2	6.9	99	2020	22.8	5.6	106
GOLF		9759	849	5.5	8.7	95	571	4.6	5.9	78	*437	3.8	4.5	65	*536	6.0	5.5	104
POST-SEASON COLL. FOOTBALL		18123	1848	12.0	10.2	111	1228	9.8	6.8	91	1209	10.4	6.7	96	942	10.6	5.2	98
POST-SEASON PRO FOOTBALL		22091	2278	14.8	10.3	113	1585	12.7	7.2	96	1524	13.1	6.9	100	995	11.2	4.5	85
TENNIS		6764	675	4.4	10.0	109	*415	3.3	6.1	82	*384	3.3	5.7	82	436	4.9	6.4	122
WRESTLING - PROFESSIONAL		9695	1777	11.6	18.3	200	1047	8.4	10.8	145	1109	9.5	11.4	165	768	8.6	7.9	150

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0240
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	TOTAL U.S. '000	HERSHEY KISSES A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MINIATURES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19226	100.0	11.5	100	5824	100.0	3.5	100	8817	100.0	5.3	100	10581	100.0	6.3	100
MALES	79263	6810	35.4	8.6	75	2158	37.1	2.7	78	3758	42.6	4.7	90	3571	33.7	4.5	71
FEMALES	88464	12416	64.6	14.0	122	3666	62.9	4.1	119	5059	57.4	5.7	109	7010	66.3	7.9	126
18 - 24	28671	2882	15.0	10.1	88	985	16.9	3.4	99	1613	18.3	5.6	107	1548	14.6	5.4	86
25 - 34	39536	4798	25.0	12.1	106	1348	23.1	3.4	98	1748	19.8	4.4	84	2651	25.1	6.7	106
35 - 44	28978	3815	19.8	13.2	115	1233	21.2	4.3	123	1592	18.1	5.5	105	2152	20.3	7.4	118
45 - 54	22345	2716	14.1	12.2	106	969	16.6	4.3	125	1219	13.8	5.5	104	1499	14.2	6.7	106
55 - 64	22224	2942	15.3	13.2	115	705	12.1	3.2	91	1268	14.4	5.7	109	1628	15.4	7.3	116
65 OR OLDER	25973	2073	10.8	8.0	70	585	10.0	2.3	65	1378	15.6	5.3	101	1103	10.4	4.2	67
18 - 34	68207	7680	39.9	11.3	98	2333	40.1	3.4	99	3361	38.1	4.9	94	4198	39.7	6.2	98
18 - 49	108058	12906	67.1	11.9	104	4057	69.7	3.8	108	5675	64.4	5.3	100	7159	67.7	6.6	105
25 - 54	90859	11328	58.9	12.5	109	3549	60.9	3.9	112	4558	51.7	5.0	95	6302	59.6	6.9	110
35 - 49	39851	5226	27.2	13.1	114	1724	29.6	4.3	125	2314	26.2	5.8	110	2961	28.0	7.4	118
50 OR OLDER	59669	6320	32.9	10.6	92	1767	30.3	3.0	85	3142	35.6	5.3	100	3421	32.3	5.7	91
GRADUATED COLLEGE	28091	2783	14.5	9.9	86	683	11.7	2.4	70	1036	11.8	3.7	70	1428	13.5	5.1	81
ATTENDED COLLEGE	28938	3084	16.0	10.7	93	796	13.7	2.8	79	1180	13.4	4.1	78	1991	18.8	6.9	109
GRADUATED HIGH SCHOOL	65503	8101	42.1	12.4	108	2506	43.0	3.8	110	3732	42.3	5.7	108	4501	42.5	6.9	109
DID NOT GRADUATE HIGH SCHOOL	45195	5258	27.3	11.6	101	1839	31.6	4.1	117	2870	32.6	6.4	121	2661	25.1	5.9	93
EMPLOYED MALES	56429	4764	24.8	8.4	74	1575	27.0	2.8	80	2376	26.9	4.2	80	2431	23.0	4.3	68
EMPLOYED FEMALES	43971	5864	30.5	13.3	116	1668	28.6	3.8	109	2214	25.1	5.0	96	3507	33.1	8.0	126
EMPLOYED FULL-TIME	87773	9094	47.3	10.4	90	2812	48.3	3.2	92	3998	45.3	4.6	87	5157	48.7	5.9	93
EMPLOYED PART-TIME	12627	1534	8.0	12.1	106	*431	7.4	3.4	98	592	6.7	4.7	89	781	7.4	6.2	98
NOT EMPLOYED	67327	8598	44.7	12.8	111	2581	44.3	3.8	110	4226	47.9	6.3	119	4643	43.9	6.9	109
PROFESSIONAL/MANAGER	25845	2669	13.9	10.3	90	732	12.6	2.8	82	1184	13.4	4.6	87	1706	16.1	6.6	105
TECH/CLERICAL/SALES	30895	3314	17.2	10.7	94	846	14.5	2.7	79	1211	13.7	3.9	75	2034	19.2	6.6	104
PRECISION/CRAFT	12629	1295	6.7	10.3	89	*309	5.3	2.4	70	*475	5.4	3.8	72	554	5.2	4.4	70
OTHER EMPLOYED	31031	3350	17.4	10.8	94	1357	23.3	4.4	126	1720	19.5	5.5	105	1644	15.5	5.3	84
SINGLE	35557	3206	16.7	9.0	79	979	16.8	2.8	79	1503	17.0	4.2	80	1733	16.4	4.9	77
MARRIED	103585	13023	67.7	12.6	110	3967	68.1	3.8	110	5867	66.5	5.7	108	7323	69.2	7.1	112
DIVORCED/SEPARATED/WIDOWED	28585	2997	15.6	10.5	91	878	15.1	3.1	88	1447	16.4	5.1	96	1525	14.4	5.3	85
PARENTS	59295	8628	44.9	14.6	127	2770	47.6	4.7	135	3707	42.0	6.3	119	4820	45.6	8.1	129
WHITE	146081	16757	87.2	11.5	100	4954	85.1	3.4	98	7457	84.6	5.1	97	9491	89.7	6.5	103
BLACK	17974	2078	10.8	11.6	101	801	13.8	4.5	128	1177	13.3	6.5	125	935	8.8	5.2	82
OTHER	3672	**391	2.0	10.6	93	**69	1.2	1.9	54	**183	2.1	5.0	95	**154	1.5	4.2	66
NORTHEAST-CENSUS	37005	4925	25.6	13.3	116	1196	20.5	3.2	93	1880	21.3	5.1	97	2156	20.4	5.8	92
NORTH CENTRAL	42642	4461	23.2	10.5	91	1465	25.2	3.4	99	2271	25.8	5.3	101	2950	27.9	6.9	110
SOUTH	56777	6959	36.2	12.3	107	2149	36.9	3.8	109	3301	37.4	5.8	111	3397	32.1	6.0	95
WEST	31303	2881	15.0	9.2	80	1014	17.4	3.2	93	1364	15.5	4.4	83	2078	19.6	6.6	105
NORTHEAST-MKTG.	38125	4726	24.6	12.4	108	1161	19.9	3.0	88	1750	19.8	4.6	87	2206	20.8	5.8	92
EAST CENTRAL	24794	3007	15.6	12.1	106	854	14.7	3.4	99	1395	15.8	5.6	107	1631	15.4	6.6	104
WEST CENTRAL	28511	2841	14.8	10.0	87	1093	18.8	3.8	110	1593	18.1	5.6	106	2033	19.2	7.1	113
SOUTH	48953	6212	32.3	12.7	111	1868	32.1	3.8	110	2867	32.5	5.9	111	3025	28.6	6.2	98
PACIFIC	27344	2441	12.7	8.9	78	847	14.5	3.1	89	1212	13.7	4.4	84	1685	15.9	6.2	98
COUNTY SIZE A	69301	7852	40.8	11.3	99	1989	34.2	2.9	83	3156	35.8	4.6	87	4339	41.0	6.3	99
COUNTY SIZE B	50633	6237	32.4	12.3	107	2003	34.4	4.0	114	2858	32.4	5.6	107	3154	29.8	6.2	99
COUNTY SIZE C	26259	3229	16.8	12.3	107	928	15.9	3.5	102	1426	16.2	5.4	103	1787	16.9	6.8	108
COUNTY SIZE D	21534	1907	9.9	8.9	77	904	15.5	4.2	121	1377	15.6	6.4	122	1301	12.3	6.0	96
METRO CENTRAL CITY	50014	6061	31.5	12.1	106	1676	28.8	3.4	97	2618	29.7	5.2	100	3133	29.6	6.3	99
METRO SUBURBAN	76832	8794	45.7	11.4	100	2339	40.2	3.0	88	3558	40.4	4.6	88	4653	44.0	6.1	96
NON METRO	40881	4371	22.7	10.7	93	1809	31.1	4.4	127	2642	30.0	6.5	123	2795	26.4	6.8	108
TOP 5 ADI'S	39550	4959	25.8	12.5	109	1340	23.0	3.4	98	2098	23.8	5.3	101	2713	25.6	6.9	109
TOP 10 ADI'S	54877	6226	32.4	11.3	99	1602	27.5	2.9	84	2491	28.3	4.5	86	3323	31.4	6.1	96
TOP 20 ADI'S	77516	8620	44.8	11.1	97	2171	37.3	2.8	81	3610	40.9	4.7	89	4722	44.6	6.1	97
HSHLD INC. $50,000 OR MORE	17257	2106	11.0	12.2	106	*547	9.4	3.2	91	740	8.4	4.3	82	1264	11.9	7.3	116
$40,000 OR MORE	33235	3665	19.1	11.0	96	926	15.9	2.8	80	1400	15.9	4.2	80	1969	18.6	5.9	94
$30,000 OR MORE	59693	6664	34.7	11.2	97	1706	29.3	2.9	82	2676	30.4	4.5	85	3870	36.6	6.5	103
$25,000 OR MORE	76275	8425	43.8	11.0	96	2198	37.7	2.9	83	3361	38.1	4.4	84	4755	44.9	6.2	99
$20,000 - $24,999	18607	2251	11.7	12.1	106	*654	11.2	3.5	101	938	10.6	5.0	96	1372	13.0	7.4	117
$15,000 - $19,999	17175	2107	11.0	12.3	107	746	12.8	4.3	125	989	11.2	5.8	110	1141	10.8	6.6	105
$10,000 - $14,999	24569	3021	15.7	12.3	107	1097	18.8	4.5	129	1408	16.0	5.7	109	1621	15.3	6.6	105
UNDER $10,000	31101	3422	17.8	11.0	96	1130	19.4	3.6	105	2121	24.1	6.8	130	1692	16.0	5.4	86
HOUSEHOLD OF 1 PERSON	19441	1361	7.1	7.0	61	365	6.3	1.9	54	667	7.6	3.4	65	709	6.7	3.6	58
2 PEOPLE	51803	5391	28.0	10.4	91	1618	27.8	3.1	90	2381	27.0	4.6	87	2904	27.4	5.6	89
3 OR 4 PEOPLE	66933	8430	43.8	12.6	110	2301	39.5	3.4	99	3851	43.7	5.8	109	4808	45.4	7.2	114
5 OR MORE PEOPLE	29550	4045	21.0	13.7	119	1540	26.4	5.2	150	1917	21.7	6.5	123	2160	20.4	7.3	116
NO CHILD IN HSHLD	96587	9363	48.7	9.7	85	2543	43.7	2.6	76	4363	49.5	4.5	86	5065	47.9	5.2	83
CHILD(REN) UNDER 2 YRS	10844	1468	7.6	13.5	118	*484	8.3	4.5	129	723	8.2	6.7	127	829	7.8	7.6	121
2 - 5 YEARS	26358	3804	19.8	14.4	126	1161	19.9	4.4	127	1718	19.5	6.5	124	2236	21.1	8.5	134
6 - 11 YEARS	30453	4355	22.7	14.3	125	1513	26.0	5.0	143	2131	24.2	7.0	133	2566	24.3	8.4	134
12 - 17 YEARS	36575	5017	26.1	13.7	120	1919	32.9	5.2	151	2320	26.3	6.3	121	2750	26.0	7.5	119
RESIDENCE OWNED	117770	13329	69.3	11.3	99	4082	70.1	3.5	100	6336	71.9	5.4	102	7820	73.9	6.6	105
VALUE: $50,000 OR MORE	70166	7843	40.8	11.2	98	2078	35.7	3.0	85	3493	39.6	5.0	95	4738	44.8	6.8	107
VALUE: UNDER $50,000	47604	5486	28.5	11.5	101	2005	34.4	4.2	121	2843	32.2	6.0	114	3083	29.1	6.5	103

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

		TOTAL U.S. '000	HERSHEY KISSES A '000	HERSHEY KISSES B % DOWN	HERSHEY KISSES C % ACROSS	HERSHEY KISSES D INDX	HERSHEY KRACKLE A '000	HERSHEY KRACKLE B % DOWN	HERSHEY KRACKLE C % ACROSS	HERSHEY KRACKLE D INDX	HERSHEY MILK CHOCOLATE A '000	HERSHEY MILK CHOCOLATE B % DOWN	HERSHEY MILK CHOCOLATE C % ACROSS	HERSHEY MILK CHOCOLATE D INDX	HERSHEY MINIATURES A '000	HERSHEY MINIATURES B % DOWN	HERSHEY MINIATURES C % ACROSS	HERSHEY MINIATURES D INDX
TOTAL ADULTS		167727	19226	100.0	11.5	100	5824	100.0	3.5	100	8817	100.0	5.3	100	10581	100.0	6.3	100
MAGAZINES	QUINTILE 1	34022	4665	24.3	13.7	120	1240	21.3	3.6	105	1983	22.5	5.8	111	2324	22.0	6.8	108
	QUINTILE 2	34800	4223	22.0	12.1	106	1177	20.2	3.4	97	1674	19.0	4.8	92	2609	24.7	7.5	119
	QUINTILE 3	30514	3164	16.5	10.4	90	822	14.1	2.7	78	1370	15.5	4.5	85	1871	17.7	6.1	97
	QUINTILE 4	33324	3622	18.8	10.9	95	1249	21.4	3.7	108	1827	20.7	5.5	104	1921	18.2	5.8	91
	QUINTILE 5	35066	3552	18.5	10.1	88	1336	22.9	3.8	110	1963	22.3	5.6	106	1855	17.5	5.3	84
NEWSPAPERS	QUINTILE 1	29107	3347	17.4	11.5	100	949	16.3	3.3	94	1608	18.2	5.5	105	2165	20.5	7.4	118
	QUINTILE 2	49095	5782	30.1	11.8	103	1350	23.2	2.7	79	2029	23.0	4.1	79	3023	28.6	6.2	98
	QUINTILE 3	23107	2754	14.3	11.9	104	741	12.7	3.2	92	1229	13.9	5.3	101	1481	14.0	6.4	102
	QUINTILE 4	33556	3887	20.2	11.6	101	1217	20.9	3.6	104	1806	20.5	5.4	102	1957	18.5	5.8	92
	QUINTILE 5	32863	3456	18.0	10.5	92	1566	26.9	4.8	137	2145	24.3	6.5	124	1956	18.5	6.0	94
OUTDOOR	QUINTILE 1	33431	3903	20.3	11.7	102	1318	22.6	3.9	114	2083	23.6	6.2	119	2215	20.9	6.6	105
	QUINTILE 2	33478	3650	19.0	10.9	95	1057	18.1	3.2	91	1327	15.1	4.0	75	2133	20.2	6.4	101
	QUINTILE 3	33574	3849	20.0	11.5	100	1308	22.5	3.9	112	1691	19.2	5.0	96	2023	19.1	6.0	96
	QUINTILE 4	33935	4179	21.7	12.3	107	1077	18.5	3.2	91	1909	21.7	5.6	107	2254	21.3	6.6	105
	QUINTILE 5	33310	3646	19.0	10.9	95	1064	18.3	3.2	92	1808	20.5	5.4	103	1956	18.5	5.9	93
RADIO-DRIVE TIME	QUINTILE 1	33136	3924	20.4	11.8	103	1141	19.6	3.4	99	1669	18.9	5.0	96	2187	20.7	6.6	105
	QUINTILE 2	31658	3669	19.1	11.6	101	1030	17.7	3.3	94	1665	18.9	5.3	100	2241	21.2	7.1	112
	QUINTILE 3	32541	3763	19.6	11.6	101	1254	21.5	3.9	111	1826	20.7	5.6	107	2159	20.4	6.6	105
	QUINTILE 4	34247	4116	21.4	12.0	105	1178	20.2	3.4	99	1779	20.2	5.2	99	2119	20.0	6.2	98
	QUINTILE 5	36144	3755	19.5	10.4	91	1221	21.0	3.4	97	1878	21.3	5.2	99	1875	17.7	5.2	82
RADIO-MID-DAY	TERCILE 1	45037	5299	27.6	11.8	103	1326	22.8	2.9	85	2213	25.1	4.9	93	3066	29.0	6.8	108
	TERCILE 2	44819	5323	27.7	11.9	104	1735	29.8	3.9	111	2188	24.8	4.9	93	3064	29.0	6.8	108
	TERCILE 3	77872	8603	44.7	11.0	96	2762	47.4	3.5	102	4416	50.1	5.7	108	4451	42.1	5.7	91
RADIO-TOTAL	QUINTILE 1	33763	4239	22.0	12.6	110	1125	19.3	3.3	96	1630	18.5	4.8	92	2409	22.8	7.1	113
	QUINTILE 2	33240	3850	20.0	11.6	101	1287	22.1	3.9	112	1857	21.1	5.6	106	2141	20.2	6.4	102
	QUINTILE 3	33408	3661	19.0	11.0	96	959	16.5	2.9	83	1654	18.8	5.0	94	2139	20.2	6.4	101
	QUINTILE 4	34792	4049	21.1	11.6	102	1431	24.6	4.1	118	2002	22.7	5.8	109	2099	19.8	6.0	96
	QUINTILE 5	32524	3427	17.8	10.5	92	1022	17.5	3.1	90	1674	19.0	5.1	98	1793	16.9	5.5	87
TV-PRIME TIME	QUINTILE 1	33090	4098	21.3	12.4	108	1331	22.9	4.0	116	1962	22.3	5.9	113	2200	20.8	6.6	105
	QUINTILE 2	33357	4378	22.8	13.1	114	1116	19.2	3.3	96	1916	21.7	5.7	109	2123	20.1	6.4	101
	QUINTILE 3	33980	3788	19.7	11.1	97	1155	19.8	3.4	98	1615	18.3	4.8	90	2215	20.9	6.5	103
	QUINTILE 4	33854	3622	18.8	10.7	93	993	17.1	2.9	84	1646	18.7	4.9	92	2163	20.4	6.4	101
	QUINTILE 5	33444	3341	17.4	10.0	87	1228	21.1	3.7	106	1678	19.0	5.0	95	1879	17.8	5.6	89
TV-DAYTIME	TERCILE 1	49121	6308	32.8	12.8	112	1752	30.1	3.6	103	3063	34.7	6.2	119	3064	29.0	6.2	99
	TERCILE 2	48823	5597	29.1	11.5	100	1925	33.1	3.9	114	2428	27.5	5.0	95	3421	32.3	7.0	111
	TERCILE 3	69782	7321	38.1	10.5	92	2146	36.8	3.1	89	3327	37.7	4.8	91	4096	38.7	5.9	93
TV-TOTAL	QUINTILE 1	33584	4483	23.3	13.3	116	1202	20.6	3.6	103	2268	25.7	6.8	128	1905	18.0	5.7	90
	QUINTILE 2	33441	3752	19.5	11.2	98	1252	21.5	3.7	108	1702	19.3	5.1	97	2138	20.2	6.4	101
	QUINTILE 3	33505	3762	19.6	11.2	98	1066	18.3	3.2	92	1604	18.2	4.8	91	2260	21.4	6.7	107
	QUINTILE 4	33466	3623	18.8	10.8	94	1117	19.2	3.3	96	1552	17.6	4.6	88	1997	18.9	6.0	95
	QUINTILE 5	33731	3606	18.8	10.7	93	1187	20.4	3.5	101	1691	19.2	5.0	95	2281	21.6	6.8	107
MAGAZINES-NEWSPAPERS: DUAL		44503	5739	29.9	12.9	113	1354	23.2	3.0	88	2219	25.2	5.0	95	3044	28.8	6.8	108
MAGAZINE IMPERATIVE		39363	4829	25.1	12.3	107	1597	27.4	4.1	117	2249	25.5	5.7	109	2795	26.4	7.1	113
NEWSPAPER IMPERATIVE		46441	4948	25.7	10.7	93	1312	22.5	2.8	81	2154	24.4	4.6	88	2900	27.4	6.2	99
MAGAZINES-OUTDOOR: DUAL		33726	3888	20.2	11.5	101	1121	19.2	3.3	96	1655	18.8	4.9	93	2271	21.5	6.7	107
MAGAZINE IMPERATIVE		52846	6780	35.3	12.8	112	1730	29.7	3.3	94	2742	31.1	5.2	99	3688	34.9	7.0	111
OUTDOOR IMPERATIVE		52140	5573	29.0	10.7	93	1974	33.9	3.8	109	2597	29.5	5.0	95	2864	27.1	5.5	87
MAGAZINES-RADIO: DUAL		37081	4824	25.1	13.0	113	1487	25.5	4.0	115	2105	23.9	5.7	108	2766	26.1	7.5	118
MAGAZINE IMPERATIVE		49747	5938	30.9	11.9	104	1487	25.5	3.0	86	2376	26.9	4.8	91	3246	30.7	6.5	103
RADIO IMPERATIVE		49208	5133	26.7	10.4	91	1531	26.3	3.1	90	2343	26.6	4.8	91	2939	27.8	6.0	95
MAGAZINES-TELEVISION: DUAL		33103	4390	22.8	13.3	116	1058	18.2	3.2	92	1591	18.0	4.8	91	2186	20.7	6.6	105
MAGAZINE IMPERATIVE		54575	6350	33.0	11.6	102	1835	31.5	3.4	97	2748	31.2	5.0	96	3836	36.3	7.0	111
TELEVISION IMPERATIVE		53249	5694	29.6	10.7	93	1896	32.6	3.6	103	3164	35.9	5.9	113	2977	28.1	5.6	89
NEWSPAPERS-OUTDOOR: DUAL		36255	4062	21.1	11.2	98	1250	21.5	3.4	99	1735	19.7	4.8	91	2269	21.4	6.3	99
NEWSPAPER IMPERATIVE		55591	6694	34.8	12.0	105	1521	26.1	2.7	79	2612	29.6	4.7	89	3682	34.8	6.6	105
OUTDOOR IMPERATIVE		48310	5552	28.9	11.5	100	1971	33.8	4.1	117	2606	29.6	5.4	103	3020	28.5	6.3	99
NEWSPAPERS-RADIO: DUAL		37242	4647	24.2	12.5	109	1368	23.5	3.7	106	1852	21.0	5.0	95	2748	26.0	7.4	117
NEWSPAPER IMPERATIVE		54423	6048	31.5	11.1	97	1398	24.0	2.6	74	2517	28.5	4.6	88	3265	30.9	6.0	95
RADIO IMPERATIVE		46650	5260	27.4	11.3	98	1688	29.0	3.6	104	2483	28.2	5.3	101	2894	27.4	6.2	98
NEWSPAPERS-TELEVISION: DUAL		35974	4440	23.1	12.3	108	1139	19.6	3.2	91	1721	19.5	4.8	91	2271	21.5	6.3	100
NEWSPAPER IMPERATIVE		56095	6346	33.0	11.3	99	1555	26.7	2.8	80	2553	29.0	4.6	87	3818	36.1	6.8	108
TELEVISION IMPERATIVE		47170	5566	29.0	11.8	103	1936	33.2	4.1	118	3059	34.8	6.5	124	2788	26.3	5.9	94
OUTDOOR-RADIO: DUAL		33748	3850	20.0	11.4	100	1211	20.8	3.6	103	1623	18.4	4.8	91	2395	22.6	7.1	112
OUTDOOR IMPERATIVE		52785	5897	30.7	11.2	97	1982	34.0	3.8	108	2791	31.7	5.3	101	3039	28.7	5.8	91
RADIO IMPERATIVE		52882	6336	33.0	12.0	105	1691	29.0	3.2	92	2832	32.1	5.4	102	3488	33.0	6.6	105
OUTDOOR-TELEVISION: DUAL		32030	3974	20.7	12.4	108	1343	23.1	4.2	121	1940	22.0	6.1	115	2046	19.3	6.4	101
OUTDOOR IMPERATIVE		54626	5812	30.2	10.6	93	1722	29.6	3.2	91	2464	27.9	4.5	86	3464	32.7	6.3	101
TELEVISION IMPERATIVE		54874	6594	34.3	12.0	105	1826	31.4	3.3	96	3073	34.9	5.6	107	3347	31.6	6.1	97
RADIO-TELEVISION: DUAL		33366	4467	23.2	13.4	117	1218	20.9	3.6	105	1813	20.6	5.4	103	2322	21.9	7.0	110
RADIO IMPERATIVE		53810	5741	29.9	10.7	93	1779	30.5	3.3	95	2616	29.7	4.9	92	3564	33.7	6.6	105
TELEVISION IMPERATIVE		54023	6044	31.4	11.2	98	1890	32.5	3.5	101	3199	36.3	5.9	113	3160	29.9	5.8	93

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0242
P-22

	TOTAL U.S. '000	HERSHEY KISSES A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MINIATURES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19226	100.0	11.5	100	5824	100.0	3.5	100	8817	100.0	5.3	100	10581	100.0	6.3	100
ATLANTIC MONTHLY	867	**67	0.3	7.7	67	**19	0.3	2.2	63	**37	0.4	4.3	81	**29	0.3	3.3	53
BARRON'S	1580	**148	0.8	9.4	82	**55	0.9	3.5	100	**61	0.7	3.9	73	**89	0.8	5.6	89
BETTER HOMES & GARDENS	22203	3311	17.2	14.9	130	869	14.9	3.9	113	1233	14.0	5.6	106	1865	17.6	8.4	133
BON APPETIT	3810	401	2.1	10.5	92	*125	2.1	3.3	94	*232	2.6	6.1	116	317	3.0	8.3	132
BUSINESS WEEK	4663	389	2.0	8.3	73	**76	1.3	1.6	47	*232	2.6	5.0	95	*205	1.9	4.4	70
CAR AND DRIVER	3102	311	1.6	10.0	87	**160	2.7	5.2	149	*255	2.9	8.2	156	**95	0.9	3.1	49
CBS MAGAZINE NETWORK (GROSS)	7311	900	4.7	12.3	107	*361	6.2	4.9	142	485	5.5	6.6	126	*345	3.3	4.7	75
CHANGING TIMES	3400	455	2.4	13.4	117	**93	1.6	2.7	79	*203	2.3	6.0	114	*219	2.1	6.4	102
COLONIAL HOMES	1796	322	1.7	17.9	156	**135	2.3	7.5	216	**138	1.6	7.7	146	*210	2.0	11.7	185
CONDE NAST MAG. PKG. (GROSS)	19924	2762	14.4	13.9	121	784	13.5	3.9	113	1101	12.5	5.5	105	1675	15.8	8.4	133
CONSUMERS DIGEST	3125	513	2.7	16.4	143	**71	1.2	2.3	65	*146	1.7	4.7	89	*177	1.7	5.7	90
COSMOPOLITAN	10577	1578	8.2	14.9	130	505	8.7	4.8	138	616	7.0	5.8	111	866	8.2	8.2	130
COUNTRY LIVING	3746	621	3.2	16.6	145	**129	2.2	3.4	99	**124	1.4	3.3	63	264	2.5	7.0	112
CUISINE	2214	*264	1.4	11.9	104	**92	1.6	4.2	120	*185	2.1	8.4	159	*185	1.7	8.4	132
CYCLE WORLD	2394	*233	1.2	9.7	85	**119	2.0	5.0	143	**178	2.0	7.4	141	**128	1.2	5.3	85
DCI:CREATIVE IDEAS FOR LIV	3068	533	2.8	17.4	152	**129	2.2	4.2	121	*188	2.1	6.1	117	328	3.1	10.7	169
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1459	7.6	15.3	133	*332	5.7	3.5	100	465	5.3	4.9	93	685	6.5	7.2	114
DISCOVER	2277	*238	1.2	10.5	91	**81	1.4	3.6	102	**119	1.3	5.2	99	*114	1.1	5.0	79
EBONY	7187	853	4.4	11.9	104	292	5.0	4.1	117	411	4.7	5.7	109	433	4.1	6.0	96
ESQUIRE	2560	290	1.5	11.3	99	**114	2.0	4.5	128	*160	1.8	6.3	119	*147	1.4	5.7	91
ESSENCE	3242	458	2.4	14.1	123	*165	2.8	5.1	147	*208	2.4	6.4	122	*163	1.5	5.0	80
FAMILY CIRCLE	19639	3196	16.6	16.3	142	713	12.2	3.6	105	1101	12.5	5.6	107	1817	17.2	9.3	147
THE FAMILY HANDYMAN	3540	439	2.3	12.4	108	**124	2.1	3.5	101	*250	2.8	7.1	134	306	2.9	8.6	137
FAMILY WEEKLY	23924	2823	14.7	11.8	103	770	13.2	3.2	93	1119	12.7	4.7	89	1741	16.5	7.3	115
FIELD & STREAM	9883	1090	5.7	11.0	96	332	5.7	3.4	97	524	5.9	5.3	101	576	5.4	5.8	92
FOOD & WINE	1030	*127	0.7	12.3	108	**46	0.8	4.5	129	**94	1.1	9.1	174	**63	0.6	6.1	97
FORBES	2679	221	1.1	8.2	72	**53	0.9	2.0	57	**92	1.0	3.4	65	**77	0.7	2.9	46
FORTUNE	2931	284	1.5	9.7	85	**74	1.3	2.5	73	*134	1.5	4.6	87	**84	0.8	2.9	45
GENTLEMEN'S QUARTERLY	3481	354	1.8	10.2	89	**89	1.5	2.6	74	*210	2.4	6.0	115	*144	1.4	4.1	66
GLAMOUR	7163	1054	5.5	14.7	128	*308	5.3	4.3	124	451	5.1	6.3	120	707	6.7	9.9	156
GOLF DIGEST	2355	321	1.7	13.6	119	**64	1.1	2.7	78	**117	1.3	5.0	95	*151	1.4	6.4	102
GOLF DIGEST/TENNIS (GROSS)	3610	432	2.2	12.0	104	**112	1.9	3.1	89	*155	1.8	4.3	82	*201	1.9	5.6	88
GOLF MAGAZINE	2046	*245	1.3	12.0	104	**86	1.5	4.2	121	**144	1.6	7.0	134	*151	1.4	7.4	117
GOLF MAGAZINE/SKI (GROSS)	3547	439	2.3	12.4	108	**117	2.0	3.3	95	*233	2.6	6.6	125	*260	2.5	7.3	116
GOOD HOUSEKEEPING	20353	3233	16.8	15.9	139	775	13.3	3.8	110	1074	12.2	5.3	100	1830	17.3	9.0	143
HARPER'S BAZAAR	3362	508	2.6	15.1	132	*164	2.8	4.9	140	*231	2.6	6.9	131	*301	2.8	9.0	142
HEALTH	2987	394	2.0	13.2	115	**141	2.4	4.7	136	*196	2.2	6.6	125	*305	2.9	10.2	162
HEARST MAG CORP. BUY (GROSS)	67928	9876	51.4	14.5	127	2838	48.7	4.2	120	3775	42.8	5.6	106	5505	52.0	8.1	128
HEARST MAN POWER (GROSS)	11282	1030	5.4	9.1	80	335	5.8	3.0	86	530	6.0	4.7	89	747	7.1	6.6	105
HEARST WOMAN POWER (GROSS)	40514	6317	32.9	15.6	136	1826	31.4	4.5	130	2360	26.8	5.8	111	3584	33.9	8.8	140
HOUSE BEAUTIFUL	4885	809	4.2	16.6	144	*201	3.5	4.1	118	300	3.4	6.1	117	283	2.7	5.8	92
INC.	1308	**116	0.6	8.9	77	**57	1.0	4.4	126	**74	0.8	5.7	108	**42	0.4	3.2	51
JET	6498	728	3.8	11.2	98	282	4.8	4.3	125	390	4.4	6.0	114	352	3.3	5.4	86
LADIES' HOME JOURNAL	14797	2540	13.2	17.2	150	696	12.0	4.7	135	981	11.1	6.6	126	1315	12.4	8.9	141
LHJ FAMILY GRP COMBO(GROSS)	21743	3484	18.1	16.0	140	995	17.1	4.6	132	1384	15.7	6.4	121	1910	18.1	8.8	139
LIFE	9881	1275	6.6	12.9	113	291	5.0	2.9	85	499	5.7	5.1	96	541	5.1	5.5	87
L.A. TIMES HOME MAGAZINE	2775	*248	1.3	8.9	78	**45	0.8	1.6	47	**126	1.4	4.5	86	*212	2.0	7.6	121
MADEMOISELLE	4219	570	3.0	13.5	118	*210	3.6	5.0	143	*250	2.8	5.9	113	383	3.6	9.1	144
MC CALL'S	16422	2728	14.2	16.6	145	808	13.9	4.9	142	1131	12.8	6.9	131	1613	15.2	9.8	156
MC CALL'S/WRK MOTHER (GROSS)	17919	3069	16.0	17.1	149	919	15.8	5.1	148	1256	14.2	7.0	133	1785	16.9	10.0	158
MECHANIX ILLUSTRATED	4433	383	2.0	8.6	75	**71	1.2	1.6	46	*230	2.6	5.2	99	*273	2.6	6.2	98
METROPOLITAN HOME	1504	*188	1.0	12.5	109	**58	1.0	3.9	111	**71	0.8	4.7	90	**89	0.8	5.9	94
MONEY	4723	512	2.7	10.8	95	*123	2.1	2.6	75	281	3.2	5.9	113	250	2.4	5.3	84
MOTHER EARTH NEWS	2325	*271	1.4	11.7	102	**121	2.1	5.2	150	**149	1.7	6.4	122	*204	1.9	8.8	139
MS.	1189	*171	0.9	14.4	125	**45	0.8	3.8	109	**84	1.0	7.1	134	**82	0.8	6.9	109
NATIONAL ENQUIRER	18892	2487	12.9	13.2	115	786	13.5	4.2	120	1210	13.7	6.4	122	1385	13.1	7.3	116
NATIONAL GEOGRAPHIC	22129	2443	12.7	11.0	96	774	13.3	3.5	101	1121	12.7	5.1	96	1427	13.5	6.4	102
NATIONAL SUNDAY MAGAZINE PKG	103750	12195	63.4	11.8	103	3174	54.5	3.1	88	4928	55.9	4.7	90	6715	63.5	6.5	103
NATURAL HISTORY	1379	*182	0.9	13.2	115	**22	0.4	1.6	46	**87	1.0	6.3	120	**95	0.9	6.9	109
NEW WOMAN	2289	404	2.1	17.6	154	**131	2.2	5.7	165	**137	1.6	6.0	114	*184	1.7	8.0	127
NEW YORK INCLUDING CUE	1088	**115	0.6	10.6	92	**23	0.4	2.1	61	**55	0.6	5.1	96	**75	0.7	6.9	109
THE NEW YORKER	2459	299	1.6	12.2	106	**60	1.0	2.4	70	*131	1.5	5.3	101	*144	1.4	5.9	93
NEWSWEEK	16527	1726	9.0	10.4	91	478	8.2	2.9	83	749	8.5	4.5	86	944	8.9	5.7	91
THE N.Y. TIMES DAILY EDITION	2739	303	1.6	11.1	97	**87	1.5	3.2	91	*101	1.1	3.7	70	*213	2.0	7.8	123
THE N.Y. TIMES MAGAZINE	4443	520	2.7	11.7	102	**114	2.0	2.6	74	*203	2.3	4.6	87	324	3.1	7.3	116
OMNI	2799	313	1.6	11.2	98	**115	2.0	4.1	118	*152	1.7	5.4	103	*150	1.4	5.4	85
ON CABLE	2209	318	1.7	14.4	126	**61	1.0	2.8	80	*82	0.9	3.7	71	**165	1.6	7.5	118
1001 HOME IDEAS	3959	551	2.9	13.9	121	**159	2.7	4.0	116	*206	2.3	5.2	99	*290	2.7	7.3	116
ORGANIC GARDENING	3111	337	1.8	10.8	95	**111	1.9	3.6	103	*159	1.8	5.1	97	*246	2.3	7.9	125
OUTDOOR LIFE	5024	519	2.7	10.3	90	*178	3.1	3.5	102	292	3.3	5.8	111	306	2.9	6.1	97
PARADE MAGAZINE	51292	6449	33.5	12.6	110	1657	28.5	3.2	93	2462	27.9	4.8	91	3223	30.5	6.3	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	HERSHEY KISSES A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MINIATURES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19226	100.0	11.5	100	5824	100.0	3.5	100	8817	100.0	5.3	100	10581	100.0	6.3	100
PARENTS	5298	895	4.7	16.9	147	*223	3.8	4.2	121	331	3.8	6.2	119	449	4.2	8.5	134
PENTHOUSE	5129	568	3.0	11.1	97	*152	2.6	3.0	85	301	3.4	5.9	112	*288	2.7	5.6	89
PEOPLE	21070	2725	14.2	12.9	113	675	11.6	3.2	92	1119	12.7	5.3	101	1495	14.1	7.1	112
PLAYBOY	10562	1086	5.6	10.3	90	299	5.1	2.8	82	569	6.5	5.4	102	583	5.5	5.5	87
POPULAR HOT RODDING	2498	279	1.5	11.2	97	**119	2.0	4.8	137	*243	2.8	9.7	185	*155	1.5	6.2	98
POPULAR MECHANICS	5887	556	2.9	9.4	82	**155	2.7	2.6	76	307	3.5	5.2	99	389	3.7	6.6	105
POPULAR SCIENCE	4317	477	2.5	11.0	96	**120	2.1	2.8	80	*222	2.5	5.1	98	*256	2.4	5.9	94
PREVENTION	5792	707	3.7	12.2	106	*204	3.5	3.5	101	349	4.0	6.0	115	314	3.0	5.4	86
PSYCHOLOGY TODAY	3284	471	2.4	14.3	125	**73	1.3	2.2	64	**90	1.0	2.7	52	*217	2.1	6.6	105
READER'S DIGEST	40046	5087	26.5	12.7	111	1385	23.8	3.5	100	2195	24.9	5.5	104	3178	30.0	7.9	126
REDBOOK	9584	1505	7.8	15.7	137	546	9.4	5.7	164	670	7.6	7.0	133	888	8.4	9.3	147
ROAD & TRACK	2590	*332	1.7	12.8	112	**178	3.1	6.9	198	*206	2.3	8.0	151	**162	1.5	6.3	99
ROLLING STONE	3302	487	2.5	14.7	129	**92	1.6	2.8	80	**156	1.8	4.7	90	*278	2.6	8.4	133
RUNNER'S WORLD	1229	**123	0.6	10.0	87	**53	0.9	4.3	124	**63	0.7	5.1	98	**64	0.6	5.2	83
SATURDAY EVENING POST	2110	323	1.7	15.3	134	**94	1.6	4.5	128	*143	1.6	6.8	129	*141	1.3	6.7	106
SCIENCE 84	1543	**120	0.6	7.8	68	**33	0.6	2.1	62	**55	0.6	3.6	68	**120	1.1	7.8	123
SCIENCE DIGEST	1747	**127	0.7	7.3	63	**34	0.6	1.9	56	**75	0.9	4.3	82	**84	0.8	4.8	76
SCIENTIFIC AMERICAN	1994	*141	0.7	7.1	62	**23	0.4	1.2	33	**56	0.6	2.8	53	**84	0.8	4.2	67
SELF	3119	464	2.4	14.9	130	**111	1.9	3.6	102	*134	1.5	4.3	82	*259	2.4	8.3	132
SEVENTEEN	3923	717	3.7	18.3	159	*248	4.3	6.3	182	*316	3.6	8.1	153	411	3.9	10.5	166
SKI	1501	*194	1.0	12.9	113	**31	0.5	2.1	59	**89	1.0	5.9	113	**109	1.0	7.3	115
SMITHSONIAN	5976	781	4.1	13.1	114	*147	2.5	2.5	71	325	3.7	5.4	103	464	4.4	7.8	123
SOAP OPERA DIGEST	4228	769	4.0	18.2	159	*281	4.8	6.6	191	356	4.0	8.4	160	381	3.6	9.0	143
SOUTHERN LIVING	6488	926	4.8	14.3	125	*203	3.5	3.1	90	*277	3.1	4.3	81	358	3.4	5.5	87
SPORT	3500	406	2.1	11.6	101	*144	2.5	4.1	118	*258	2.9	7.4	140	*220	2.1	6.3	100
THE SPORTING NEWS	2456	*264	1.4	10.7	94	**91	1.6	3.7	107	*133	1.5	5.4	103	*180	1.7	7.3	116
SPORTS AFIELD	3648	347	1.8	9.5	83	**146	2.5	4.0	115	*149	1.7	4.1	78	*273	2.6	7.5	119
SPORTS ILLUSTRATED	14484	1435	7.5	9.9	86	509	8.7	3.5	101	714	8.1	4.9	94	920	8.7	6.4	101
STAR	12661	1785	9.3	14.1	123	411	7.1	3.2	93	785	8.9	6.2	118	727	6.9	5.7	91
SUNDAY	52799	5811	30.2	11.0	96	1488	25.5	2.8	81	2411	27.3	4.6	87	3259	30.8	6.2	98
SUNSET	3513	399	2.1	11.4	99	**106	1.8	3.0	87	**154	1.7	4.4	83	*317	3.0	9.0	143
TV GUIDE	42766	5855	30.5	13.7	119	1772	30.4	4.1	119	2605	29.5	6.1	116	3261	30.8	7.6	121
TENNIS	1254	**110	0.6	8.8	77	**48	0.8	3.8	110	**38	0.4	3.0	58	**49	0.5	3.9	62
TIME	22054	2691	14.0	12.2	106	777	13.3	3.5	101	1107	12.6	5.0	95	1456	13.8	6.6	105
TOWN & COUNTRY	1555	*189	1.0	12.2	106	**36	0.6	2.3	67	**62	0.7	4.0	76	**93	0.9	6.0	95
TRAVEL & LEISURE	2173	245	1.3	11.3	98	**59	1.0	2.7	78	**133	1.5	6.1	116	*141	1.3	6.5	103
TRUE STORY	4636	784	4.1	16.9	148	*270	4.6	5.8	168	484	5.5	10.4	199	*321	3.0	6.9	110
U.S.NEWS & WORLD REPORT	10353	1204	6.3	11.6	101	*295	5.1	2.8	82	483	5.5	4.7	89	582	5.5	5.6	89
USA TODAY	4994	613	3.2	12.3	107	*134	2.3	2.7	77	*208	2.4	4.2	79	265	2.5	5.3	84
US	3528	615	3.2	17.4	152	**122	2.1	3.5	100	*198	2.2	5.6	107	*219	2.1	6.2	98
VOGUE	5424	673	3.5	12.4	108	*156	2.7	2.9	83	266	3.0	4.9	93	327	3.1	6.0	96
WALL STREET JOURNAL	6292	508	2.6	8.1	70	*103	1.8	1.6	47	223	2.5	3.5	67	284	2.7	4.5	72
WEIGHT WATCHERS	2762	406	2.1	14.7	128	**94	1.6	3.4	98	**117	1.3	4.2	81	277	2.6	10.0	159
WOMAN'S DAY	16320	2737	14.2	16.8	146	723	12.4	4.4	128	1033	11.7	6.3	120	1545	14.6	9.5	150
WORKING MOTHER	1496	*341	1.8	22.8	199	**111	1.9	7.4	214	**124	1.4	8.3	158	*172	1.6	11.5	182
WORKING WOMAN	1851	268	1.4	14.5	126	**128	2.2	6.9	199	*151	1.7	8.2	155	*170	1.6	9.2	146
WORLD TENNIS	580	**108	0.6	18.6	162	**25	0.4	4.3	124	**35	0.4	6.0	115	**12	0.1	2.1	33
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1287	6.7	10.4	90	484	8.3	3.9	112	748	8.5	6.0	115	581	5.5	4.7	74
BLAIR INSERTS	91671	10848	56.4	11.8	103	2845	48.8	3.1	89	4482	50.8	4.9	93	5976	56.5	6.5	103
DAILY NEWSPAPERS																	
READ ANY	109190	12583	65.4	11.5	101	3254	55.9	3.0	86	5248	59.5	4.8	91	6986	66.0	6.4	101
READ ONE	89587	10275	53.4	11.5	100	2698	46.3	3.0	87	4237	48.1	4.7	90	5617	53.1	6.3	99
READ TWO OR MORE	19602	2307	12.0	11.8	103	557	9.6	2.8	82	1011	11.5	5.2	98	1369	12.9	7.0	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	12892	67.1	11.8	103	3508	60.2	3.2	92	5337	60.5	4.9	93	7189	67.9	6.6	104
READ ONE	95074	11118	57.8	11.7	102	3040	52.2	3.2	92	4493	51.0	4.7	90	6070	57.4	6.4	101
READ TWO OR MORE	14588	1774	9.2	12.2	106	468	8.0	3.2	92	844	9.6	5.8	110	1119	10.6	7.7	122
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.34				32.68				31.68				30.68			
30 DAY REACH	149706	17094	88.9	11.4	100	5097	87.5	3.4	98	7785	88.3	5.2	99	9312	88.0	6.2	99
50 SHWG - 30 DAY AV FREQ	15.16	15.26				16.98				16.64				15.92			
30 DAY REACH	142406	16474	85.7	11.6	101	4926	84.6	3.5	100	7444	84.4	5.2	99	8996	85.0	6.3	100
25 SHWG - 30 DAY AV FREQ	8.23	8.24				8.95				8.99				8.49			
30 DAY REACH	131152	15236	79.2	11.6	101	4701	80.7	3.6	103	6898	78.2	5.3	100	8459	79.9	6.4	102
CABLE TV: HOME WIRED	66879	8073	42.0	12.1	105	2229	38.3	3.3	96	3397	38.5	5.1	97	4548	43.0	6.8	108
HOME NOT WIRED	100848	11153	58.0	11.1	96	3595	61.7	3.6	103	5420	61.5	5.4	102	6033	57.0	6.0	95
HAVE PAY CABLE	35024	4634	24.1	13.2	115	1277	21.9	3.6	105	1933	21.9	5.5	105	2635	24.9	7.5	119

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	HERSHEY KISSES A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MINIATURES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19226	100.0	11.5	100	5824	100.0	3.5	100	8817	100.0	5.3	100	10581	100.0	6.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	11192	58.2	11.7	102	3380	58.0	3.5	102	4882	55.4	5.1	97	6323	59.8	6.6	105
10:00 AM - 3:00 PM	63599	7550	39.3	11.9	104	2147	36.9	3.4	97	3156	35.8	5.0	94	4335	41.0	6.8	108
3:00 PM - 7:00 PM	72097	8110	42.2	11.2	98	2297	39.4	3.2	92	3768	42.7	5.2	99	4763	45.0	6.6	105
7:00 PM - MIDNIGHT	36670	4310	22.4	11.8	103	1258	21.6	3.4	99	1920	21.8	5.2	100	2382	22.5	6.5	103
MIDNIGHT - 6:00 AM	21908	2501	13.0	11.4	100	732	12.6	3.3	96	1164	13.2	5.3	101	1249	11.8	5.7	90
6:00 AM - MIDNIGHT	127571	14973	77.9	11.7	102	4582	78.7	3.6	103	6696	75.9	5.2	100	8357	79.0	6.6	104
ENTIRE DAY	129239	15109	78.6	11.7	102	4635	79.6	3.6	103	6758	76.6	5.2	99	8408	79.5	6.5	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4143	21.5	12.2	106	1234	21.2	3.6	104	1939	22.0	5.7	108	2371	22.4	7.0	111
ALL NEWS	6062	642	3.3	10.6	92	*107	1.8	1.8	51	268	3.0	4.4	84	409	3.9	6.7	107
AOR/PROGRESSIVE	11884	1090	5.7	9.2	80	376	6.5	3.2	91	485	5.5	4.1	78	667	6.3	5.6	89
BEAUTIFUL MUSIC	11180	1365	7.1	12.2	107	408	7.0	3.6	105	547	6.2	4.9	93	784	7.4	7.0	111
BLACK	4538	645	3.4	14.2	124	*281	4.8	6.2	178	421	4.8	9.3	176	426	4.0	9.4	149
CLASSICAL	3857	355	1.8	9.2	80	**85	1.5	2.2	63	*167	1.9	4.3	82	*194	1.8	5.0	80
CHR/ROCK	21946	2888	15.0	13.2	115	848	14.6	3.9	111	1184	13.4	5.4	103	1672	15.8	7.6	121
COUNTRY	27262	3389	17.6	12.4	108	1032	17.7	3.8	109	1512	17.1	5.5	106	1743	16.5	6.4	101
GOLDEN OLDIES	3339	360	1.9	10.8	94	**66	1.1	2.0	57	*200	2.3	6.0	114	**103	1.0	3.1	49
MOR/NOSTALGIA	10346	1064	5.5	10.3	90	*306	5.3	3.0	85	539	6.1	5.2	99	587	5.5	5.7	90
NEWS/TALK	8929	1014	5.3	11.4	99	277	4.8	3.1	89	455	5.2	5.1	97	547	5.2	6.1	97
RELIGIOUS	5488	555	2.9	10.1	88	*190	3.3	3.5	100	*328	3.7	6.0	114	382	3.6	7.0	110
SOFT ROCK	1232	**152	0.8	12.3	108	**65	1.1	5.3	152	**91	1.0	7.4	141	**40	0.4	3.2	51
URBAN CONTEMPORARY	3184	485	2.5	15.2	133	*197	3.4	6.2	178	*201	2.3	6.3	120	*223	2.1	7.0	111
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	994	5.2	14.4	125	*313	5.4	4.5	130	474	5.4	6.9	130	504	4.8	7.3	116
ABC DIRECTION	5212	778	4.0	14.9	130	*255	4.4	4.9	141	386	4.4	7.4	141	417	3.9	8.0	127
ABC ENTERTAINMENT	10385	1212	6.3	11.7	102	*356	6.1	3.4	99	613	7.0	5.9	112	735	6.9	7.1	112
ABC FM	4762	589	3.1	12.4	108	*236	4.1	5.0	143	*287	3.3	6.0	115	*275	2.6	5.8	92
ABC INFORMATION	11339	1406	7.3	12.4	108	450	7.7	4.0	114	676	7.7	6.0	113	863	8.2	7.6	121
ABC ROCK	4878	550	2.9	11.3	98	*165	2.8	3.4	97	*232	2.6	4.8	90	294	2.8	6.0	96
CBS	10709	1096	5.7	10.2	89	385	6.6	3.6	104	585	6.6	5.5	104	627	5.9	5.9	93
MUTUAL	10251	1143	5.9	11.2	97	352	6.0	3.4	99	663	7.5	6.5	123	835	7.9	8.1	129
NBC	12243	1370	7.1	11.2	98	379	6.5	3.1	89	626	7.1	5.1	97	780	7.4	6.4	101
RADIORADIO	4606	465	2.4	10.1	88	*135	2.3	2.9	84	*241	2.7	5.2	100	*259	2.4	5.6	89
RKO ONE	5148	646	3.4	12.5	109	*181	3.1	3.5	101	*225	2.6	4.4	83	379	3.6	7.4	117
RKO TWO	7313	727	3.8	9.9	87	*179	3.1	2.4	70	*315	3.6	4.3	82	458	4.3	6.3	99
THE SOURCE	5981	700	3.6	11.7	102	*246	4.2	4.1	118	*267	3.0	4.5	85	313	3.0	5.2	83
NON-WIRED : BLAIR	19329	2297	11.9	11.9	104	667	11.5	3.5	99	921	10.4	4.8	91	1251	11.8	6.5	103
INTERNET	27139	2879	15.0	10.6	93	1090	18.7	4.0	116	1265	14.3	4.7	89	1604	15.2	5.9	94
KATZ RADIO GROUP	36319	4032	21.0	11.1	97	1068	18.3	2.9	85	1823	20.7	5.0	95	2152	20.3	5.9	94
SUPERNET	22361	2706	14.1	12.1	106	831	14.3	3.7	107	1260	14.3	5.6	107	1807	17.1	8.1	128
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1848	9.6	12.7	111	575	9.9	4.0	114	1022	11.6	7.0	134	923	8.7	6.4	101
MKDAY 9:00 AM - 1:00 PM	18688	2547	13.2	13.6	119	758	13.0	4.1	117	1218	13.8	6.5	124	1258	11.9	6.7	107
MKDAY 1:00 PM - 4:30 PM	24061	3329	17.3	13.8	121	941	16.2	3.9	113	1511	17.1	6.3	119	1531	14.5	6.4	101
MKDAY 4:30 PM - 7:30 PM	44079	5292	27.5	12.0	105	1498	25.7	3.4	98	2445	27.7	5.5	106	2603	24.6	5.9	94
MKDAY 7:30 PM - 8:00 PM	61979	7425	38.6	12.0	105	2096	36.0	3.4	97	3409	38.7	5.5	105	3695	34.9	6.0	95
MKDAY 11:00 PM - 11:30 PM	49084	6059	31.5	12.3	108	1769	30.4	3.6	104	2684	30.4	5.5	104	3264	30.8	6.6	105
MKDAY 11:30 PM - 1:00 AM	16560	2058	10.7	12.4	108	593	10.2	3.6	103	931	10.6	5.6	107	1076	10.2	6.5	103
M-SAT 8-11 PM+SUN 7-11 PM	66967	8205	42.7	12.3	107	2396	41.1	3.6	103	3703	42.0	5.5	105	4409	41.7	6.6	104
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1320	6.9	14.2	124	361	6.2	3.9	112	649	7.4	7.0	133	685	6.5	7.4	117
ANOTHER WORLD N	6138	1088	5.7	17.7	155	347	6.0	5.7	163	461	5.2	7.5	143	443	4.2	7.2	114
AS THE WORLD TURNS C	7707	916	4.8	11.9	104	264	4.5	3.4	99	360	4.1	4.7	89	441	4.2	5.7	91
CAPITOL C	4688	639	3.3	13.6	119	214	3.7	4.6	131	229	2.6	4.9	93	274	2.6	5.8	93
CBS MORN. NEWS 1 C	2792	352	1.8	12.6	110	*100	1.7	3.6	103	191	2.2	6.8	130	142	1.3	5.1	81
CBS MORN. NEWS 2 C	2071	277	1.4	13.4	117	*52	0.9	2.5	72	*99	1.1	4.8	91	114	1.1	5.5	87
DAYS OF OUR LIVES N	8018	1144	6.0	14.3	124	418	7.2	5.2	150	500	5.7	6.2	119	649	6.1	8.1	128
FACTS OF LIFE - DAYTIME N	3487	516	2.7	14.8	129	*62	1.1	1.8	51	232	2.6	6.7	127	177	1.7	5.1	80
FAMILY FEUD A	4817	598	3.1	12.4	108	218	3.7	4.5	130	275	3.1	5.7	109	258	2.4	5.4	85
GENERAL HOSPITAL A	8333	1280	6.7	15.4	134	273	4.7	3.3	94	550	6.2	6.6	126	526	5.0	6.3	100
GOOD MORNING, AMERICA-730 A	5472	626	3.3	11.4	100	305	5.2	5.6	161	453	5.1	8.3	157	339	3.2	6.2	98
GOOD MORNING, AMERICA-830 A	3965	539	2.8	13.6	119	175	3.0	4.4	127	278	3.2	7.0	133	289	2.7	7.3	116
GUIDING LIGHT C	7542	1043	5.4	13.8	121	329	5.6	4.4	126	400	4.5	5.3	101	466	4.4	6.2	98
ONE LIFE TO LIVE A	6018	789	4.1	13.1	114	193	3.3	3.2	92	347	3.9	5.8	110	319	3.0	5.3	84
PRESS YOUR LUCK C	3589	498	2.6	13.9	121	*154	2.6	4.3	124	207	2.3	5.8	110	252	2.4	7.0	111
PRICE IS RIGHT 1 C	7418	928	4.8	12.5	109	229	3.9	3.1	89	436	4.9	5.9	112	428	4.0	5.8	91
PRICE IS RIGHT 2 C	8276	1122	5.8	13.6	118	356	6.1	4.3	124	610	6.9	7.4	140	550	5.2	6.6	105
RYAN'S HOPE A	4358	672	3.5	15.4	135	136	2.3	3.1	90	228	2.6	5.2	100	295	2.8	6.8	107
SALE OF THE CENTURY N	3749	553	2.9	14.8	129	*161	2.8	4.3	124	272	3.1	7.3	138	317	3.0	8.5	134
SEARCH FOR TOMORROW N	2884	495	2.6	17.2	150	*233	4.0	8.1	233	267	3.0	9.3	176	296	2.8	10.3	163
TODAY SHOW 1 N	4869	602	3.1	12.4	108	*177	3.0	3.6	105	303	3.4	6.2	118	305	2.9	6.3	99
TODAY SHOW 2 N	4135	472	2.5	11.4	100	*143	2.5	3.5	100	250	2.8	6.0	115	282	2.7	6.8	108
$25,000 PYRAMID C	4361	548	2.9	12.6	110	268	4.6	6.1	177	321	3.6	7.4	140	239	2.3	5.5	87
WHEEL OF FORTUNE N	6187	880	4.6	14.2	124	241	4.1	3.9	112	489	5.5	7.9	150	414	3.9	6.7	106
YOUNG AND THE RESTLESS C	8186	1120	5.8	13.7	119	260	4.5	3.2	91	451	5.1	5.5	105	562	5.3	6.9	109
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	451	2.3	9.5	83	*108	1.9	2.3	66	250	2.8	5.3	101	203	1.9	4.3	68
NBA PLAYOFF GAME -1 C	5127	547	2.8	10.7	93	*119	2.0	2.3	67	172	2.0	3.4	64	297	2.8	5.8	92
NBC MAJOR LEAGUE PRE-GAME N	3945	570	3.0	14.4	126	**196	3.4	5.0	143	*251	2.8	6.4	121	*213	2.0	5.4	86
SPORTSWORLD - SUN N	3370	339	1.8	10.1	88	**94	1.6	2.8	80	*161	1.8	4.8	91	*125	1.2	3.7	59
SUNDAY MORNING C	4200	616	3.2	14.7	128	*136	2.3	3.2	93	290	3.3	6.9	131	234	2.2	5.6	88

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0245
P-22

	TOTAL U.S. '000	HERSHEY KISSES A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MINIATURES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19226	100.0	11.5	100	5824	100.0	3.5	100	8817	100.0	5.3	100	10581	100.0	6.3	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	5984	31.1	11.4	100	1751	30.1	3.3	96	3043	34.5	5.8	111	3153	29.8	6.0	96
NETWORK AFFILIATES - LATE	39164	4759	24.8	12.2	106	1471	25.3	3.8	108	2109	23.9	5.4	102	2604	24.6	6.6	105
INDEPENDENTS - LATE	5133	660	3.4	12.9	112	192	3.3	3.7	108	298	3.4	5.8	110	387	3.7	7.5	120
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	22825	2818	14.7	12.3	108	848	14.6	3.7	107	1150	13.0	5.0	96	1605	15.2	7.0	111
ABC MONDAY NIGHT MOVIE A	11258	1335	6.9	11.9	103	398	6.8	3.5	102	677	7.7	6.0	114	693	6.5	6.2	98
ABC SUNDAY NIGHT MOVIE A	23600	2759	14.4	11.7	102	946	16.2	4.0	115	1228	13.9	5.2	99	1690	16.0	7.2	114
ABC WORLD NEWS TONIGHT A	12801	1473	7.7	11.5	100	449	7.7	3.5	101	678	7.7	5.3	101	686	6.5	5.4	85
AFTERMASH C	10965	1341	7.0	12.2	107	*364	6.3	3.3	96	678	7.7	6.2	118	763	7.2	7.0	110
ALICE C	17050	1964	10.2	11.5	100	707	12.1	4.1	119	1039	11.8	6.1	116	1048	9.9	6.1	97
AMERICAN PARADE C	11995	1370	7.1	11.4	100	448	7.7	3.7	108	799	9.1	6.7	127	582	5.5	4.9	77
BENSON A	19256	2106	11.0	10.9	95	417	7.2	2.2	62	986	11.2	5.1	97	1139	10.8	5.9	94
BLUE THUNDER A	11478	1180	6.1	10.3	90	294	5.0	2.6	74	590	6.7	5.1	98	764	7.2	6.7	106
CAGNEY & LACEY C	18263	2180	11.3	11.9	104	613	10.5	3.4	97	905	10.3	5.0	94	1263	11.9	6.9	110
CBS EVENING NEWS-DEAN C	7733	755	3.9	9.8	85	*182	3.1	2.4	68	361	4.1	4.7	89	363	3.4	4.7	74
CBS EVENING NEWS-RATHER C	15653	1626	8.5	10.4	91	464	8.0	3.0	85	782	8.9	5.0	95	891	8.4	5.7	90
CBS SAT. NEWS-SCHIEFFER C	8744	813	4.2	9.3	81	289	5.0	3.3	95	431	4.9	4.9	94	507	4.8	5.8	92
CBS SATURDAY NIGHT MOVIE C	12000	1325	6.9	11.0	96	323	5.5	2.7	78	607	6.9	5.1	96	841	7.9	7.0	111
CBS WEDNESDAY NIGHT MOVIE C	11522	1363	7.1	11.8	103	487	8.4	4.2	122	532	6.0	4.6	88	739	7.0	6.4	102
CHEERS N	16818	1974	10.3	11.7	102	537	9.2	3.2	92	808	9.2	4.8	91	1171	11.1	7.0	110
DALLAS C	37510	5024	26.1	13.4	117	1541	26.5	4.1	118	2118	24.0	5.6	107	2705	25.6	7.2	114
DIFF'RENT STROKES N	11258	1481	7.7	13.2	115	434	7.5	3.9	111	691	7.8	6.1	117	777	7.3	6.9	109
DOUBLE TROUBLE N	12248	1785	9.3	14.6	127	509	8.7	4.2	120	747	8.5	6.1	116	974	9.2	8.0	126
DUCK FACTORY N	11100	1171	6.1	10.5	92	350	6.0	3.2	91	515	5.8	4.6	88	683	6.5	6.2	98
DUKES OF HAZZARD C	12353	1473	7.7	11.9	104	497	8.5	4.0	116	751	8.5	6.1	116	791	7.5	6.4	102
DYNASTY A	33279	4266	22.2	12.8	112	1313	22.5	3.9	114	1937	22.0	5.8	111	2139	20.2	6.4	102
FACTS OF LIFE N	13410	1962	10.2	14.6	128	526	9.0	3.9	113	841	9.5	6.3	119	1085	10.3	8.1	128
FALCON CREST C	31093	4429	23.0	14.2	124	1270	21.8	4.1	118	1737	19.7	5.6	106	2268	21.4	7.3	116
FALL GUY A	18649	2391	12.4	12.8	112	792	13.6	4.2	122	1013	11.5	5.4	103	1127	10.7	6.0	96
FAMILY TIES N	13101	1663	8.6	12.7	111	545	9.4	4.2	120	697	7.9	5.3	101	1007	9.5	7.7	122
FANTASY ISLAND A	13069	1699	8.8	13.0	113	539	9.3	4.1	119	917	10.4	7.0	133	892	8.4	6.8	108
FOULUPS,BLEEPS & BLUNDERS A	16588	1769	9.2	10.7	93	474	8.1	2.9	82	935	10.6	5.6	107	816	7.7	4.9	78
FOUR SEASONS C	9302	1067	5.5	11.5	100	*351	6.0	3.8	109	640	7.3	6.9	131	587	5.5	6.3	100
GIMME A BREAK N	13955	1756	9.1	12.6	110	587	10.1	4.2	121	804	9.1	5.8	110	1067	10.1	7.6	121
HART TO HART A	15735	2004	10.4	12.7	111	541	9.3	3.4	99	954	10.8	6.1	115	1015	9.6	6.5	102
HILL STREET BLUES N	18257	2025	10.5	11.1	97	586	10.1	3.2	92	855	9.7	4.7	89	1314	12.4	7.2	114
HOTEL A	24236	2975	15.5	12.3	107	907	15.6	3.7	108	1497	17.0	6.2	118	1512	14.3	6.2	99
JEFFERSONS C	17010	2074	10.8	12.2	106	647	11.1	3.8	110	1133	12.9	6.7	127	1071	10.1	6.3	100
JENNIFER SLEPT HERE N	9397	1154	6.0	12.3	107	*313	5.4	3.3	96	501	5.7	5.3	101	539	5.1	5.7	91
KATE & ALLIE C	16762	2045	10.6	12.2	106	555	9.5	3.3	95	763	8.7	4.6	87	1161	11.0	6.9	110
KNIGHT RIDER N	13164	1600	8.3	12.2	106	448	7.7	3.4	98	644	7.3	4.9	93	861	8.1	6.5	104
LOVE BOAT A	20400	2576	13.4	12.6	110	767	13.2	3.8	108	1231	14.0	6.0	115	1333	12.6	6.5	104
MAGNUM PI C	22543	2722	14.2	12.1	105	748	12.8	3.3	96	1007	11.4	4.5	85	1474	13.9	6.5	104
MAMA'S FAMILY N	9852	1421	7.4	14.4	126	397	6.8	4.0	116	745	8.4	7.6	144	749	7.1	7.6	121
MASTER, THE N	8082	906	4.7	11.2	98	289	5.0	3.6	103	476	5.4	5.9	112	448	4.2	5.5	88
MATT HOUSTON A	12881	1419	7.4	11.0	96	459	7.9	3.6	103	703	8.0	5.5	104	890	8.4	6.9	110
NBC MONDAY NIGHT MOVIE N	23889	2990	15.6	12.5	109	866	14.9	3.6	104	1152	13.1	4.8	92	1545	14.6	6.5	103
NBC NIGHTLY NEWS N	11156	1250	6.5	11.2	98	342	5.9	3.1	88	544	6.2	4.9	93	662	6.3	5.9	94
NBC NIGHTLY NEWS-SAT N	7363	824	4.3	11.2	98	*272	4.7	3.7	106	405	4.6	5.5	105	371	3.5	5.0	80
NBC NIGHTLY NEWS-SUN N	6214	727	3.8	11.7	102	*193	3.3	3.1	89	400	4.5	6.4	122	332	3.1	5.3	85
NBC SUNDAY NIGHT MOVIE N	17590	2039	10.6	11.6	101	670	11.5	3.8	110	1006	11.4	5.7	109	1001	9.5	5.7	90
NEWHART C	16740	2105	10.9	12.6	110	660	11.3	3.9	114	932	10.6	5.6	106	1212	11.5	7.2	115
ONE DAY AT A TIME C	11820	1571	8.2	13.3	116	417	7.2	3.5	102	687	7.8	5.8	111	711	6.7	6.0	95
PEOPLE ARE FUNNY N	9138	1134	5.9	12.4	108	327	5.6	3.6	103	680	7.7	7.4	142	656	6.2	7.2	114
REAL PEOPLE N	15979	1901	9.9	11.9	104	542	9.3	3.4	98	996	11.3	6.2	119	968	9.1	6.1	96
REMINGTON STEELE N	14395	1802	9.4	12.5	109	530	9.1	3.7	106	724	8.2	5.0	96	996	9.4	6.9	110
RIPLEY'S BELIEVE IT - NOT A	11362	1396	7.3	12.3	107	320	5.5	2.8	81	514	5.8	4.5	86	806	7.6	7.1	112
RIPTIDE N	13920	1796	9.3	12.9	113	517	8.9	3.7	107	764	8.7	5.5	104	969	9.2	7.0	110
SCARECROW & MRS. KING C	17571	2057	10.7	11.7	102	624	10.7	3.6	102	814	9.2	4.6	88	1163	11.0	6.6	105
SIMON & SIMON C	20208	2446	12.7	12.1	106	649	11.1	3.2	92	917	10.4	4.5	86	1123	10.6	5.6	88
60 MINUTES C	27668	2993	15.6	10.8	94	775	13.3	2.8	81	1389	15.8	5.0	96	1401	13.2	5.1	80
ST. ELSEWHERE N	13699	1797	9.3	13.1	114	613	10.5	4.5	129	734	8.3	5.4	102	1052	9.9	7.7	122
THREE'S COMPANY A	20632	2380	12.4	11.5	101	651	11.2	3.2	91	1270	14.4	6.2	117	1320	12.5	6.4	101
T.J. HOOKER A	17136	2245	11.7	13.1	114	726	12.5	4.2	122	1080	12.2	6.3	120	1215	11.5	7.1	112
TONIGHT SHOW N	4963	568	3.0	11.4	100	156	2.7	3.1	91	255	2.9	5.1	98	349	3.3	7.0	111
TRAPPER JOHN, M.D. C	16332	2058	10.7	12.6	110	550	9.4	3.4	97	910	10.3	5.6	106	893	8.4	5.5	87
TV BLOOPERS & PRAC. JOKES N	18881	2089	10.9	11.1	97	664	11.4	3.5	101	903	10.2	4.8	91	1194	11.3	6.3	100
20/20 A	18315	2152	11.2	11.7	103	634	10.9	3.5	100	1091	12.4	6.0	113	1068	10.1	5.8	92
WEBSTER A	18722	2224	11.6	11.9	104	450	7.7	2.4	69	1021	11.6	5.5	104	1204	11.4	6.4	102
WORLD NEWS - SUN A	5327	575	3.0	10.8	94	*188	3.2	3.5	102	*276	3.1	5.2	99	311	2.9	5.8	93
YELLOW ROSE N	8370	1078	5.6	12.9	112	285	4.9	3.4	98	495	5.6	5.9	113	539	5.1	6.4	102
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	3024	15.7	11.7	102	913	15.7	3.5	102	1276	14.5	4.9	94	1714	16.2	6.6	105
BASKETBALL - COLLEGE GAMES	14468	1529	8.0	10.6	92	*568	9.8	3.9	113	724	8.2	5.0	95	872	8.2	6.0	96
BASKETBALL - PRO GAMES	12124	1352	7.0	11.2	97	*404	6.9	3.3	96	609	6.9	5.0	96	716	6.8	5.9	94
BOWLING	9412	1354	7.0	14.4	126	**220	3.8	2.3	67	503	5.7	5.3	102	620	5.9	6.6	104
BOXING	15409	2050	10.7	13.3	116	*565	9.7	3.7	106	968	11.0	6.3	120	1031	9.7	6.7	106
FOOTBALL - COLLEGE GAMES	21400	2617	13.6	12.2	107	664	11.4	3.1	89	1217	13.8	5.7	108	1229	11.6	5.7	91
FOOTBALL - PRO GAMES	35944	4505	23.4	12.5	109	1189	20.4	3.3	95	2046	23.2	5.7	108	2443	23.1	6.8	108
GOLF	9759	1133	5.9	11.6	101	**236	4.1	2.4	70	*448	5.1	4.6	87	748	7.1	7.7	121
POST-SEASON COLL. FOOTBALL	18123	2281	11.9	12.6	110	*574	9.9	3.2	91	982	11.1	5.4	103	1150	10.9	6.3	101
POST-SEASON PRO FOOTBALL	22091	2635	13.7	11.9	104	734	12.6	3.3	96	1134	12.9	5.1	98	1480	14.0	6.7	106
TENNIS	6764	987	5.1	14.6	127	*248	4.3	3.7	106	*417	4.7	6.2	117	*399	3.8	5.9	94
WRESTLING - PROFESSIONAL	9695	1483	7.7	15.3	133	*398	6.8	4.1	118	778	8.8	8.0	153	639	6.0	6.6	104

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	M & M'S PEANUT A '000	B % ACROSS DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % ACROSS DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % ACROSS DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % ACROSS DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	17189	100.0	10.2	100	17275	100.0	10.3	100	4302	100.0	2.6	100	13391	100.0	8.0	100
MALES	79263	6526	38.0	8.2	80	6286	36.4	7.9	77	1810	42.1	2.3	89	4797	35.8	6.1	76
FEMALES	88464	10663	62.0	12.1	118	10988	63.6	12.4	121	2492	57.9	2.8	110	8595	64.2	9.7	122
18 - 24	28671	3122	18.2	10.9	106	2673	15.5	9.3	91	783	18.2	2.7	106	1790	13.4	6.2	78
25 - 34	39536	4813	28.0	12.2	119	4667	27.0	11.8	115	918	21.3	2.3	91	2814	21.0	7.1	89
35 - 44	28978	3566	20.7	12.3	120	3929	22.7	13.6	132	696	16.2	2.4	94	2857	21.3	9.9	123
45 - 54	22345	2485	14.5	11.1	109	2545	14.7	11.4	111	684	15.9	3.1	119	1905	14.2	8.5	107
55 - 64	22224	1820	10.6	8.2	80	2037	11.8	9.2	89	602	14.0	2.7	106	2188	16.3	9.8	123
65 OR OLDER	25973	1383	8.0	5.3	52	1424	8.2	5.5	53	619	14.4	2.4	93	1838	13.7	7.1	89
18 - 34	68207	7935	46.2	11.6	114	7340	42.5	10.8	104	1702	39.6	2.5	97	4604	34.4	6.8	85
18 - 49	108058	12703	73.9	11.8	115	12520	72.5	11.6	112	2672	62.1	2.5	96	8520	63.6	7.9	99
25 - 54	90859	10863	63.2	12.0	117	11140	64.5	12.3	119	2298	53.4	2.5	99	7576	56.6	8.3	104
35 - 49	39851	4768	27.7	12.0	117	5181	30.0	13.0	126	970	22.5	2.4	95	3916	29.2	9.8	123
50 OR OLDER	59669	4486	26.1	7.5	73	4755	27.5	8.0	77	1631	37.9	2.7	107	4872	36.4	8.2	102
GRADUATED COLLEGE	28091	2556	14.9	9.1	89	2446	14.2	8.7	85	*478	11.1	1.7	66	1913	14.3	6.8	85
ATTENDED COLLEGE	28938	2957	17.2	10.2	100	2728	15.8	9.4	92	531	12.3	1.8	72	2114	15.8	7.3	92
GRADUATED HIGH SCHOOL	65503	7527	43.8	11.5	112	7795	45.1	11.9	116	1907	44.3	2.9	114	5695	42.5	8.7	109
DID NOT GRADUATE HIGH SCHOOL	45195	4148	24.1	9.2	90	4306	24.9	9.5	93	1387	32.2	3.1	120	3669	27.4	8.1	102
EMPLOYED MALES	56429	4836	28.1	8.6	84	4697	27.2	8.3	81	1056	24.5	1.9	73	3208	24.0	5.7	71
EMPLOYED FEMALES	43971	5506	32.0	12.5	122	5453	31.6	12.4	120	1180	27.4	2.7	105	4292	32.1	9.8	122
EMPLOYED FULL-TIME	87773	8709	50.7	9.9	97	8696	50.3	9.9	96	1817	42.2	2.1	81	6434	48.0	7.3	92
EMPLOYED PART-TIME	12627	1633	9.5	12.9	126	1454	8.4	11.5	112	*419	9.7	3.3	129	1065	8.0	8.4	106
NOT EMPLOYED	67327	6846	39.8	10.2	99	7125	41.2	10.6	103	2066	48.0	3.1	120	5892	44.0	8.8	110
PROFESSIONAL/MANAGER	25845	2562	14.9	9.9	97	2474	14.3	9.6	93	*472	11.0	1.8	71	2078	15.5	8.0	101
TECH/CLERICAL/SALES	30895	3226	18.8	10.4	102	3048	17.6	9.9	96	564	13.1	1.8	71	2493	18.6	8.1	101
PRECISION/CRAFT	12629	1258	7.3	10.0	97	1336	7.7	10.6	103	*314	7.3	2.5	97	691	5.2	5.5	69
OTHER EMPLOYED	31031	3297	19.2	10.6	104	3292	19.1	10.6	103	887	20.6	2.9	111	2237	16.7	7.2	90
SINGLE	35557	3229	18.8	9.1	89	2781	16.1	7.8	76	886	20.6	2.5	97	2034	15.2	5.7	72
MARRIED	103585	11360	66.1	11.0	107	11982	69.4	11.6	112	2826	65.7	2.7	106	9338	69.7	9.0	113
DIVORCED/SEPARATED/WIDOWED	28585	2600	15.1	9.1	89	2512	14.5	8.8	85	591	13.7	2.1	81	2020	15.1	7.1	89
PARENTS	59295	8250	48.0	13.9	136	8910	51.6	15.0	146	1763	41.0	3.0	116	5876	43.9	9.9	124
WHITE	144081	14276	83.1	9.8	95	15131	87.6	10.4	101	3557	82.7	2.4	95	11752	87.8	8.0	101
BLACK	17974	2522	14.7	14.0	137	1963	11.4	10.9	106	726	16.9	4.0	157	1390	10.4	7.7	97
OTHER	3672	**391	2.3	10.6	104	**180	1.0	4.9	48	**19	0.4	0.5	20	**250	1.9	6.8	85
NORTHEAST-CENSUS	37005	3475	20.2	9.4	92	3967	23.1	10.8	105	799	18.6	2.2	84	3064	22.9	8.3	104
NORTH CENTRAL	42442	4648	27.0	10.9	106	4660	27.0	10.9	106	1400	32.5	3.3	128	4122	30.8	9.7	121
SOUTH	56777	6173	35.9	10.9	106	6185	35.8	10.9	106	1283	29.8	2.3	88	4236	31.6	7.5	93
WEST	31303	2893	16.8	9.2	90	2443	14.1	7.8	76	820	19.1	2.6	102	1970	14.7	6.3	79
NORTHEAST-MKTG.	38125	3522	20.5	9.2	90	3516	22.1	10.0	97	665	15.5	1.7	68	2911	21.7	7.6	96
EAST CENTRAL	24794	2471	14.4	10.0	97	2700	15.6	10.9	106	768	17.9	3.1	121	2266	16.9	9.1	114
WEST CENTRAL	28511	3288	19.1	11.5	113	3218	18.6	11.3	110	998	23.2	3.5	136	2793	20.9	9.8	123
SOUTH	48953	5484	31.9	11.2	109	5462	31.6	11.2	108	1161	27.0	2.4	92	3678	27.5	7.5	94
PACIFIC	27344	2424	14.1	8.9	87	3079	12.0	7.6	74	*711	16.5	2.6	101	1745	13.0	6.4	80
COUNTY SIZE A	69301	6550	38.1	9.5	92	6735	39.0	9.7	94	1631	37.9	2.4	92	5053	37.7	7.3	91
COUNTY SIZE B	50633	5995	34.9	11.8	116	6148	35.6	12.1	118	1224	28.5	2.4	94	4244	31.7	8.4	105
COUNTY SIZE C	26259	2466	14.3	9.4	92	2420	14.0	9.2	89	820	19.1	3.1	122	2119	15.8	8.1	101
COUNTY SIZE D	21534	2178	12.7	10.1	99	1972	11.4	9.2	89	628	14.6	2.9	114	1975	14.7	9.2	115
METRO CENTRAL CITY	50014	5585	32.5	11.2	109	5527	32.0	11.1	107	1300	30.2	2.6	101	3975	29.7	7.9	100
METRO SUBURBAN	76832	7763	45.2	10.1	99	7715	44.7	10.0	97	1690	39.3	2.2	86	5844	43.6	7.6	95
NON METRO	40881	3841	22.3	9.4	92	4032	23.3	9.9	96	1312	30.5	3.2	125	3572	26.7	8.7	109
TOP 5 ADI'S	39550	3922	22.8	9.9	97	3938	22.8	10.0	97	1072	24.9	2.7	106	3203	23.9	8.1	101
TOP 10 ADI'S	54877	5137	29.9	9.4	91	5221	30.2	9.5	92	1286	29.9	2.3	91	3900	29.1	7.1	89
TOP 20 ADI'S	77516	7400	43.1	9.5	93	7525	43.6	9.7	94	1819	42.3	2.3	91	5648	42.2	7.3	91
HSHLD INC. $50,000 OR MORE	17257	1857	10.8	10.8	105	1722	10.0	10.0	97	*333	7.7	1.9	75	1438	10.7	8.3	104
$40,000 OR MORE	33235	3399	19.8	10.2	100	3275	19.0	9.9	96	656	15.2	2.0	77	2716	20.3	8.2	102
$30,000 OR MORE	59693	6211	36.1	10.4	102	5972	34.6	10.0	97	1255	29.2	2.1	82	4813	35.9	8.1	101
$25,000 OR MORE	76275	7866	45.8	10.3	101	7945	46.0	10.4	101	1581	36.8	2.1	81	6183	46.2	8.1	102
$20,000 - $24,999	18607	2160	12.6	11.6	113	2064	11.9	11.1	108	*519	12.1	2.8	109	1327	9.9	7.1	89
$15,000 - $19,999	17175	1761	10.2	10.3	100	1962	11.4	11.4	111	*492	11.4	2.9	112	1331	9.9	7.7	97
$10,000 - $14,999	24569	2440	14.2	9.9	97	2343	13.6	9.5	93	639	14.9	2.6	101	2006	15.0	8.2	102
UNDER $10,000	31101	2962	17.2	9.5	93	2961	17.1	9.5	92	1072	24.9	3.4	134	2545	19.0	8.2	102
HOUSEHOLD OF 1 PERSON	19441	1139	6.6	5.9	57	1146	6.6	5.9	57	*256	6.0	1.3	51	1093	8.2	5.6	70
2 PEOPLE	51803	3969	23.1	7.7	75	3604	20.9	7.0	68	1211	28.1	2.3	91	4038	30.2	7.8	98
3 OR 4 PEOPLE	66933	7952	46.3	11.9	116	8305	48.1	12.4	120	2035	47.3	3.0	119	5267	39.3	7.9	99
5 OR MORE PEOPLE	29550	4129	24.0	14.0	136	4220	24.4	14.3	139	800	18.6	2.7	106	2994	22.4	10.1	127
NO CHILD IN HSHLD	96587	7553	43.9	7.8	76	6916	40.0	7.2	70	2157	50.1	2.2	87	6681	49.9	6.9	87
CHILD(REN) UNDER 2 YRS	10844	1671	9.7	15.4	150	1677	9.7	15.5	150	*302	7.0	2.8	109	886	6.6	8.2	102
2 - 5 YEARS	26358	3684	21.4	14.0	136	4313	25.0	16.4	159	628	14.6	2.4	93	2186	16.3	8.3	104
6 - 11 YEARS	30453	4218	24.5	13.9	135	4761	27.6	15.6	152	847	19.7	2.8	108	2951	22.0	9.7	121
12 - 17 YEARS	36575	4873	28.3	13.3	130	4892	28.3	13.4	130	1214	28.2	3.3	129	3885	29.0	10.6	133
RESIDENCE OWNED	117770	12088	70.3	10.3	100	12500	72.4	10.6	103	3056	71.0	2.6	101	9930	74.2	8.4	106
VALUE: $50,000 OR MORE	70166	7230	42.1	10.3	101	7567	43.8	10.8	105	1616	37.6	2.3	90	5783	43.2	8.2	103
VALUE: UNDER $50,000	47604	4859	28.3	10.2	100	4933	28.6	10.4	101	1440	33.5	3.0	118	4147	31.0	8.7	109

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	17189	100.0	10.2	100	17275	100.0	10.3	100	4302	100.0	2.6	100	13391	100.0	8.0	100
MAGAZINES	QUINTILE 1	34022	4108	23.9	12.1	118	4093	23.7	12.0	117	847	19.7	2.5	97	2720	20.3	8.0	100
	QUINTILE 2	34800	4024	23.4	11.6	113	4047	23.4	11.6	113	991	23.0	2.8	111	2988	22.3	8.6	108
	QUINTILE 3	30514	2961	17.2	9.7	95	2821	16.3	9.2	90	800	18.6	2.6	102	2605	19.5	8.5	107
	QUINTILE 4	33324	3158	18.4	9.5	92	3474	20.1	10.4	101	873	20.3	2.6	102	2604	19.4	7.8	98
	QUINTILE 5	35066	2939	17.1	8.4	82	2839	16.4	8.1	79	791	18.4	2.3	88	2476	18.5	7.1	88
NEWSPAPERS	QUINTILE 1	29107	2732	15.9	9.4	92	2916	16.9	10.0	97	885	20.6	3.0	119	2639	19.7	9.1	114
	QUINTILE 2	49095	5023	29.2	10.2	100	5249	30.4	10.7	104	1064	24.7	2.2	84	3886	29.0	7.9	99
	QUINTILE 3	23107	2450	14.3	10.6	103	2526	14.6	10.9	106	*512	11.9	2.2	86	1675	12.5	7.2	91
	QUINTILE 4	33556	3403	19.8	10.1	99	3389	19.6	10.1	98	714	16.6	2.1	83	2495	18.6	7.4	93
	QUINTILE 5	32863	3581	20.8	10.9	106	3195	18.5	9.7	94	1128	26.2	3.4	134	2697	20.1	8.2	103
OUTDOOR	QUINTILE 1	33431	3340	19.4	10.0	97	3540	20.5	10.6	103	993	23.1	3.0	116	2785	20.8	8.3	104
	QUINTILE 2	33478	3644	21.2	10.9	106	3569	20.7	10.7	104	861	20.0	2.6	100	2529	18.9	7.6	95
	QUINTILE 3	33574	3654	21.3	10.9	106	3561	20.6	10.6	103	843	19.6	2.5	98	2563	19.1	7.6	96
	QUINTILE 4	33935	3677	21.4	10.8	106	3834	22.2	11.3	110	891	20.7	2.6	102	2998	22.4	8.8	111
	QUINTILE 5	33310	2874	16.7	8.6	84	2772	16.0	8.3	81	715	16.6	2.1	84	2516	18.8	7.6	95
RADIO-DRIVE TIME	QUINTILE 1	33136	3685	21.4	11.1	109	3553	20.6	10.7	104	1177	27.4	3.6	138	2971	22.2	9.0	112
	QUINTILE 2	31656	3465	20.2	10.9	107	3402	19.7	10.7	104	816	19.0	2.6	100	2383	17.8	7.5	94
	QUINTILE 3	32541	3202	18.6	9.8	96	3333	19.3	10.2	99	641	14.9	2.0	77	2528	18.9	7.8	97
	QUINTILE 4	34247	3588	20.9	10.5	102	3607	20.9	10.5	102	753	17.5	2.2	86	2909	21.7	8.5	106
	QUINTILE 5	36144	3248	18.9	9.0	88	3380	19.6	9.4	91	915	21.3	2.5	99	2601	19.4	7.2	90
RADIO-MID-DAY	TERCILE 1	45037	4796	27.9	10.6	104	5073	29.4	11.3	109	1388	32.3	3.1	120	3675	27.4	8.2	102
	TERCILE 2	44819	4724	27.5	10.5	103	4493	26.0	10.0	97	1184	27.5	2.6	103	3853	28.8	8.6	108
	TERCILE 3	77872	7669	44.6	9.8	96	7709	44.6	9.9	96	1731	40.2	2.2	87	5864	43.8	7.5	94
RADIO-TOTAL	QUINTILE 1	33763	3720	21.6	11.0	108	3678	21.3	10.9	106	1153	26.8	3.4	133	3034	22.7	9.0	113
	QUINTILE 2	33240	3725	21.7	11.2	109	3814	22.1	11.5	111	903	21.0	2.7	106	2388	17.8	7.2	90
	QUINTILE 3	33405	3260	19.0	9.8	95	3415	19.8	10.2	99	631	14.7	1.9	74	2649	19.8	7.9	99
	QUINTILE 4	34792	3545	20.6	10.2	99	3272	18.9	9.4	91	746	17.3	2.1	84	2932	21.9	8.4	106
	QUINTILE 5	32524	2940	17.1	9.0	88	3096	17.9	9.5	92	869	20.2	2.7	104	2389	17.8	7.3	92
TV-PRIME TIME	QUINTILE 1	33090	3430	20.0	10.4	101	3381	19.6	10.2	99	1137	26.4	3.4	134	2928	21.9	8.8	111
	QUINTILE 2	33357	3597	20.9	10.8	105	4057	23.5	12.2	118	808	18.8	2.4	94	2630	19.6	7.9	99
	QUINTILE 3	33980	3402	19.8	10.0	98	3403	19.7	10.0	97	858	19.9	2.5	98	2864	21.4	8.4	106
	QUINTILE 4	33854	3505	20.4	10.4	101	3449	20.0	10.2	99	739	17.2	2.2	85	2721	20.3	8.0	101
	QUINTILE 5	33444	3254	18.9	9.7	95	2985	17.3	8.9	87	760	17.7	2.3	89	2249	16.8	6.7	84
TV-DAYTIME	TERCILE 1	49121	4945	28.8	10.1	98	5216	30.2	10.6	103	1420	33.0	2.9	113	4318	32.2	8.8	110
	TERCILE 2	48823	5216	30.3	10.7	104	5105	29.6	10.5	102	1418	33.0	2.9	113	3897	29.1	8.0	100
	TERCILE 3	69782	7027	40.9	10.1	98	6954	40.3	10.0	97	1464	34.0	2.1	82	5176	38.7	7.4	93
TV-TOTAL	QUINTILE 1	33584	3303	19.2	9.8	96	3506	20.3	10.4	101	1044	24.3	3.1	121	2824	21.1	8.4	105
	QUINTILE 2	33441	3462	20.1	10.4	101	3650	21.1	10.9	106	902	21.0	2.7	105	2947	22.0	8.8	110
	QUINTILE 3	33505	3370	19.6	10.1	98	3260	18.9	9.7	94	875	20.3	2.6	102	2570	19.2	7.7	96
	QUINTILE 4	33466	3582	20.8	10.7	104	3551	20.6	10.6	103	821	19.1	2.5	96	2657	19.8	7.9	99
	QUINTILE 5	33731	3472	20.2	10.3	100	3309	19.2	9.8	95	661	15.4	2.0	76	2394	17.9	7.1	89
MAGAZINES-NEWSPAPERS: DUAL		44503	5112	29.7	11.5	112	4963	28.7	11.2	108	1268	29.5	2.8	111	3893	29.1	8.7	110
MAGAZINE IMPERATIVE		39363	4684	27.2	11.9	116	4706	27.2	12.0	116	1055	24.5	2.7	104	3315	24.8	8.4	105
NEWSPAPER IMPERATIVE		46441	4013	23.3	8.6	84	4544	26.3	9.8	95	984	22.9	2.1	83	3633	27.1	7.8	98
MAGAZINES-OUTDOOR: DUAL		33726	4082	23.7	12.1	118	4011	23.2	11.9	115	819	19.0	2.4	95	2737	20.4	8.1	102
MAGAZINE IMPERATIVE		52846	5941	34.6	11.2	110	5775	33.4	10.9	106	1304	30.3	2.5	96	4514	33.7	8.5	107
OUTDOOR IMPERATIVE		52140	4791	27.9	9.2	90	4999	28.9	9.6	93	1468	34.1	2.8	110	3908	29.2	7.5	94
MAGAZINES-RADIO: DUAL		37081	4551	26.5	12.3	120	4321	25.0	11.7	113	1060	24.6	2.9	111	3009	22.5	8.1	102
MAGAZINE IMPERATIVE		49747	5365	31.2	10.8	105	5415	31.3	10.9	106	1154	26.8	2.3	90	4254	31.8	8.6	107
RADIO IMPERATIVE		49208	4630	26.9	9.4	92	4888	28.3	9.9	96	1371	31.9	2.8	109	3906	29.2	7.9	99
MAGAZINES-TELEVISION: DUAL		33103	3845	22.4	11.6	113	3810	22.1	11.5	112	1118	26.0	3.4	132	2976	22.2	9.0	113
MAGAZINE IMPERATIVE		54575	6106	35.5	11.2	109	6019	34.8	11.0	107	1183	27.5	2.2	85	4337	32.4	7.9	100
TELEVISION IMPERATIVE		53249	4548	26.5	8.5	83	4837	28.0	9.1	88	1264	29.4	2.4	93	4127	30.8	7.8	97
NEWSPAPERS-OUTDOOR: DUAL		36255	3849	22.4	10.6	104	3887	22.5	10.7	104	1017	23.6	2.8	109	2700	20.2	7.4	93
NEWSPAPER IMPERATIVE		55591	5394	31.4	9.7	95	5796	33.6	10.4	101	1206	28.0	2.2	85	4884	36.5	8.8	110
OUTDOOR IMPERATIVE		48319	5101	29.7	10.6	103	4998	28.9	10.3	100	1379	32.1	2.9	111	3774	28.2	7.8	98
NEWSPAPERS-RADIO: DUAL		37242	4013	23.3	10.8	105	3964	22.9	10.6	103	1114	25.9	3.0	117	3090	23.1	8.3	104
NEWSPAPER IMPERATIVE		54423	5163	30.0	9.5	93	5475	31.7	10.1	98	1141	26.5	2.1	82	4495	33.6	8.3	103
RADIO IMPERATIVE		46650	5175	30.1	11.1	108	5193	30.1	11.1	108	1300	30.2	2.8	109	3681	27.5	7.9	99
NEWSPAPERS-TELEVISION: DUAL		35974	3574	20.8	9.9	97	3772	21.8	10.5	102	1117	26.0	3.1	121	2936	21.9	8.2	102
NEWSPAPER IMPERATIVE		56095	5643	32.8	10.1	98	5722	33.1	10.2	99	1115	25.9	2.0	77	4483	33.5	8.0	100
TELEVISION IMPERATIVE		47170	4909	28.6	10.4	102	4930	28.5	10.5	101	1267	29.5	2.7	105	3970	29.6	8.4	105
OUTDOOR-RADIO: DUAL		33748	3782	22.0	11.2	109	3741	21.7	11.1	108	1129	26.2	3.3	130	2843	21.2	8.4	106
OUTDOOR IMPERATIVE		52785	5168	30.1	9.8	96	5324	30.8	10.1	98	1249	29.0	2.4	92	4182	31.2	7.9	99
RADIO IMPERATIVE		52882	5515	32.1	10.4	102	5660	32.8	10.7	104	1287	29.9	2.4	95	4168	31.1	7.9	99
OUTDOOR-TELEVISION: DUAL		32030	3575	20.8	11.2	109	3617	20.9	11.3	110	1096	25.5	3.4	133	2850	21.3	8.9	111
OUTDOOR IMPERATIVE		54626	5713	33.2	10.5	102	5588	32.3	10.2	99	1258	29.2	2.3	90	3907	29.2	7.2	90
TELEVISION IMPERATIVE		54874	5197	30.2	9.5	92	5559	32.2	10.1	98	1390	32.3	2.5	99	4543	33.9	8.3	104
RADIO-TELEVISION: DUAL		33386	3542	20.6	10.6	104	3815	22.1	11.4	111	1112	25.8	3.3	130	2860	21.4	8.6	107
RADIO IMPERATIVE		53810	5742	33.4	10.7	104	5547	32.1	10.3	100	1293	30.1	2.4	94	3993	29.8	7.4	93
TELEVISION IMPERATIVE		54023	5206	30.3	9.6	94	5274	30.5	9.8	95	1434	33.3	2.7	103	4444	33.2	8.2	103

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S.	M & M'S PEANUT A	B % DOWN	C ACROSS %	D INDX	M & M'S PLAIN A	B % DOWN	C ACROSS %	D INDX	MARS BAR A	B % DOWN	C ACROSS %	D INDX	MILKY WAY A	B % DOWN	C ACROSS %	D INDX
	'000	'000				'000				'000				'000			
TOTAL ADULTS	167727	17189	100.0	10.2	100	17275	100.0	10.3	100	4302	100.0	2.6	100	13391	100.0	8.0	100
ATLANTIC MONTHLY	867	**46	0.3	5.3	52	**38	0.2	4.4	43	**7	0.2	0.8	31	**57	0.4	6.6	82
BARRON'S	1580	**90	0.5	5.7	56	**88	0.5	5.6	54	**0	0.0	0.0	0	**51	0.4	3.2	40
BETTER HOMES & GARDENS	22203	3054	17.8	13.8	134	2983	17.3	13.4	130	643	14.9	2.9	113	2144	16.0	9.7	121
BON APPETIT	3810	322	1.9	8.5	82	360	2.1	9.4	92	*117	2.7	3.1	120	322	2.4	8.5	106
BUSINESS WEEK	4663	303	1.8	6.5	63	356	2.1	7.6	74	**43	1.0	0.9	36	*280	2.1	6.0	75
CAR AND DRIVER	3102	*231	1.3	7.4	73	*243	1.4	7.8	76	**78	1.8	2.5	98	*200	1.5	6.4	81
CBS MAGAZINE NETWORK (GROSS)	7311	840	4.9	11.5	112	722	4.2	9.9	96	*150	3.5	2.1	80	557	4.2	7.6	95
CHANGING TIMES	3400	388	2.3	11.4	111	327	1.9	9.6	93	**70	1.6	2.1	80	392	2.9	11.5	144
COLONIAL HOMES	1796	261	1.5	14.5	142	259	1.5	14.4	140	**32	0.7	1.8	69	*202	1.5	11.2	141
CONDE NAST MAG. PKG. (GROSS)	19924	2407	14.0	12.1	118	2462	14.3	12.4	120	403	9.4	2.0	79	1659	12.4	8.3	104
CONSUMERS DIGEST	3125	*323	1.9	10.3	101	367	2.1	11.7	114	**104	2.4	3.3	130	398	3.0	12.7	160
COSMOPOLITAN	10577	1258	7.3	11.9	116	1234	7.1	11.7	113	*313	7.3	3.0	115	921	6.9	8.7	109
COUNTRY LIVING	3746	524	3.0	14.0	136	613	3.5	16.4	159	**120	2.8	3.2	125	381	2.8	10.2	127
CUISINE	2214	*186	1.1	8.4	82	*209	1.2	9.4	92	**81	1.9	3.7	143	*184	1.4	8.3	104
CYCLE WORLD	2394	*267	1.6	11.2	109	*263	1.5	11.0	107	**92	2.1	3.8	150	*168	1.3	7.0	88
DCI:CREATIVE IDEAS FOR LIV	3068	419	2.4	13.7	133	466	2.7	15.2	147	**127	3.0	4.1	161	310	2.3	10.1	127
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1205	7.0	12.6	123	1174	6.8	12.3	119	*291	6.8	3.0	119	854	6.4	8.9	112
DISCOVER	2277	*178	1.0	7.8	76	*181	1.0	7.9	77	**23	0.5	1.0	39	*142	1.1	6.2	78
EBONY	7187	1140	6.6	15.9	155	897	5.2	12.5	121	314	7.3	4.4	170	483	3.6	6.7	84
ESQUIRE	2560	245	1.4	9.6	93	229	1.3	8.9	87	**60	1.4	2.3	91	*180	1.3	7.0	88
ESSENCE	3242	562	3.3	17.3	169	430	2.5	13.3	129	*150	3.5	4.6	180	298	2.2	9.2	115
FAMILY CIRCLE	19639	2574	15.0	13.1	128	2897	16.8	14.8	143	598	13.9	3.0	119	1992	14.9	10.1	127
THE FAMILY HANDYMAN	3540	390	2.3	11.0	108	505	2.9	14.3	139	*198	4.6	5.6	218	442	3.3	12.5	156
FAMILY WEEKLY	23924	2474	14.4	10.3	101	2691	15.6	11.2	109	702	16.3	2.9	114	1989	14.9	8.3	104
FIELD & STREAM	9883	1058	6.2	10.7	104	1078	6.2	10.9	106	334	7.8	3.4	132	815	6.1	8.2	103
FOOD & WINE	1030	**74	0.4	7.2	70	*77	0.4	7.5	73	**30	0.7	2.9	114	**88	0.7	8.5	107
FORBES	2679	*169	1.0	6.3	62	*183	1.1	6.8	66	**28	0.7	1.0	41	*133	1.0	5.0	62
FORTUNE	2931	205	1.2	7.0	68	293	1.7	10.0	97	**39	0.9	1.3	52	*141	1.1	4.8	60
GENTLEMEN'S QUARTERLY	3481	456	2.7	13.1	128	306	1.8	8.8	85	**111	2.6	3.2	124	*313	2.3	9.0	113
GLAMOUR	7163	907	5.3	12.7	124	917	5.3	12.8	124	*228	5.3	3.2	124	617	4.6	8.6	108
GOLF DIGEST	2355	*218	1.3	9.3	90	*219	1.3	9.3	90	**106	2.5	4.5	175	*178	1.3	7.6	95
GOLF DIGEST/TENNIS (GROSS)	3610	353	2.1	9.8	95	316	1.8	8.8	85	**136	3.2	3.8	147	*221	1.7	6.1	77
GOLF MAGAZINE	2046	*188	1.1	9.2	90	*192	1.1	9.4	91	**103	2.4	5.0	196	*169	1.3	8.3	103
GOLF MAGAZINE/SKI (GROSS)	3547	358	2.1	10.1	98	327	1.9	9.2	90	*160	3.7	4.5	176	278	2.1	7.8	98
GOOD HOUSEKEEPING	20353	2545	14.8	12.5	122	2913	16.9	14.3	139	631	14.7	3.1	121	1954	14.6	9.6	120
HARPER'S BAZAAR	3362	433	2.5	12.9	126	433	2.5	12.9	125	**38	0.9	1.1	44	*235	1.8	7.0	88
HEALTH	2987	302	1.8	10.1	99	333	1.9	11.1	108	**84	2.0	2.8	110	*277	2.1	9.3	116
HEARST MAG CORP. BUY (GROSS)	67928	8287	48.2	12.2	119	8928	51.7	13.1	128	1964	45.7	2.9	113	6004	44.8	8.8	111
HEARST MAN POWER (GROSS)	11282	926	5.4	8.2	80	1056	6.1	9.4	91	352	8.2	3.1	122	862	6.4	7.6	96
HEARST WOMAN POWER (GROSS)	40514	5223	30.4	12.9	126	5654	32.7	14.0	135	1269	29.5	3.1	122	3830	28.6	9.5	118
HOUSE BEAUTIFUL	4885	733	4.3	15.0	146	766	4.4	15.7	152	**135	3.1	2.8	108	331	2.5	6.8	85
INC.	1308	**94	0.5	7.2	70	**69	0.4	5.3	51	**3	0.1	0.2	9	**62	0.5	4.7	59
JET	6498	1070	6.2	16.5	161	729	4.2	11.2	109	*271	6.3	4.2	163	420	3.1	6.5	81
LADIES' HOME JOURNAL	14797	2106	12.3	14.2	139	2216	12.8	15.0	145	595	13.8	4.0	157	1568	11.7	10.6	133
LHJ FAMILY GRP COMBO(GROSS)	21743	2990	17.4	13.8	134	3245	18.8	14.9	145	775	18.0	3.6	139	2220	16.6	10.2	128
LIFE	9881	1227	7.1	12.4	121	1211	7.0	12.3	119	226	5.3	2.3	89	874	6.5	8.8	111
L.A. TIMES HOME MAGAZINE	2775	*191	1.1	6.9	67	*258	1.5	9.3	90	**40	0.9	1.4	56	**147	1.1	5.3	66
MADEMOISELLE	4219	561	3.3	13.3	130	552	3.2	13.1	127	**59	1.4	1.4	55	442	3.3	10.5	131
MC CALL'S	16422	2347	13.7	14.3	139	2483	14.4	15.1	147	544	12.6	3.3	129	1644	12.3	10.0	125
MC CALL'S/WRK MOTHER (GROSS)	17919	2621	15.2	14.6	143	2724	15.8	15.2	148	567	13.2	3.2	123	1818	13.6	10.1	127
MECHANIX ILLUSTRATED	4433	365	2.1	8.2	80	427	2.5	9.6	94	*193	4.5	4.4	170	311	2.3	7.0	88
METROPOLITAN HOME	1504	*179	1.0	11.9	116	*190	1.1	12.6	123	**13	0.3	0.9	34	*103	0.8	6.8	86
MONEY	4723	545	3.2	11.5	113	464	2.7	9.8	95	**114	2.6	2.4	94	346	2.6	7.3	92
MOTHER EARTH NEWS	2325	*272	1.6	11.7	114	*266	1.5	11.4	111	**47	1.1	2.0	79	*147	1.1	6.3	79
MS.	1189	*150	0.9	12.6	123	*172	1.0	14.5	140	**22	0.5	1.9	72	**103	0.8	8.7	109
NATIONAL ENQUIRER	18892	2386	13.9	12.6	123	2288	13.2	12.1	118	787	18.3	4.2	162	1547	11.6	8.2	103
NATIONAL GEOGRAPHIC	22129	2172	12.6	9.8	96	2117	12.3	9.6	93	524	12.2	2.4	92	1785	13.3	8.1	101
NATIONAL SUNDAY MAGAZINE PKG	103750	10487	61.0	10.1	99	10974	63.5	10.6	103	2557	59.4	2.5	96	8225	61.4	7.9	99
NATURAL HISTORY	1379	*213	1.2	15.4	151	**172	1.0	12.5	121	**51	1.2	3.7	144	**121	0.9	8.8	110
NEW WOMAN	2289	333	1.9	14.5	142	331	1.9	14.5	140	**22	0.5	1.0	37	*157	1.2	6.9	86
NEW YORK INCLUDING CUE	1088	**75	0.4	6.9	67	**98	0.6	9.0	87	**0	0.0	0.0	0	**100	0.7	9.2	115
THE NEW YORKER	2459	209	1.2	8.5	83	264	1.5	10.7	104	**17	0.4	0.7	27	*228	1.7	9.3	116
NEWSWEEK	16527	1600	9.3	9.7	94	1545	8.9	9.3	91	329	7.6	2.0	78	1156	8.6	7.0	88
THE N.Y. TIMES DAILY EDITION	2739	236	1.4	8.6	84	*213	1.2	7.8	76	**20	0.5	0.7	28	173	1.3	6.3	79
THE N.Y. TIMES MAGAZINE	4443	365	2.1	8.2	80	434	2.5	9.8	95	**61	1.4	1.4	54	266	2.0	6.0	75
OMNI	2799	*222	1.3	7.9	77	*210	1.2	7.5	73	**38	0.9	1.4	53	*183	1.4	6.5	82
ON CABLE	2209	360	2.1	16.3	159	*266	1.5	12.0	117	**53	1.2	2.4	94	*240	1.8	10.9	136
1001 HOME IDEAS	3959	582	3.4	14.7	143	696	4.0	17.6	171	*96	2.2	2.4	95	375	2.8	9.5	119
ORGANIC GARDENING	3111	278	1.6	8.9	87	393	2.3	12.6	123	*156	3.6	5.0	196	280	2.1	9.0	113
OUTDOOR LIFE	5024	454	2.6	9.0	88	471	2.7	9.4	91	*148	3.4	2.9	115	347	2.6	6.9	87
PARADE MAGAZINE	51292	5280	30.7	10.3	100	5334	30.9	10.4	101	1229	28.6	2.4	93	4227	31.6	8.2	103

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	17189	100.0	10.2	100	17275	100.0	10.3	100	4302	100.0	2.6	100	13391	100.0	8.0	100
PARENTS	5298	830	4.8	15.7	153	931	5.4	17.6	171	*158	3.7	3.0	116	516	3.9	9.7	122
PENTHOUSE	5129	522	3.0	10.2	99	510	3.0	9.9	97	*120	2.8	2.3	91	393	2.9	7.7	96
PEOPLE	21070	2536	14.8	12.0	117	2507	14.5	11.9	116	417	9.7	2.0	77	1747	13.0	8.3	104
PLAYBOY	10562	1049	6.1	9.9	97	970	5.6	9.2	89	*233	5.4	2.2	86	669	5.0	6.3	79
POPULAR HOT RODDING	2498	*269	1.6	10.8	105	*235	1.4	9.4	91	**72	1.7	2.9	112	*234	1.7	9.4	117
POPULAR MECHANICS	5887	440	2.6	7.5	73	580	3.4	9.9	96	*157	3.6	2.7	104	444	3.3	7.5	94
POPULAR SCIENCE	4317	363	2.1	8.4	82	421	2.4	9.8	95	**73	1.7	1.7	66	304	2.3	7.0	88
PREVENTION	5792	464	2.7	8.0	78	576	3.3	9.9	97	*112	2.6	1.9	75	525	3.9	9.1	114
PSYCHOLOGY TODAY	3284	428	2.5	13.0	127	412	2.4	12.5	122	**74	1.7	2.3	88	*265	2.0	8.1	101
READER'S DIGEST	40046	4454	25.9	11.1	109	4488	26.0	11.2	109	1033	24.0	2.6	101	3540	26.4	8.8	111
REDBOOK	9584	1420	8.3	14.8	145	1507	8.7	15.7	153	325	7.6	3.4	132	955	7.1	10.0	125
ROAD & TRACK	2590	*256	1.5	9.9	96	*258	1.5	10.0	97	**30	0.7	1.2	45	**162	1.2	6.3	78
ROLLING STONE	3302	354	2.1	10.7	105	327	1.9	9.9	96	**71	1.7	2.2	84	*185	1.4	5.6	70
RUNNER'S WORLD	1229	*160	0.9	13.0	127	**104	0.6	8.5	82	**16	0.4	1.3	51	**43	0.3	3.5	44
SATURDAY EVENING POST	2110	*202	1.2	9.6	93	*223	1.3	10.6	103	**36	0.8	1.7	67	*204	1.5	9.7	121
SCIENCE 84	1543	**131	0.8	8.5	83	**95	0.5	6.2	60	**19	0.4	1.2	48	*138	1.0	8.9	112
SCIENCE DIGEST	1747	**105	0.6	6.0	59	*139	0.8	8.0	77	**55	1.3	3.1	123	*132	1.0	7.6	95
SCIENTIFIC AMERICAN	1994	*130	0.8	6.5	64	*129	0.7	6.5	63	**42	1.0	2.1	82	**114	0.9	5.7	72
SELF	3119	424	2.5	13.6	133	448	2.6	14.4	139	**40	0.9	1.3	50	*194	1.4	6.2	78
SEVENTEEN	3923	462	2.7	11.8	115	387	2.2	9.9	96	**72	1.7	1.8	72	362	2.7	9.2	116
SKI	1501	*170	1.0	11.3	111	*135	0.8	9.0	87	**58	1.3	3.9	151	**109	0.8	7.3	91
SMITHSONIAN	5976	527	3.1	8.8	86	572	3.3	9.6	93	**108	2.5	1.8	70	500	3.7	8.4	105
SOAP OPERA DIGEST	4228	762	4.4	18.0	176	658	3.8	15.6	151	*191	4.4	4.5	176	575	4.3	13.6	170
SOUTHERN LIVING	6488	786	4.6	12.1	118	708	4.1	10.9	106	**164	3.8	2.5	99	544	4.1	8.4	105
SPORT	3500	410	2.4	11.7	114	321	1.9	9.2	89	**129	3.0	3.7	144	*241	1.8	6.9	86
THE SPORTING NEWS	2456	307	1.8	12.5	122	*302	1.7	12.3	119	**102	2.4	4.2	162	*279	2.1	11.4	142
SPORTS AFIELD	3648	381	2.2	10.4	102	338	2.0	9.3	90	*140	3.3	3.8	150	286	2.1	7.8	98
SPORTS ILLUSTRATED	14484	1443	8.4	10.0	97	1454	8.4	10.0	97	401	9.3	2.8	108	1035	7.7	7.1	90
STAR	12661	1654	9.6	13.1	127	1705	9.9	13.5	131	393	9.1	3.1	121	1271	9.5	10.0	126
SUNDAY	52799	5231	30.4	9.9	97	5523	32.0	10.5	102	1262	29.3	2.4	93	4059	30.3	7.7	96
SUNSET	3513	*215	1.3	6.1	60	*273	1.6	7.8	75	**104	2.4	3.0	115	*398	3.0	11.3	142
TV GUIDE	42766	5094	29.6	11.9	116	4930	28.5	11.5	112	1268	29.5	3.0	116	3610	27.0	8.4	106
TENNIS	1254	*136	0.8	10.8	106	**97	0.6	7.7	75	**30	0.7	2.4	93	**43	0.3	3.4	43
TIME	22054	2203	12.8	10.0	97	2122	12.3	9.6	93	398	9.3	1.8	70	1617	12.1	7.3	92
TOWN & COUNTRY	1555	*149	0.9	9.6	93	*115	0.7	7.4	72	**17	0.4	1.1	43	**127	0.9	8.2	102
TRAVEL & LEISURE	2173	*203	1.2	9.3	91	*188	1.1	8.7	84	**14	0.3	0.6	25	*169	1.3	7.8	97
TRUE STORY	4636	689	4.0	14.9	145	696	4.0	15.0	146	*161	3.7	3.5	135	561	4.2	12.1	152
U.S.NEWS & WORLD REPORT	10353	1079	6.3	10.4	102	1068	6.2	10.3	100	*152	3.5	1.5	57	593	4.4	5.7	72
USA TODAY	4994	574	3.3	11.5	112	487	2.8	9.8	95	**79	1.8	1.6	62	356	2.7	7.1	89
US	3528	487	2.8	13.8	135	490	2.8	13.9	135	**85	2.0	2.4	94	341	2.5	9.7	121
VOGUE	5424	516	3.0	9.5	93	545	3.2	10.0	98	**77	1.8	1.4	55	405	3.0	7.5	94
WALL STREET JOURNAL	6292	488	2.8	7.8	76	517	3.0	8.2	80	**65	1.5	1.0	40	368	2.7	5.8	73
WEIGHT WATCHERS	2762	270	1.6	9.8	95	342	2.0	12.4	120	**69	1.6	2.5	97	*212	1.6	7.7	96
WOMAN'S DAY	16320	2199	12.8	13.5	131	2556	14.8	15.7	152	453	10.5	2.8	108	1675	12.5	10.3	129
WORKING MOTHER	1496	*274	1.6	18.3	179	*241	1.4	16.1	156	**23	0.5	1.5	60	*174	1.3	11.6	146
WORKING WOMAN	1851	*202	1.2	10.9	106	*246	1.4	13.3	129	**61	1.4	3.3	128	*227	1.7	12.3	154
WORLD TENNIS	580	**44	0.3	7.6	74	**49	0.3	8.4	82	**7	0.2	1.2	47	**54	0.4	9.3	117
ZIFF-DAVIS MAG NETWK (GROSS)	12412	955	5.6	7.7	75	977	5.7	7.9	76	291	6.8	2.3	91	862	6.4	6.9	87
BLAIR INSERTS	91671	9311	54.2	10.2	99	9421	54.5	10.3	100	2220	51.6	2.4	94	7331	54.7	8.0	100
DAILY NEWSPAPERS																	
READ ANY	109190	10988	63.9	10.1	98	11504	66.6	10.5	102	2617	60.8	2.4	93	8936	66.7	8.2	103
READ ONE	89987	9130	53.1	10.2	99	9467	54.8	10.6	103	2178	50.6	2.4	95	7142	53.3	8.0	100
READ TWO OR MORE	19602	1858	10.8	9.5	92	2037	11.8	10.4	101	439	10.2	2.2	87	1794	13.4	9.2	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	11057	64.3	10.1	98	11365	65.8	10.4	101	2693	62.6	2.5	96	8756	65.4	8.0	100
READ ONE	95074	9789	56.9	10.3	100	9825	56.9	10.3	100	2189	50.9	2.3	90	7484	55.9	7.9	99
READ TWO OR MORE	14588	1268	7.4	8.7	85	1540	8.9	10.6	102	504	11.7	3.5	135	1273	9.5	8.7	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.26				30.08				35.36				30.69			
30 DAY REACH	149706	15415	89.7	10.3	100	15625	90.4	10.4	101	3712	86.3	2.5	97	11814	88.2	7.9	99
50 SHWG - 30 DAY AV FREQ	15.16	15.17				15.56				18.02				15.93			
30 DAY REACH	142406	14894	86.6	10.5	102	15143	87.7	10.6	103	3677	85.5	2.6	101	11430	85.4	8.0	101
25 SHWG - 30 DAY AV FREQ	8.23	8.05				8.32				9.41				8.59			
30 DAY REACH	131152	14022	81.6	10.7	104	14162	82.0	10.8	105	3508	81.5	2.7	104	10615	79.3	8.1	101
CABLE TV: HOME WIRED	66879	7475	43.5	11.2	109	7606	44.0	11.4	110	1782	41.4	2.7	104	5952	44.4	8.9	111
HOME NOT WIRED	100848	9713	56.5	9.6	94	9669	56.0	9.6	93	2521	58.6	2.5	97	7439	55.6	7.4	92
HAVE PAY CABLE	35024	4500	26.2	12.8	125	4581	26.5	13.1	127	1058	24.6	3.0	118	3311	24.7	9.5	118

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0250
P-22

	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C ACROSS %	D INDX	M & M'S PLAIN A '000	B % DOWN	C ACROSS %	D INDX	MARS BAR A '000	B % DOWN	C ACROSS %	D INDX	MILKY WAY A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	17189	100.0	10.2	100	17275	100.0	10.3	100	4302	100.0	2.6	100	13391	100.0	8.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	10275	59.8	10.7	105	10192	59.0	10.7	103	2563	59.6	2.7	105	7745	57.8	8.1	101
10:00 AM - 3:00 PM	63599	6756	39.3	10.6	104	6902	40.0	10.9	105	1840	42.8	2.9	113	5361	40.0	8.4	106
3:00 PM - 7:00 PM	72097	7493	43.6	10.4	101	7541	43.7	10.5	102	1818	42.3	2.5	98	5707	42.6	7.9	99
7:00 PM - MIDNIGHT	36670	3935	22.9	10.7	105	3898	22.6	10.6	103	952	22.1	2.6	101	2788	20.8	7.6	95
MIDNIGHT - 6:00 AM	21908	2520	14.7	11.5	112	2322	13.4	10.6	103	594	13.8	2.7	106	1827	13.6	8.3	104
6:00 AM - MIDNIGHT	127571	13396	77.9	10.5	102	13509	78.2	10.6	103	3303	76.8	2.6	101	10337	77.2	8.1	101
ENTIRE DAY	129239	13605	79.1	10.5	103	13615	78.8	10.5	102	3344	77.7	2.6	101	10435	77.9	8.1	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3766	21.9	11.1	108	3978	23.0	11.7	114	848	19.7	2.5	97	3082	23.0	9.1	114
ALL NEWS	6062	494	2.9	8.1	80	487	2.8	8.0	78	*206	4.8	3.4	132	443	3.3	7.3	92
AOR/PROGRESSIVE	11884	1364	7.9	11.5	112	1091	6.3	9.2	89	*206	4.8	1.7	68	796	5.9	6.7	84
BEAUTIFUL MUSIC	11180	1145	6.7	10.2	100	1126	6.5	10.1	98	238	5.5	2.1	83	976	7.3	8.7	109
BLACK	4538	788	4.6	17.4	169	609	3.5	13.4	130	*270	6.3	5.9	232	495	3.7	10.9	137
CLASSICAL	3857	310	1.8	8.0	78	335	1.9	8.7	84	**81	1.9	2.1	82	*227	1.7	5.9	74
CHR/ROCK	21946	2673	15.6	12.2	119	2685	15.5	12.2	119	571	13.3	2.6	101	1859	13.9	8.5	106
COUNTRY	27262	2784	16.2	10.2	100	2868	16.6	10.5	102	743	17.3	2.7	106	2323	17.3	8.5	107
GOLDEN OLDIES	3339	306	1.8	9.2	89	361	2.1	10.8	105	**47	1.1	1.4	55	*222	1.7	6.6	83
MOR/NOSTALGIA	10346	953	5.5	9.2	90	898	5.2	8.7	84	262	6.1	2.5	99	704	5.3	6.8	85
NEWS/TALK	8929	729	4.2	8.2	80	827	4.8	9.3	90	301	7.0	3.4	131	738	5.5	8.3	104
RELIGIOUS	5488	533	3.1	9.7	95	551	3.2	10.0	97	**118	2.7	2.2	84	410	3.1	7.5	94
SOFT ROCK	1232	**113	0.7	9.2	89	**121	0.7	9.8	95	**54	1.3	4.4	171	**55	0.4	4.5	56
URBAN CONTEMPORARY	3184	441	2.6	13.9	135	395	2.3	12.4	120	**85	2.0	2.7	104	*206	1.5	6.5	81
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	855	5.0	12.4	121	989	5.7	14.3	139	*278	6.5	4.0	157	632	4.7	9.1	113
ABC DIRECTION	5212	584	3.4	11.2	109	608	3.5	11.7	113	**97	2.3	1.9	73	476	3.6	9.1	114
ABC ENTERTAINMENT	10385	1048	6.1	10.1	98	1157	6.7	11.1	108	*306	7.1	2.9	115	1079	8.1	10.4	130
ABC FM	4762	627	3.6	13.2	128	682	3.9	14.3	139	**94	2.2	2.0	77	381	2.8	8.0	100
ABC INFORMATION	11339	967	5.6	8.5	83	1010	5.8	8.9	86	302	7.0	2.7	104	896	6.7	7.9	99
ABC ROCK	4878	643	3.7	13.2	129	518	3.0	10.6	103	**88	2.0	1.8	70	453	3.4	9.3	116
CBS	10709	1052	6.1	9.8	96	978	5.7	9.1	89	345	8.0	3.2	126	894	6.7	8.3	105
MUTUAL	10251	1026	6.0	10.0	98	1146	6.6	11.2	109	425	9.9	4.1	162	970	7.2	9.5	119
NBC	12243	1041	6.1	8.5	83	1186	6.9	9.7	94	296	6.9	2.4	94	1052	7.9	8.6	108
RADIORADIO	4606	393	2.3	8.5	83	359	2.1	7.8	76	**95	2.2	2.1	80	317	2.4	6.9	86
RKO ONE	5148	696	4.0	13.5	132	593	3.4	11.5	112	*167	3.9	3.2	126	350	2.6	6.8	85
RKO TWO	7313	765	4.5	10.5	102	696	4.0	9.5	92	*158	3.7	2.2	84	476	3.6	6.5	82
THE SOURCE	5981	650	3.8	10.9	106	617	3.6	10.3	100	**126	2.9	2.1	82	474	3.5	7.9	99
NON-WIRED : BLAIR	19329	2318	13.5	12.0	117	2009	11.6	10.4	101	449	10.4	2.3	91	1697	12.7	8.8	110
INTERNET	27139	2917	17.0	10.7	105	2856	16.5	10.5	102	763	17.7	2.8	110	1907	14.2	7.0	88
KATZ RADIO GROUP	36319	3409	19.8	9.4	92	3548	20.5	9.8	95	763	17.7	2.1	82	2816	21.0	7.8	97
SUPERNET	22361	2451	14.3	11.0	107	2403	13.9	10.7	104	629	14.6	2.8	110	1880	14.0	8.4	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1420	8.3	9.8	95	1650	9.6	11.4	110	433	10.1	3.0	116	1183	8.8	8.1	102
MKDAY 9:00 AM - 1:00 PM	18688	1921	11.2	10.3	100	2034	11.8	10.9	106	543	12.6	2.9	113	1683	12.6	9.0	113
MKDAY 1:00 PM - 4:30 PM	24061	2611	15.2	10.9	106	2736	15.8	11.4	110	676	15.7	2.8	110	2243	16.8	9.3	117
MKDAY 4:30 PM - 7:30 PM	44079	4345	25.3	9.9	96	4355	25.2	9.9	96	1251	29.1	2.8	111	3512	26.2	8.0	100
MKDAY 7:30 PM - 8:00 PM	61979	6340	36.9	10.2	100	6274	36.3	10.1	98	1843	42.8	3.0	116	5028	37.5	8.1	101
MKDAY 11:00 PM - 11:30 PM	49084	5106	29.7	10.4	102	5376	31.1	11.0	106	1484	34.5	3.0	118	4255	31.8	8.7	109
MKDAY 11:30 PM - 1:00 AM	16560	1809	10.5	10.9	107	1892	11.0	11.4	111	513	11.9	3.1	121	1408	10.5	8.5	106
M-SAT 8-11 PM+SUN 7-11 PM	66967	7085	41.2	10.6	103	7203	41.7	10.8	104	1901	44.2	2.8	111	5666	42.3	8.5	106
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1160	6.7	12.5	122	1207	7.0	13.0	126	248	5.8	2.7	104	733	5.5	7.9	99
ANOTHER WORLD N	6138	707	4.1	11.5	112	578	3.3	9.4	91	*181	4.2	2.9	115	621	4.6	10.1	127
AS THE WORLD TURNS C	7707	842	4.9	10.9	107	861	5.0	11.2	108	186	4.3	2.4	94	791	5.9	10.3	129
CAPITOL C	4688	657	3.8	14.0	137	639	3.7	13.6	132	*139	3.2	3.0	116	581	4.3	12.4	155
CBS MORN. NEWS 1 C	2792	301	1.8	10.8	105	260	1.5	9.3	90	*54	1.3	1.9	75	160	1.2	5.7	72
CBS MORN. NEWS 2 C	2071	203	1.2	9.8	96	184	1.1	8.9	86	**47	1.1	2.3	88	145	1.1	7.0	88
DAYS OF OUR LIVES N	8018	939	5.5	11.7	114	733	4.2	9.1	89	207	4.8	2.6	101	721	5.4	9.0	113
FACTS OF LIFE - DAYTIME N	3487	374	2.2	10.7	105	442	2.6	12.7	123	*68	1.6	2.0	76	314	2.3	9.0	113
FAMILY FEUD A	4817	416	2.4	8.6	84	601	3.5	12.5	121	108	2.5	2.2	87	377	2.8	7.8	98
GENERAL HOSPITAL A	8333	943	5.5	11.3	110	1136	6.6	13.6	132	220	5.1	2.6	103	809	6.0	9.7	122
GOOD MORNING, AMERICA-730 A	5472	522	3.0	9.5	93	665	3.8	12.2	118	227	5.3	4.1	162	544	4.1	9.9	124
GOOD MORNING, AMERICA-830 A	3965	333	1.9	8.4	82	441	2.6	11.1	108	136	3.2	3.4	134	367	2.7	9.3	116
GUIDING LIGHT C	7542	884	5.1	11.7	114	854	4.9	11.3	110	202	4.7	2.7	104	873	6.5	11.6	145
ONE LIFE TO LIVE A	6018	669	3.9	11.1	108	785	4.5	13.0	127	175	4.1	2.9	113	554	4.1	9.2	116
PRESS YOUR LUCK C	3589	369	2.1	10.3	100	370	2.1	10.3	100	*110	2.6	3.1	119	360	2.7	10.0	125
PRICE IS RIGHT 1 C	7418	625	3.6	8.4	82	664	3.8	9.0	87	176	4.1	2.4	93	673	5.0	9.1	113
PRICE IS RIGHT 2 C	8276	721	4.2	8.7	85	727	4.2	8.8	85	321	7.5	3.9	151	800	6.0	9.7	121
RYAN'S HOPE A	4358	563	3.3	12.9	126	630	3.6	14.5	140	*105	2.4	2.4	94	382	2.9	8.8	110
SALE OF THE CENTURY N	3749	408	2.4	10.9	106	350	2.0	9.3	91	154	3.6	4.1	160	377	2.8	10.1	126
SEARCH FOR TOMORROW N	2884	356	2.1	12.3	120	305	1.8	10.6	103	*103	2.4	3.6	139	353	2.6	12.2	153
TODAY SHOW 1 N	4869	423	2.5	8.7	85	418	2.4	8.6	83	*94	2.2	1.9	75	268	2.0	5.5	69
TODAY SHOW 2 N	4135	339	2.0	8.2	80	352	2.0	8.5	83	*90	2.1	2.2	85	324	2.4	7.8	98
$25,000 PYRAMID C	4361	474	2.8	10.9	106	396	2.3	9.1	88	188	4.4	4.3	168	417	3.1	9.6	120
WHEEL OF FORTUNE N	6187	583	3.4	9.4	92	613	3.5	9.9	96	254	5.9	4.1	160	609	4.5	9.8	122
YOUNG AND THE RESTLESS C	8186	890	5.2	10.9	106	882	5.1	10.8	105	193	4.5	2.4	92	773	5.8	9.4	118
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	526	3.1	11.1	109	446	2.6	9.4	92	*151	3.5	3.2	125	399	3.0	8.4	105
NBA PLAYOFF GAME -1 C	5127	459	2.7	9.0	87	469	2.7	9.1	89	*109	2.5	2.1	83	441	3.3	8.6	107
NBC MAJOR LEAGUE PRE-GAME N	3945	413	2.4	10.5	102	406	2.4	10.3	100	**105	2.4	2.7	104	279	2.1	7.1	88
SPORTSWORLD - SUN N	3370	338	2.0	10.0	98	368	2.1	10.9	106	**80	1.9	2.4	93	236	1.8	7.0	88
SUNDAY MORNING C	4200	503	2.9	12.0	117	445	2.6	10.6	103	*94	2.2	2.2	87	306	2.3	7.3	92

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT (ADULTS)

0251
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		TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C ACROSS %	D INDX	M & M'S PLAIN A '000	B % DOWN	C ACROSS %	D INDX	MARS BAR A '000	B % DOWN	C ACROSS %	D INDX	MILKY WAY A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS		167727	17189	100.0	10.2	100	17275	100.0	10.3	100	4302	100.0	2.6	100	13391	100.0	8.0	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4956	28.8	9.5	92	4996	28.9	9.6	93	1601	37.2	3.1	119	4156	31.0	7.9	100
NETWORK AFFILIATES - LATE		39164	3980	23.2	10.2	99	4207	24.4	10.7	104	1208	28.1	3.1	120	3399	25.4	8.7	109
INDEPENDENTS - LATE		5133	561	3.3	10.9	107	488	2.8	9.5	92	148	3.4	2.9	112	423	3.2	8.2	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3720	15.8	11.9	116	2578	14.9	11.3	110	640	14.9	2.8	109	1876	14.0	8.2	103
ABC MONDAY NIGHT MOVIE	A	11258	1170	6.8	10.4	101	1293	7.5	11.5	112	308	7.2	2.7	107	1036	7.7	9.2	115
ABC SUNDAY NIGHT MOVIE	A	23600	2632	15.3	11.2	109	2699	15.6	11.4	111	835	19.4	3.5	138	2057	15.4	8.7	109
ABC WORLD NEWS TONIGHT	A	12801	1302	7.6	10.2	99	1307	7.6	10.2	99	344	8.0	2.7	105	976	7.3	7.6	95
AFTERMASH	C	10964	1111	6.5	10.1	99	1143	6.6	10.4	101	*298	6.9	2.7	106	873	6.5	8.0	100
ALICE	C	17050	1935	11.3	11.3	111	1857	10.7	10.9	106	422	9.8	2.5	96	1518	11.3	8.9	112
AMERICAN PARADE	C	11998	1230	7.2	10.3	100	1193	6.9	9.9	97	537	12.5	4.5	175	879	6.6	7.3	92
BENSON	A	19258	1603	9.3	8.3	81	1853	10.7	9.6	93	558	13.0	2.9	113	1533	11.4	8.0	100
BLUE THUNDER	A	11478	996	5.8	8.7	85	1025	5.9	8.9	87	320	7.4	2.8	109	762	5.7	6.6	83
CAGNEY & LACEY	C	18263	1932	11.2	10.6	103	2030	11.8	11.1	108	478	11.1	2.6	102	1545	11.5	8.5	106
CBS EVENING NEWS-DEAN	C	7733	626	3.6	8.1	79	555	3.2	7.2	70	*272	6.3	3.5	137	608	4.5	7.9	98
CBS EVENING NEWS-RATHER	C	15653	1446	8.4	9.2	90	1412	8.2	9.0	88	502	11.7	3.2	125	1290	9.6	8.2	103
CBS SAT. NEWS-SCHIEFFER	C	8744	731	4.3	8.4	82	620	3.6	7.1	69	240	5.6	2.7	107	656	4.9	7.5	94
CBS SATURDAY NIGHT MOVIE	C	12000	1218	7.1	10.1	99	1262	7.3	10.5	102	315	7.3	2.6	102	966	7.2	8.0	101
CBS WEDNESDAY NIGHT MOVIE	C	11522	1170	6.8	10.2	99	1022	5.9	8.9	86	363	8.4	3.2	123	887	6.6	7.7	96
CHEERS	N	16818	1812	10.5	10.8	105	1850	10.7	11.0	107	431	10.0	2.6	100	1303	9.7	7.7	97
DALLAS	C	37510	3847	22.4	10.3	100	3693	21.4	9.8	96	995	23.1	2.7	103	3406	25.4	9.1	114
DIFF'RENT STROKES	N	11258	1061	6.2	9.4	92	1231	7.1	10.9	106	271	6.3	2.4	94	989	7.4	8.8	110
DOUBLE TROUBLE	N	12248	1383	8.0	11.3	110	1686	9.8	13.8	134	435	10.1	3.6	138	1238	9.2	10.1	127
DUCK FACTORY	N	11100	1209	7.0	10.9	106	1245	7.2	11.2	109	*274	6.4	2.5	96	764	5.7	6.9	86
DUKES OF HAZZARD	C	12353	1180	6.9	9.6	93	1153	6.7	9.3	91	342	7.9	2.8	108	1072	8.0	8.7	109
DYNASTY	A	33279	3760	21.9	11.3	110	3884	22.5	11.7	113	740	17.2	2.2	87	2745	20.5	8.2	103
FACTS OF LIFE	N	13410	1669	9.7	12.4	121	1802	10.4	13.4	130	484	11.3	3.6	141	1446	10.8	10.8	135
FALCON CREST	C	31093	3434	20.0	11.0	108	3265	18.9	10.5	102	832	19.3	2.7	104	3023	22.6	9.7	122
FALL GUY	A	18649	2120	12.3	11.4	111	2169	12.6	11.6	113	448	10.4	2.4	94	1535	11.5	8.2	103
FAMILY TIES	N	13101	1542	9.0	11.8	115	1688	9.8	12.9	125	300	7.0	2.3	89	1161	8.7	8.9	111
FANTASY ISLAND	A	13069	1483	8.6	11.3	111	1587	9.2	12.1	118	414	9.6	3.2	124	1241	9.3	9.5	119
FOULUPS,BLEEPS & BLUNDERS	A	16588	1525	8.9	9.2	90	1735	10.0	10.5	102	440	10.2	2.7	103	1439	10.7	8.7	109
FOUR SEASONS	C	9302	887	5.2	9.5	93	949	5.5	10.2	99	*284	6.6	3.1	119	799	6.0	8.6	108
GIMME A BREAK	N	13955	1527	8.9	10.9	107	1581	9.2	11.3	110	369	8.6	2.6	103	1296	9.7	9.3	116
HART TO HART	A	15735	1673	9.7	10.6	104	1787	10.3	11.4	110	386	9.0	2.5	96	1262	9.4	8.0	100
HILL STREET BLUES	N	18257	1853	10.8	10.1	99	1853	10.7	10.1	99	411	9.6	2.3	88	1436	10.7	7.9	99
HOTEL	A	24236	2271	13.2	9.4	91	2654	15.4	11.0	106	584	13.6	2.4	94	2199	16.4	9.1	114
JEFFERSONS	C	17010	1846	10.7	10.9	106	1961	11.4	11.5	112	490	11.4	2.9	112	1481	11.1	8.7	109
JENNIFER SLEPT HERE	N	9397	916	5.3	9.7	95	996	5.8	10.6	103	*239	5.6	2.5	99	764	5.7	8.1	102
KATE & ALLIE	C	16762	1761	10.2	10.5	103	1699	9.8	10.1	98	421	9.8	2.5	98	1378	10.3	8.2	103
KNIGHT RIDER	N	13164	1718	10.0	13.1	127	1394	8.1	10.6	103	444	10.3	3.4	132	1341	10.0	10.2	128
LOVE BOAT	A	20400	2107	12.3	10.3	101	2250	13.0	11.0	107	662	15.4	3.2	127	1804	13.5	8.8	111
MAGNUM PI	C	22543	2340	13.6	10.4	101	2418	14.0	10.7	104	530	12.3	2.4	92	1815	13.6	8.1	101
MAMA'S FAMILY	N	9852	1101	6.4	11.2	109	1172	6.8	11.9	116	279	6.5	2.8	110	929	6.9	9.4	118
MASTER, THE	N	8082	943	5.5	11.7	114	864	5.0	10.7	104	*190	4.4	2.4	92	624	4.7	7.7	97
MATT HOUSTON	A	12881	1323	7.7	10.3	100	1373	7.9	10.7	103	353	8.2	2.7	107	1037	7.7	8.1	101
NBC MONDAY NIGHT MOVIE	N	23889	2698	15.7	11.3	110	2617	15.1	11.0	106	639	14.9	2.7	104	2091	15.6	8.8	110
NBC NIGHTLY NEWS	N	11156	1008	5.9	9.0	88	931	5.4	8.3	81	223	5.2	2.0	78	777	5.8	7.0	87
NBC NIGHTLY NEWS-SAT	N	7363	575	3.3	7.8	76	584	3.4	7.9	77	*181	4.2	2.5	96	483	3.6	6.6	82
NBC NIGHTLY NEWS-SUN	N	6214	519	3.0	8.4	81	557	3.2	9.0	87	*175	4.1	2.8	110	595	4.4	9.6	120
NBC SUNDAY NIGHT MOVIE	N	17590	1829	10.6	10.4	101	1738	10.1	9.9	96	570	13.2	3.2	126	1499	11.2	8.5	107
NEWHART	C	16740	1605	9.3	9.6	94	1866	10.8	11.1	108	427	9.9	2.6	99	1412	10.5	8.4	106
ONE DAY AT A TIME	C	11820	1338	7.8	11.3	110	1241	7.2	10.5	102	273	6.3	2.3	90	949	7.1	8.0	101
PEOPLE ARE FUNNY	N	9138	908	5.3	9.9	97	1005	5.8	11.0	107	299	7.0	3.3	128	782	5.8	8.6	107
REAL PEOPLE	N	15979	1616	9.4	10.1	99	1598	9.3	10.0	97	543	12.6	3.4	132	1451	10.8	9.1	114
REMINGTON STEELE	N	14395	1687	9.8	11.7	114	1774	10.3	12.3	120	346	8.0	2.4	94	1217	9.1	8.5	106
RIPLEY'S BELIEVE IT - NOT	A	11362	1181	6.9	10.4	101	1257	7.3	11.1	107	338	7.9	3.0	116	971	7.3	8.5	107
RIPTIDE	N	13920	1745	10.2	12.5	122	1644	9.5	11.8	115	403	9.4	2.9	113	1119	8.4	8.0	101
SCARECROW & MRS. KING	C	17571	1673	9.7	9.5	93	1722	10.0	9.8	95	436	10.1	2.5	97	1467	11.0	8.3	105
SIMON & SIMON	C	20208	2124	12.4	10.5	103	2155	12.5	10.7	104	505	11.7	2.5	97	1843	13.8	9.1	114
60 MINUTES	C	27668	2364	13.8	8.5	83	2453	14.2	8.9	86	802	18.6	2.9	113	1995	14.9	7.2	90
ST. ELSEWHERE	N	13699	1509	8.8	11.0	107	1773	10.3	12.9	126	445	10.3	3.2	127	1252	9.3	9.1	114
THREE'S COMPANY	A	20632	2185	12.7	10.6	103	2405	13.9	11.7	113	663	15.4	3.2	125	1757	13.1	8.5	107
T.J. HOOKER	A	17136	1836	10.7	10.7	105	1793	10.4	10.5	102	546	12.7	3.2	124	1478	11.0	8.6	108
TONIGHT SHOW	N	4963	488	2.8	9.8	96	502	2.9	10.1	98	165	3.8	3.3	130	373	2.8	7.5	94
TRAPPER JOHN, M.D.	C	16332	1800	10.5	11.0	108	1838	10.6	11.3	109	366	8.5	2.2	87	1352	10.1	8.3	104
TV BLOOPERS & PRAC. JOKES	N	18881	1754	10.2	9.3	91	1751	10.1	9.3	90	555	12.9	2.9	115	1309	9.8	6.9	87
20/20	A	18315	1929	11.2	10.5	103	2169	12.6	11.8	115	601	14.0	3.3	128	1459	10.9	8.0	100
WEBSTER	A	18722	1604	9.3	8.6	84	1867	10.8	10.0	97	573	13.3	3.1	119	1602	12.0	8.6	107
WORLD NEWS - SUN	A	5327	501	2.9	9.4	92	527	3.1	9.9	96	*210	4.9	3.9	154	414	3.1	7.8	97
YELLOW ROSE	N	8370	1025	6.0	12.2	119	996	5.8	11.9	116	232	5.4	2.8	108	784	5.9	9.4	117
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2483	14.4	9.6	94	2481	14.4	9.6	93	*458	10.6	1.8	69	2329	17.4	9.0	113
BASKETBALL - COLLEGE GAMES		14468	1582	9.2	10.9	107	1546	8.9	10.7	104	*281	6.5	1.9	76	1101	8.2	7.6	95
BASKETBALL - PRO GAMES		12124	1176	6.8	9.7	95	1115	6.5	9.2	89	**186	4.3	1.5	60	1015	7.6	8.4	105
BOWLING		9412	954	5.6	10.1	99	1019	5.9	10.8	105	*305	7.1	3.2	126	929	6.9	9.9	124
BOXING		15409	1527	8.9	9.9	97	1636	9.5	10.6	103	*428	9.9	2.8	108	1456	10.9	9.4	118
FOOTBALL - COLLEGE GAMES		21400	2287	13.3	10.7	104	2177	12.6	10.2	99	554	12.9	2.6	101	1655	12.4	7.7	97
FOOTBALL -- PRO GAMES		35944	4171	24.3	11.6	113	4328	25.1	12.0	117	842	19.6	2.3	91	3052	22.8	8.5	106
GOLF		9759	857	5.0	8.8	86	873	5.1	8.9	87	**296	6.9	3.0	118	660	4.9	6.8	85
POST-SEASON COLL. FOOTBALL		18123	2099	12.2	11.6	113	2135	12.4	11.8	114	*465	10.8	2.6	100	1321	9.9	7.3	91
POST-SEASON PRO FOOTBALL		22091	2563	14.9	11.6	113	2729	15.8	12.4	120	*513	11.9	2.3	91	1737	13.0	7.9	98
TENNIS		6764	714	4.2	10.6	103	688	4.0	10.2	99	**149	3.5	2.2	86	660	4.9	9.8	122
WRESTLING - PROFESSIONAL		9695	1299	7.6	13.4	131	1342	7.8	13.8	134	*349	8.1	3.6	140	1092	8.2	11.3	141

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS	167727	6722	100.0	4.0	100	5782	100.0	3.4	100	7916	100.0	4.7	100	14426	100.0	8.6	100
MALES	79263	2640	39.3	3.3	83	2322	40.2	2.9	85	2776	35.1	3.5	74	5104	35.4	6.4	75
FEMALES	88464	4081	60.7	4.6	115	3460	59.8	3.9	113	5141	64.9	5.8	123	9321	64.6	10.5	123
18 - 24	28671	912	13.6	3.2	79	1042	18.0	3.6	105	1329	16.8	4.6	98	2633	18.3	9.2	107
25 - 34	39536	1493	22.2	3.8	94	1287	22.3	3.3	94	2246	28.4	5.7	120	3678	25.5	9.3	108
35 - 44	28978	1477	22.0	5.1	127	1095	18.9	3.8	110	1729	21.8	6.0	126	3021	20.9	10.4	121
45 - 54	22345	949	14.1	4.2	106	765	13.2	3.4	99	950	12.0	4.3	90	2074	14.4	9.3	108
55 - 64	22224	987	14.7	4.4	111	875	15.1	3.9	114	861	10.9	3.9	82	1572	10.9	7.1	82
65 OR OLDER	25973	903	13.4	3.5	87	718	12.4	2.8	80	801	10.1	3.1	65	1448	10.0	5.6	65
18 - 34	68207	2405	35.8	3.5	88	2329	40.3	3.4	99	3575	45.2	5.2	111	6311	43.7	9.3	108
18 - 49	108058	4414	65.7	4.1	102	3824	66.1	3.5	103	5842	73.8	5.4	115	10514	72.9	9.7	113
25 - 54	90859	3919	58.3	4.3	108	3148	54.4	3.5	101	4926	62.2	5.4	115	8773	60.8	9.7	112
35 - 49	39851	2009	29.9	5.0	126	1494	25.8	3.7	109	2268	28.7	5.7	121	4202	29.1	10.5	123
50 OR OLDER	59669	2308	34.3	3.9	97	1958	33.9	3.3	95	2074	26.2	3.5	74	3912	27.1	6.6	76
GRADUATED COLLEGE	28091	750	11.2	2.7	67	706	12.2	2.5	73	992	12.5	3.5	75	1769	12.3	6.3	73
ATTENDED COLLEGE	28938	1178	17.5	4.1	102	589	10.2	2.0	59	1132	14.3	3.9	83	2536	17.6	8.8	102
GRADUATED HIGH SCHOOL	65503	2848	42.4	4.3	108	2318	40.1	3.5	103	3758	47.5	5.7	122	6199	43.0	9.5	110
DID NOT GRADUATE HIGH SCHOOL	45195	1947	29.0	4.3	107	2168	37.5	4.8	139	2034	25.7	4.5	95	3922	27.2	8.7	101
EMPLOYED MALES	56429	1725	25.7	3.1	76	1499	25.9	2.7	77	1865	23.6	3.3	70	3811	26.4	6.8	79
EMPLOYED FEMALES	43971	1884	28.0	4.3	107	1477	25.5	3.4	97	2354	29.7	5.4	113	4297	29.8	9.8	114
EMPLOYED FULL-TIME	87773	3040	45.2	3.5	86	2566	44.4	2.9	85	3622	45.8	4.1	87	6952	48.2	7.9	92
EMPLOYED PART-TIME	12627	*569	8.5	4.5	112	*410	7.1	3.2	94	597	7.5	4.7	100	1155	8.0	9.1	106
NOT EMPLOYED	67327	3113	46.3	4.6	115	2805	48.5	4.2	121	3698	46.7	5.5	116	6319	43.8	9.4	109
PROFESSIONAL/MANAGER	25845	939	14.0	3.6	91	715	12.4	2.8	80	936	11.8	3.6	77	1897	13.1	7.3	85
TECH/CLERICAL/SALES	30895	1036	15.4	3.4	84	718	12.4	2.3	67	1347	17.0	4.4	92	2607	18.1	8.4	98
PRECISION/CRAFT	12629	*390	5.8	3.1	77	*361	6.2	2.9	83	499	6.3	4.0	84	898	6.2	7.1	83
OTHER EMPLOYED	31031	1244	18.5	4.0	100	1181	20.4	3.8	110	1438	18.2	4.6	98	2705	18.8	8.7	101
SINGLE	35557	1237	18.4	3.5	87	1131	19.6	3.2	92	1550	19.6	4.4	92	2733	18.9	7.7	89
MARRIED	103585	4475	66.6	4.3	108	3386	58.6	3.3	95	5187	65.5	5.0	106	9618	66.7	9.3	108
DIVORCED/SEPARATED/WIDOWED	28585	1009	15.0	3.5	88	1264	21.9	4.4	128	1179	14.9	4.1	87	2075	14.4	7.3	84
PARENTS	59295	2827	42.1	4.8	119	2371	41.0	4.0	116	3918	49.5	6.6	140	7020	48.7	11.8	138
WHITE	146081	5537	82.4	3.8	95	4264	73.7	2.9	85	6765	85.5	4.6	98	12650	87.7	8.7	101
BLACK	17974	1119	16.6	6.2	155	1478	25.6	8.2	239	989	12.5	5.5	117	1506	10.4	8.4	97
OTHER	3672	**66	1.0	1.8	45	**41	0.7	1.1	32	**162	2.0	4.4	93	**270	1.9	7.4	85
NORTHEAST-CENSUS	37005	1465	21.8	4.0	99	1074	18.6	2.9	84	2058	26.0	5.6	118	3097	21.5	8.4	97
NORTH CENTRAL	42642	1873	27.9	4.4	110	1326	22.9	3.1	90	2316	29.3	5.4	115	4397	30.5	10.3	120
SOUTH	56777	2395	35.6	4.2	105	2566	44.4	4.5	131	2526	31.9	4.4	94	5275	36.6	9.3	108
WEST	31303	989	14.7	3.2	79	816	14.1	2.6	76	1016	12.8	3.2	69	1657	11.5	5.3	62
NORTHEAST-MKTG.	38125	1293	19.2	3.4	85	1011	17.5	2.7	77	2031	25.7	5.3	113	2996	20.8	7.9	91
EAST CENTRAL	24794	1097	16.3	4.4	110	803	13.9	3.2	94	1252	15.8	5.0	107	2756	19.1	11.1	129
WEST CENTRAL	28511	1368	20.4	4.8	120	1047	18.1	3.7	107	1636	20.7	5.7	122	2718	18.8	9.5	111
SOUTH	48953	2122	31.6	4.3	108	2218	38.4	4.5	131	2086	26.4	4.3	90	4567	31.7	9.3	108
PACIFIC	27344	840	12.5	3.1	77	*704	12.2	2.6	75	912	11.5	3.3	71	1389	9.6	5.1	59
COUNTY SIZE A	69301	2592	38.6	3.7	93	1991	34.4	2.9	83	3322	42.0	4.8	102	5055	35.0	7.3	85
COUNTY SIZE B	50633	2235	33.2	4.4	110	1893	32.7	3.7	108	2367	29.9	4.7	99	4853	33.6	9.6	111
COUNTY SIZE C	26259	1128	16.8	4.3	107	1064	18.4	4.1	118	1111	14.0	4.2	90	2276	15.8	8.7	101
COUNTY SIZE D	21534	767	11.4	3.6	89	834	14.4	3.9	112	1116	14.1	5.2	110	2242	15.5	10.4	121
METRO CENTRAL CITY	50014	2114	31.4	4.2	105	1674	29.0	3.3	97	2580	32.6	5.2	109	3961	27.5	7.9	92
METRO SUBURBAN	76832	2835	42.2	3.7	92	2142	37.0	2.8	81	3075	38.8	4.0	85	6499	45.1	8.5	98
NON METRO	40881	1772	26.4	4.3	108	1965	34.0	4.8	139	2262	28.6	5.5	117	3966	27.5	9.7	113
TOP 5 ADI'S	39550	1506	22.4	3.8	95	1282	22.2	3.2	94	2221	28.1	5.6	119	2983	20.7	7.5	88
TOP 10 ADI'S	54877	1977	29.4	3.6	90	1676	29.0	3.1	89	2845	35.9	5.2	110	3863	26.8	7.0	82
TOP 20 ADI'S	77516	2920	43.4	3.8	94	2244	38.8	2.9	84	3525	44.5	4.5	96	5730	39.7	7.4	86
HSHLD INC. $50,000 OR MORE	17257	*667	9.9	3.9	96	*324	5.6	1.9	54	602	7.6	3.5	74	1429	9.9	8.3	96
$40,000 OR MORE	33235	1254	18.7	3.8	94	610	10.5	1.8	53	1203	15.2	3.6	77	2756	19.1	8.3	96
$30,000 OR MORE	59693	2159	32.1	3.6	90	1370	23.7	2.3	67	2370	29.9	4.0	84	5043	35.0	8.4	98
$25,000 OR MORE	76275	2737	40.7	3.6	90	1840	31.8	2.4	70	3069	38.8	4.0	85	6020	41.7	7.9	92
$20,000 - $24,999	18607	721	10.7	3.9	97	*604	10.4	3.2	94	1029	13.0	5.5	117	1967	13.6	10.6	123
$15,000 - $19,999	17175	669	10.0	3.9	97	609	10.5	3.5	103	1021	12.9	5.9	126	1710	11.9	10.0	116
$10,000 - $14,999	24569	1301	19.4	5.3	132	1082	18.7	4.4	128	1182	14.9	4.8	102	2125	14.7	8.6	100
UNDER $10,000	31101	1294	19.3	4.2	104	1647	28.5	5.3	154	1616	20.4	5.2	110	2605	18.1	8.4	97
HOUSEHOLD OF 1 PERSON	19441	662	9.8	3.4	85	611	10.6	3.1	91	553	7.0	2.8	60	974	6.8	5.0	58
2 PEOPLE	51803	1862	27.7	3.6	90	1506	26.0	2.9	84	1882	23.8	3.6	77	3334	23.1	6.4	75
3 OR 4 PEOPLE	66933	2769	41.2	4.1	103	2461	42.6	3.7	107	3574	45.1	5.3	113	6765	46.9	10.1	117
5 OR MORE PEOPLE	29550	1428	21.2	4.8	121	1203	20.8	4.1	118	1907	24.1	6.5	137	3353	23.2	11.3	131
NO CHILD IN HSHLD	96587	3391	50.4	3.5	88	2896	50.1	3.0	87	3416	43.2	3.5	75	6099	42.3	6.3	73
CHILD(REN) UNDER 2 YRS	10844	*530	7.9	4.9	122	*541	9.4	5.0	145	810	10.2	7.5	158	1179	8.2	10.9	126
2 - 5 YEARS	26358	1045	15.5	4.0	99	1055	18.2	4.0	116	1776	22.4	6.7	143	3196	22.2	12.1	140
6 - 11 YEARS	30453	1501	22.3	4.9	123	1255	21.7	4.1	120	1994	25.2	6.5	139	3800	26.3	12.5	145
12 - 17 YEARS	36575	1965	29.2	5.4	134	1608	27.8	4.4	128	2389	30.2	6.5	138	4263	29.6	11.7	136
RESIDENCE OWNED	117770	4963	73.8	4.2	105	3892	67.3	3.3	96	5455	68.9	4.6	98	10542	73.1	9.0	104
VALUE: $50,000 OR MORE	70166	2830	42.1	4.0	101	1819	31.5	2.6	75	2967	37.5	4.2	90	5862	40.6	8.4	97
VALUE: UNDER $50,000	47604	2133	31.7	4.5	112	2073	35.9	4.4	126	2488	31.4	5.2	111	4680	32.4	9.8	113

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0253
P-22

		TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS		167727	6722	100.0	4.0	100	5782	100.0	3.4	100	7916	100.0	4.7	100	14426	100.0	8.6	100
MAGAZINES	QUINTILE 1	34022	1592	23.7	4.7	117	1261	21.8	3.7	108	1578	19.9	4.6	98	3394	23.5	10.0	116
	QUINTILE 2	34800	1484	22.1	4.3	106	1163	20.1	3.3	97	1692	21.4	4.9	103	3323	23.0	9.5	111
	QUINTILE 3	30514	909	13.5	3.0	74	830	14.4	2.7	79	1395	17.6	4.6	97	2459	17.0	8.1	94
	QUINTILE 4	33324	1304	19.4	3.9	98	1143	19.8	3.4	99	1624	20.5	4.9	103	2794	19.4	8.4	97
	QUINTILE 5	35066	1433	21.3	4.1	102	1384	23.9	3.9	114	1627	20.6	4.6	98	2458	17.0	7.0	81
NEWSPAPERS	QUINTILE 1	29107	1215	18.1	4.2	104	931	16.1	3.2	93	1258	15.9	4.3	92	2342	16.2	8.0	94
	QUINTILE 2	49095	1743	25.9	3.6	89	1553	26.9	3.2	92	2291	28.9	4.7	99	4162	28.9	8.5	99
	QUINTILE 3	23107	928	13.8	4.0	100	684	11.8	3.0	86	998	12.6	4.3	92	2065	14.3	8.9	104
	QUINTILE 4	33556	1364	20.3	4.1	101	1103	19.1	3.3	95	1706	21.6	5.1	108	2939	20.4	8.8	102
	QUINTILE 5	32863	1472	21.9	4.5	112	1510	26.1	4.6	133	1664	21.0	5.1	107	2918	20.2	8.9	103
OUTDOOR	QUINTILE 1	33431	1046	15.6	3.1	78	999	17.3	3.0	87	1775	22.4	5.3	112	2970	20.6	8.9	103
	QUINTILE 2	33478	1321	19.7	3.9	98	1196	20.7	3.6	104	1463	18.5	4.4	93	2679	18.6	8.0	93
	QUINTILE 3	33574	1546	23.0	4.6	115	1215	21.0	3.6	105	1719	21.7	5.1	108	3002	20.8	8.9	104
	QUINTILE 4	33935	1435	21.3	4.2	106	1176	20.3	3.5	101	1650	20.8	4.9	103	3073	21.3	9.1	105
	QUINTILE 5	33310	1374	20.4	4.1	103	1196	20.7	3.6	104	1310	16.5	3.9	83	2703	18.7	8.1	94
RADIO-DRIVE TIME	QUINTILE 1	33136	1513	22.5	4.6	114	1332	23.0	4.0	117	1538	19.4	4.6	98	2823	19.6	8.5	99
	QUINTILE 2	31658	1056	15.7	3.3	83	1179	20.4	3.7	108	1635	20.7	5.2	109	2653	18.4	8.4	97
	QUINTILE 3	32541	1358	20.2	4.2	104	1155	20.0	3.5	103	1740	22.0	5.3	113	2990	20.7	9.2	107
	QUINTILE 4	34247	1416	21.1	4.1	103	1073	18.6	3.1	91	1458	18.4	4.3	90	3239	22.5	9.5	110
	QUINTILE 5	36144	1378	20.5	3.8	95	1043	18.0	2.9	84	1545	19.5	4.3	91	2720	18.9	7.5	87
RADIO-MID-DAY	TERCILE 1	45037	1892	28.1	4.2	105	1651	28.6	3.7	106	2017	25.5	4.5	95	4084	28.3	9.1	105
	TERCILE 2	44819	1679	25.0	3.7	93	1688	29.2	3.8	109	2341	29.6	5.2	111	4141	28.7	9.2	107
	TERCILE 3	77872	3151	46.9	4.0	101	2443	42.3	3.1	91	3559	45.0	4.6	97	6201	43.0	8.0	93
RADIO-TOTAL	QUINTILE 1	33763	1523	22.7	4.5	113	1404	24.3	4.2	121	1637	20.7	4.8	103	2958	20.5	8.8	102
	QUINTILE 2	33240	1354	20.1	4.1	102	1232	21.3	3.7	108	1972	24.9	5.9	126	2956	20.5	8.9	103
	QUINTILE 3	33408	1179	17.5	3.5	88	1035	17.9	3.1	90	1307	16.5	3.9	83	3041	21.1	9.1	106
	QUINTILE 4	34792	1414	21.0	4.1	101	1173	20.3	3.4	98	1596	20.2	4.6	97	2973	20.6	8.5	99
	QUINTILE 5	32524	1250	18.6	3.8	96	938	16.2	2.9	84	1403	17.7	4.3	91	2499	17.3	7.7	89
TV-PRIME TIME	QUINTILE 1	33090	1513	22.5	4.6	114	1110	19.2	3.4	97	1840	23.2	5.6	118	3190	22.1	9.6	112
	QUINTILE 2	33357	1248	18.6	3.7	93	989	17.1	3.0	86	1634	20.6	4.9	104	3090	21.4	9.3	108
	QUINTILE 3	33980	1271	18.9	3.7	93	1302	22.5	3.8	111	1582	20.0	4.7	99	2822	19.6	8.3	97
	QUINTILE 4	33854	1270	18.9	3.8	94	933	16.1	2.8	80	1435	18.1	4.2	90	2779	19.3	8.2	95
	QUINTILE 5	33444	1421	21.1	4.2	106	1449	25.1	4.3	126	1425	18.0	4.3	90	2545	17.6	7.6	88
TV-DAYTIME	TERCILE 1	49121	2231	33.2	4.5	113	2059	35.6	4.2	122	2726	34.4	5.5	118	4732	32.8	9.6	112
	TERCILE 2	48823	1818	27.0	3.7	93	1719	29.7	3.5	102	2405	30.4	4.9	104	4530	31.4	9.3	108
	TERCILE 3	69782	2673	39.8	3.8	96	2004	34.7	2.9	83	2785	35.2	4.0	85	5164	35.8	7.4	86
TV-TOTAL	QUINTILE 1	33584	1621	24.1	4.8	120	1345	23.3	4.0	116	1786	22.6	5.3	113	3051	21.1	9.1	106
	QUINTILE 2	33441	1480	22.0	4.4	110	891	15.4	2.7	77	1647	20.8	4.9	104	3025	21.0	9.0	105
	QUINTILE 3	33505	1284	19.1	3.8	96	1011	17.5	3.0	88	1601	20.2	4.8	101	2820	19.5	8.4	98
	QUINTILE 4	33466	1061	15.8	3.2	79	1170	20.2	3.5	101	1407	17.8	4.2	89	2879	20.0	8.6	100
	QUINTILE 5	33731	1276	19.0	3.8	94	1365	23.6	4.0	117	1476	18.6	4.4	93	2652	18.4	7.9	91
MAGAZINES-NEWSPAPERS: DUAL		44503	1857	27.6	4.2	104	1382	23.9	3.1	90	2039	25.8	4.6	97	4160	28.8	9.3	109
MAGAZINE IMPERATIVE		39363	1717	25.5	4.4	109	1454	25.1	3.7	107	1957	24.7	5.0	105	3894	27.0	9.9	115
NEWSPAPER IMPERATIVE		46441	1565	23.3	3.4	84	1510	26.1	3.3	94	2148	27.1	4.6	98	3486	24.2	7.5	87
MAGAZINES-OUTDOOR: DUAL		33726	973	14.5	2.9	72	908	15.7	2.7	78	1516	19.2	4.5	95	3411	23.6	10.1	118
MAGAZINE IMPERATIVE		52846	2547	37.9	4.8	120	1915	33.1	3.6	105	2497	31.5	4.7	100	4733	32.8	9.0	104
OUTDOOR IMPERATIVE		52140	2079	30.9	4.0	99	1910	33.0	3.7	106	2681	33.9	5.1	109	3742	25.9	7.2	83
MAGAZINES-RADIO: DUAL		37081	1629	24.2	4.4	110	1459	25.2	3.9	114	1994	25.2	5.4	114	3667	25.4	9.9	115
MAGAZINE IMPERATIVE		49747	1954	29.1	3.9	98	1413	24.4	2.8	82	2104	26.6	4.2	90	4549	31.5	9.1	106
RADIO IMPERATIVE		49208	1841	27.4	3.7	93	1850	32.0	3.8	109	2467	31.2	5.0	106	3793	26.3	7.7	90
MAGAZINES-TELEVISION: DUAL		33103	1572	23.4	4.7	118	943	16.3	2.8	83	1662	21.0	5.0	106	3156	21.9	9.5	111
MAGAZINE IMPERATIVE		54575	2028	30.2	3.7	93	1974	34.1	3.6	105	2437	30.8	4.5	95	5158	35.8	9.5	110
TELEVISION IMPERATIVE		53249	2139	31.8	4.0	100	1803	31.2	3.4	98	2504	31.6	4.7	100	4221	29.3	7.9	92
NEWSPAPERS-OUTDOOR: DUAL		36255	1200	17.9	3.3	83	1228	21.2	3.4	98	1856	23.4	5.1	108	3058	21.2	8.4	98
NEWSPAPER IMPERATIVE		55591	2332	34.7	4.2	105	1698	29.4	3.1	89	2435	30.8	4.4	93	4739	32.9	8.5	99
OUTDOOR IMPERATIVE		48319	2038	30.3	4.2	105	1689	29.2	3.5	101	2338	29.5	4.8	103	4209	29.2	8.7	101
NEWSPAPERS-RADIO: DUAL		37242	1399	20.8	3.8	94	1306	22.6	3.5	102	1928	24.4	5.2	110	3311	23.0	8.9	103
NEWSPAPER IMPERATIVE		54423	2036	30.3	3.7	93	1578	27.3	2.9	84	2159	27.3	4.0	84	4403	30.5	8.1	94
RADIO IMPERATIVE		46650	2108	31.4	4.5	113	1885	32.6	4.0	117	2407	30.4	5.2	109	4207	29.2	9.0	105
NEWSPAPERS-TELEVISION: DUAL		35974	1542	22.9	4.3	107	1234	21.3	3.4	100	1701	21.5	4.7	100	3010	20.9	8.4	97
NEWSPAPER IMPERATIVE		56095	1844	27.4	3.3	82	1683	29.1	3.0	87	2370	29.9	4.2	90	4566	31.7	8.1	95
TELEVISION IMPERATIVE		47170	2273	33.8	4.8	120	1598	27.6	3.4	98	2557	32.3	5.4	115	4468	31.0	9.5	110
OUTDOOR-RADIO: DUAL		33748	1217	18.1	3.6	90	1149	19.9	3.4	99	1876	23.7	5.6	118	3011	20.9	8.9	104
OUTDOOR IMPERATIVE		52785	2057	30.6	3.9	97	1633	28.2	3.1	90	2410	30.4	4.6	97	4423	30.7	8.4	97
RADIO IMPERATIVE		52882	2413	35.9	4.6	114	2015	34.8	3.8	111	2502	31.6	4.7	100	4626	32.1	8.7	102
OUTDOOR-TELEVISION: DUAL		32030	1553	23.1	4.8	121	1122	19.4	3.5	102	1765	22.3	5.5	117	3173	22.0	9.9	115
OUTDOOR IMPERATIVE		54626	1678	25.0	3.1	77	1922	33.2	3.5	102	2402	30.3	4.4	93	4366	30.3	8.0	93
TELEVISION IMPERATIVE		54874	2429	36.1	4.4	110	1730	29.9	3.2	91	2633	33.3	4.8	102	4644	32.2	8.5	98
RADIO-TELEVISION: DUAL		33386	1544	23.0	4.6	115	1174	20.3	3.5	102	1860	23.5	5.6	118	3125	21.7	9.4	109
RADIO IMPERATIVE		53810	1950	29.0	3.6	90	2130	36.8	4.0	115	2557	32.3	4.8	101	4445	30.8	8.3	96
TELEVISION IMPERATIVE		54023	2342	34.8	4.3	108	1642	28.4	3.0	88	2470	31.2	4.6	97	4685	32.5	8.7	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0254
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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS	167727	6722	100.0	4.0	100	5782	100.0	3.4	100	7916	100.0	4.7	100	14426	100.0	8.6	100
ATLANTIC MONTHLY	867	**8	0.1	0.9	23	**13	0.2	1.5	43	**23	0.3	2.7	56	**87	0.6	10.0	117
BARRON'S	1580	**44	0.7	2.8	69	**37	0.6	2.3	68	**45	0.6	2.8	60	**132	0.9	8.4	97
BETTER HOMES & GARDENS	22203	1056	15.7	4.8	119	773	13.4	3.5	101	1247	15.8	5.6	119	2538	17.6	11.4	133
BON APPETIT	3810	*118	1.8	3.1	77	**57	1.0	1.5	43	*178	2.2	4.7	99	355	2.5	9.3	108
BUSINESS WEEK	4663	*145	2.2	3.1	78	**69	1.2	1.5	43	*165	2.1	3.5	75	*338	2.3	7.2	84
CAR AND DRIVER	3102	**126	1.9	4.1	101	**99	1.7	3.2	93	*134	1.7	4.3	92	*293	2.0	9.4	110
CBS MAGAZINE NETWORK (GROSS)	7311	381	5.7	5.2	130	*314	5.4	4.3	125	333	4.2	4.6	97	891	6.2	12.2	142
CHANGING TIMES	3400	**164	2.4	4.8	120	**99	1.7	2.9	84	*176	2.2	5.2	110	*335	2.3	9.9	115
COLONIAL HOMES	1796	**96	1.4	5.3	133	**137	2.4	7.6	221	*182	2.3	10.1	215	*209	1.4	11.6	135
CONDE NAST MAG. PKG. (GROSS)	19924	945	14.1	4.7	118	668	11.6	3.4	97	1169	14.8	5.9	124	2560	17.7	12.8	149
CONSUMERS DIGEST	3125	*198	2.9	6.3	158	**75	1.3	2.4	70	*132	1.7	4.2	89	*336	2.3	10.8	125
COSMOPOLITAN	10577	454	6.8	4.3	107	421	7.3	4.0	115	730	9.2	6.9	146	1260	8.7	11.9	139
COUNTRY LIVING	3746	**126	1.9	3.4	84	**121	2.1	3.2	94	*139	1.8	3.7	79	454	3.1	12.1	141
CUISINE	2214	**108	1.6	4.9	122	**53	0.9	2.4	69	**128	1.6	5.8	122	*260	1.8	11.7	137
CYCLE WORLD	2394	**173	2.6	7.2	180	**80	1.4	3.3	97	**138	1.7	5.8	122	*303	2.1	12.7	147
DCI:CREATIVE IDEAS FOR LIV	3068	*138	2.1	4.5	112	**111	1.9	3.6	105	*160	2.0	5.2	110	329	2.3	10.7	125
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	395	5.9	4.1	103	418	7.2	4.4	127	367	4.6	3.8	81	1003	7.0	10.5	122
DISCOVER	2277	**77	1.1	3.4	84	**53	0.9	2.3	68	**101	1.3	4.4	94	*183	1.3	8.0	93
EBONY	7187	378	5.6	5.3	131	594	10.3	8.3	240	428	5.4	6.0	126	623	4.3	8.7	101
ESQUIRE	2560	**77	1.1	3.0	75	*151	2.6	5.9	171	*139	1.8	5.4	115	249	1.7	9.7	113
ESSENCE	3242	*183	2.7	5.6	141	285	4.9	8.8	255	246	3.1	7.6	161	322	2.2	9.9	115
FAMILY CIRCLE	19639	882	13.1	4.5	112	652	11.3	3.3	96	1059	13.4	5.4	114	2371	16.4	12.1	140
THE FAMILY HANDYMAN	3540	*176	2.6	5.0	124	*112	1.9	3.2	92	*183	2.3	5.2	110	504	3.5	14.2	166
FAMILY WEEKLY	23924	826	12.3	3.5	86	630	10.9	2.6	76	981	12.4	4.1	87	1972	13.7	8.2	96
FIELD & STREAM	9883	502	7.5	5.1	127	*276	4.8	2.8	81	333	4.2	3.4	71	873	6.1	8.8	103
FOOD & WINE	1030	**28	0.4	2.7	68	**44	0.8	4.3	124	**73	0.9	7.1	150	**131	0.9	12.7	148
FORBES	2679	*96	1.4	3.6	89	**40	0.7	1.5	43	*117	1.5	4.4	93	*187	1.3	7.0	81
FORTUNE	2931	*122	1.8	4.2	104	**44	0.8	1.5	44	*127	1.6	4.3	92	*203	1.4	6.9	81
GENTLEMEN'S QUARTERLY	3481	*137	2.0	3.9	98	*154	2.7	4.4	128	*208	2.6	6.0	127	382	2.6	11.0	128
GLAMOUR	7163	362	5.4	5.1	126	*198	3.4	2.8	80	460	5.8	6.4	136	892	6.2	12.5	145
GOLF DIGEST	2355	**70	1.0	3.0	74	**74	1.3	3.1	91	**70	0.9	3.0	63	*303	2.1	12.9	150
GOLF DIGEST/TENNIS (GROSS)	3610	**101	1.5	2.8	70	**96	1.7	2.7	77	*126	1.6	3.5	74	476	3.3	13.2	153
GOLF MAGAZINE	2046	**62	0.9	3.0	76	**66	1.1	3.2	94	**56	0.7	2.7	58	*239	1.7	11.7	136
GOLF MAGAZINE/SKI (GROSS)	3547	*171	2.5	4.8	120	**94	1.6	2.7	77	*125	1.6	3.5	75	*378	2.6	10.7	124
GOOD HOUSEKEEPING	20353	1023	15.2	5.0	125	573	9.9	2.8	82	1051	13.3	5.2	109	2426	16.8	11.9	139
HARPER'S BAZAAR	3362	*188	2.8	5.6	140	*162	2.8	4.8	140	*216	2.7	6.4	136	543	3.8	16.2	188
HEALTH	2987	**108	1.6	3.6	90	**89	1.5	3.0	86	*193	2.4	6.5	137	440	3.1	14.7	171
HEARST MAG CORP. BUY (GROSS)	67928	3340	49.7	4.9	123	2271	39.3	3.3	97	3849	48.6	5.7	120	7762	53.8	11.4	133
HEARST MAN POWER (GROSS)	11282	594	8.8	5.3	131	*229	4.0	2.0	59	432	5.5	3.8	81	934	6.5	8.3	96
HEARST WOMAN POWER (GROSS)	40514	1994	29.7	4.9	123	1341	23.2	3.3	96	2467	31.2	6.1	129	4905	34.0	12.1	141
HOUSE BEAUTIFUL	4885	*242	3.6	5.0	124	*212	3.7	4.3	126	308	3.9	6.3	134	475	3.3	9.7	113
INC.	1308	**41	0.6	3.1	78	**10	0.2	0.8	22	**53	0.7	4.1	86	**123	0.9	9.4	109
JET	6498	377	5.6	5.8	145	563	9.7	8.7	251	390	4.9	6.0	127	549	3.8	8.4	98
LADIES' HOME JOURNAL	14797	858	12.8	5.8	145	617	10.7	4.2	121	943	11.9	6.4	135	1850	12.8	12.5	145
LHJ FAMILY GRP COMBO(GROSS)	21743	1181	17.6	5.4	136	873	15.1	4.0	116	1421	18.0	6.5	138	2750	19.1	12.6	146
LIFE	9881	454	6.8	4.6	115	426	7.4	4.3	125	356	4.5	3.6	76	1029	7.1	10.4	121
L.A. TIMES HOME MAGAZINE	2775	**62	0.9	2.2	56	**72	1.2	2.6	75	**113	1.4	4.1	86	**104	0.7	3.7	43
MADEMOISELLE	4219	*202	3.0	4.8	119	*172	3.0	4.1	118	*215	2.7	5.1	108	638	4.4	15.1	175
MC CALL'S	16422	708	10.5	4.3	108	718	12.4	4.4	127	1073	13.6	6.5	138	2051	14.2	12.5	145
MC CALL'S/WRK MOTHER (GROSS)	17919	792	11.8	4.4	110	779	13.5	4.3	126	1203	15.2	6.7	142	2332	16.2	13.0	151
MECHANIX ILLUSTRATED	4433	*151	2.2	3.4	85	**75	1.3	1.7	49	*154	1.9	3.5	74	404	2.8	9.1	105
METROPOLITAN HOME	1504	**38	0.6	2.5	63	**70	1.2	4.7	135	**84	1.1	5.6	118	*117	0.8	7.8	90
MONEY	4723	*206	3.1	4.4	109	*157	2.7	3.3	96	*192	2.4	4.1	86	453	3.1	9.6	111
MOTHER EARTH NEWS	2325	**141	2.1	6.1	151	**115	2.0	4.9	143	**98	1.2	4.2	89	*258	1.8	11.1	129
MS.	1189	**49	0.7	4.1	103	**45	0.8	3.8	110	**75	0.9	6.3	134	*170	1.2	14.3	166
NATIONAL ENQUIRER	18892	1078	16.0	5.7	142	849	14.7	4.5	130	1020	12.9	5.4	114	2044	14.2	10.8	125
NATIONAL GEOGRAPHIC	22129	912	13.6	4.1	103	634	11.0	2.9	83	1112	14.0	5.0	106	1728	12.0	7.8	91
NATIONAL SUNDAY MAGAZINE PKG	103750	3937	58.6	3.8	95	3102	53.6	3.0	87	4672	59.0	4.5	95	8718	60.4	8.4	98
NATURAL HISTORY	1379	**88	1.3	6.4	159	**73	1.3	5.3	154	**66	0.8	4.8	101	**136	0.9	9.9	115
NEW WOMAN	2289	**87	1.3	3.8	95	**119	2.1	5.2	151	*171	2.2	7.5	158	365	2.5	15.9	185
NEW YORK INCLUDING CUE	1088	**49	0.7	4.5	112	**27	0.5	2.5	72	**50	0.6	4.6	97	**114	0.8	10.5	122
THE NEW YORKER	2459	**123	1.8	5.0	125	**82	1.4	3.3	97	**115	1.5	4.7	99	*225	1.6	9.2	107
NEWSWEEK	16527	688	10.2	4.2	104	386	6.7	2.3	68	629	7.9	3.8	81	1293	9.0	7.8	91
THE N.Y. TIMES DAILY EDITION	2739	**65	1.0	2.4	59	*121	2.1	4.4	128	*142	1.8	5.2	110	*106	0.7	3.9	45
THE N.Y. TIMES MAGAZINE	4443	**112	1.7	2.5	63	*124	2.1	2.8	81	*218	2.8	4.9	104	205	1.4	4.6	53
OMNI	2799	**95	1.4	3.4	85	**66	1.1	2.4	68	*155	2.0	5.5	117	*243	1.7	8.7	101
ON CABLE	2209	**104	1.5	4.7	117	**90	1.6	4.1	118	**97	1.2	4.4	93	*243	1.7	11.0	128
1001 HOME IDEAS	3959	*215	3.2	5.4	136	*167	2.9	4.2	122	*285	3.6	7.2	153	460	3.2	11.6	135
ORGANIC GARDENING	3111	*193	2.9	6.2	155	*196	3.4	6.3	183	*150	1.9	4.8	102	329	2.3	10.6	123
OUTDOOR LIFE	5024	*204	3.0	4.1	101	**111	1.9	2.2	64	*176	2.2	3.5	74	435	3.0	8.7	101
PARADE MAGAZINE	51292	2201	32.7	4.3	107	1680	29.1	3.3	95	2453	31.0	4.8	101	4685	32.5	9.1	106

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS	167727	6722	100.0	4.0	100	5782	100.0	3.4	100	7916	100.0	4.7	100	14426	100.0	8.6	100
PARENTS	5298	*233	3.5	4.4	110	*190	3.3	3.6	104	495	6.3	9.3	198	788	5.5	14.9	173
PENTHOUSE	5129	*320	4.8	6.2	156	*209	3.6	4.1	118	257	3.2	5.0	106	431	3.0	8.4	98
PEOPLE	21070	837	12.5	4.0	99	710	12.3	3.4	98	1092	13.8	5.2	110	2097	14.5	10.0	116
PLAYBOY	10562	313	4.7	3.0	74	359	6.2	3.4	99	471	5.9	4.5	94	909	6.3	8.6	100
POPULAR HOT RODDING	2498	**97	1.4	3.9	97	**121	2.1	4.8	141	**100	1.3	4.0	85	*303	2.1	12.1	141
POPULAR MECHANICS	5887	*300	4.5	5.1	127	*143	2.5	2.4	70	*245	3.1	4.2	88	485	3.4	8.2	96
POPULAR SCIENCE	4317	*205	3.0	4.7	118	**83	1.4	1.9	56	*181	2.3	4.2	89	347	2.4	8.0	93
PREVENTION	5792	200	3.0	3.5	86	*212	3.7	3.7	106	264	3.3	4.6	97	565	3.9	9.8	113
PSYCHOLOGY TODAY	3284	**106	1.6	3.2	81	**63	1.1	1.9	56	**96	1.2	2.9	62	319	2.2	9.7	113
READER'S DIGEST	40046	1577	23.5	3.9	98	1276	22.1	3.2	92	1875	23.7	4.7	99	4067	28.2	10.2	118
REDBOOK	9584	517	7.7	5.4	135	347	6.0	3.6	105	685	8.7	7.1	151	1219	8.5	12.7	148
ROAD & TRACK	2590	**47	0.7	1.8	45	**129	2.2	5.0	144	**101	1.3	3.9	83	*294	2.0	11.4	132
ROLLING STONE	3302	*167	2.5	5.1	126	**100	1.7	3.0	88	**129	1.6	3.9	83	349	2.4	10.6	123
RUNNER'S WORLD	1229	**29	0.4	2.4	59	**38	0.7	3.1	90	**58	0.7	4.7	100	**114	0.8	9.3	108
SATURDAY EVENING POST	2110	**65	1.0	3.1	77	**70	1.2	3.3	96	*124	1.6	5.9	125	*258	1.8	12.2	142
SCIENCE 84	1543	**60	0.9	3.9	97	**40	0.7	2.6	75	**80	1.0	5.2	110	**148	1.0	9.6	112
SCIENCE DIGEST	1747	**102	1.5	5.8	146	**14	0.2	0.8	23	**49	0.6	2.8	59	**93	0.6	5.3	62
SCIENTIFIC AMERICAN	1994	**67	1.0	3.4	84	**13	0.2	0.7	19	**42	0.5	2.1	45	**126	0.9	6.3	73
SELF	3119	*137	2.0	4.4	110	*108	1.9	3.5	100	*175	2.2	5.6	119	462	3.2	14.8	172
SEVENTEEN	3923	*166	2.5	4.2	106	*160	2.8	4.1	118	*318	4.0	8.1	172	535	3.7	13.6	159
SKI	1501	**109	1.6	7.3	181	**28	0.5	1.9	54	**70	0.9	4.7	99	**139	1.0	9.3	108
SMITHSONIAN	5976	*148	2.2	2.5	62	**101	1.7	1.7	49	299	3.8	5.0	106	552	3.8	9.2	107
SOAP OPERA DIGEST	4228	*303	4.5	7.2	179	301	5.2	7.1	207	428	5.4	10.1	214	673	4.7	15.9	185
SOUTHERN LIVING	6488	*257	3.8	4.0	99	*307	5.3	4.7	137	*207	2.6	3.2	68	674	4.7	10.4	121
SPORT	3500	*178	2.6	5.1	127	*172	3.0	4.9	143	*161	2.0	4.6	97	368	2.6	10.5	122
THE SPORTING NEWS	2456	*165	2.5	6.7	168	**87	1.5	3.5	103	*186	2.3	7.6	160	*304	2.1	12.4	144
SPORTS AFIELD	3648	*192	2.9	5.3	131	**72	1.2	2.0	57	*138	1.7	3.8	80	357	2.5	9.8	114
SPORTS ILLUSTRATED	14484	534	7.9	3.7	92	392	6.8	2.7	79	708	8.9	4.9	104	1212	8.4	8.4	97
STAR	12661	790	11.8	6.2	156	465	8.0	3.7	107	713	9.0	5.6	119	1560	10.8	12.3	143
SUNDAY	52799	2024	30.1	3.8	96	1571	27.2	3.0	86	2458	31.1	4.7	99	4109	28.5	7.8	90
SUNSET	3513	**56	0.8	1.6	40	**28	0.5	0.8	23	**87	1.1	2.5	52	*245	1.7	7.0	81
TV GUIDE	42766	1974	29.4	4.6	115	1608	27.8	3.8	109	2428	30.7	5.7	120	4418	30.6	10.3	120
TENNIS	1254	**31	0.5	2.5	62	**23	0.4	1.8	53	**56	0.7	4.5	95	**173	1.2	13.8	160
TIME	22054	965	14.4	4.4	109	665	11.5	3.0	87	919	11.6	4.2	88	1845	12.8	8.4	97
TOWN & COUNTRY	1555	**99	1.5	6.4	159	**58	1.0	3.7	108	**64	0.8	4.1	87	*176	1.2	11.3	132
TRAVEL & LEISURE	2173	**88	1.3	4.0	101	**70	1.2	3.2	93	**81	1.0	3.7	79	*193	1.3	8.9	103
TRUE STORY	4636	288	4.3	6.2	155	*288	5.0	6.2	180	476	6.0	10.3	218	744	5.2	16.0	187
U.S.NEWS & WORLD REPORT	10353	377	5.6	3.6	91	349	6.0	3.4	98	450	5.7	4.3	92	845	5.9	8.2	95
USA TODAY	4994	*192	2.9	3.8	96	*118	2.0	2.4	69	*181	2.3	3.6	77	380	2.6	7.6	88
US	3528	*165	2.5	4.7	117	**124	2.1	3.5	102	*246	3.1	7.0	148	420	2.9	11.9	138
VOGUE	5424	*244	3.6	4.5	112	*189	3.3	3.5	101	319	4.0	5.9	125	567	3.9	10.5	122
WALL STREET JOURNAL	6292	*138	2.1	2.2	55	*125	2.2	2.0	58	*134	1.7	2.1	45	343	2.4	5.5	63
WEIGHT WATCHERS	2762	*143	2.1	5.2	129	**77	1.3	2.8	81	*159	2.0	5.8	122	336	2.3	12.2	141
WOMAN'S DAY	16320	699	10.4	4.3	107	602	10.4	3.7	107	1040	13.1	6.4	135	1940	13.4	11.9	138
WORKING MOTHER	1496	**83	1.2	5.5	138	**61	1.1	4.1	118	*130	1.6	8.7	184	*281	1.9	18.8	218
WORKING WOMAN	1851	**77	1.1	4.2	104	*111	1.9	6.0	174	*133	1.7	7.2	152	279	1.9	15.1	175
WORLD TENNIS	580	**30	0.4	5.2	129	**15	0.3	2.6	75	**35	0.4	6.0	128	**90	0.6	15.5	180
ZIFF-DAVIS MAG NETWK (GROSS)	12412	467	6.9	3.8	94	369	6.4	3.0	86	620	7.8	5.0	106	1218	8.4	9.8	114
BLAIR INSERTS	91671	3583	53.3	3.9	98	2833	49.0	3.1	90	4194	53.0	4.6	97	7621	52.8	8.3	97
DAILY NEWSPAPERS																	
READ ANY	109190	4259	63.4	3.9	97	3478	60.2	3.2	92	4955	62.6	4.5	96	9132	63.3	8.4	97
READ ONE	89587	3468	51.6	3.9	97	2920	50.5	3.3	95	4151	52.4	4.6	98	7596	52.7	8.5	99
READ TWO OR MORE	19602	791	11.8	4.0	101	558	9.7	2.8	83	805	10.2	4.1	87	1536	10.6	7.8	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4214	62.7	3.8	96	3464	59.9	3.2	92	5014	63.3	4.6	97	9300	64.5	8.5	99
READ ONE	95074	3568	53.1	3.8	94	3011	52.1	3.2	92	4329	54.7	4.6	96	8052	55.8	8.5	98
READ TWO OR MORE	14588	646	9.6	4.4	110	453	7.8	3.1	90	685	8.7	4.7	99	1248	8.7	8.6	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	25.20				26.86				29.95				30.39			
30 DAY REACH	149706	5856	87.1	3.9	98	5026	86.9	3.4	97	7141	90.2	4.8	101	12647	87.7	8.4	98
50 SHWG - 30 DAY AV FREQ	15.16	13.01				14.14				15.47				15.75			
30 DAY REACH	142406	5678	84.5	4.0	99	4792	82.9	3.4	98	6944	87.7	4.9	103	12229	84.8	8.6	100
25 SHWG - 30 DAY AV FREQ	8.23	7.04				7.49				8.31				8.43			
30 DAY REACH	131152	5218	77.6	4.0	99	4528	78.3	3.5	100	6475	81.8	4.9	105	11432	79.2	8.7	101
CABLE TV: HOME WIRED	66879	2674	39.8	4.0	100	2013	34.8	3.0	87	2985	37.7	4.5	95	6088	42.2	9.1	106
HOME NOT WIRED	100848	4048	60.2	4.0	100	3769	65.2	3.7	108	4932	62.3	4.9	104	8338	57.8	8.3	96
HAVE PAY CABLE	35024	1576	23.4	4.5	112	1210	20.9	3.5	100	1788	22.6	5.1	108	3438	23.8	9.8	114

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0256
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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS	167727	6722	100.0	4.0	100	5782	100.0	3.4	100	7916	100.0	4.7	100	14426	100.0	8.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3790	56.4	4.0	99	3337	57.7	3.5	101	4482	56.6	4.7	99	8360	58.0	8.7	102
10:00 AM - 3:00 PM	63599	2535	37.7	4.0	99	2290	39.6	3.6	104	3017	38.1	4.7	101	5798	40.2	9.1	106
3:00 PM - 7:00 PM	72097	2946	43.8	4.1	102	2510	43.4	3.5	101	3646	46.1	5.1	107	6420	44.5	8.9	104
7:00 PM - MIDNIGHT	36670	1620	24.1	4.4	110	1311	22.7	3.6	104	1855	23.4	5.1	107	3016	20.9	8.2	96
MIDNIGHT - 6:00 AM	21908	1005	15.0	4.6	114	761	13.2	3.5	101	1093	13.8	5.0	106	1842	12.8	8.4	98
6:00 AM - MIDNIGHT	127571	5197	77.3	4.1	102	4495	77.7	3.5	102	6179	78.1	4.8	103	11349	78.7	8.9	103
ENTIRE DAY	129239	5268	78.4	4.1	102	4552	78.7	3.5	102	6227	78.7	4.8	102	11447	79.3	8.9	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1405	20.9	4.1	103	1194	20.7	3.5	102	1764	22.3	5.2	110	3078	21.3	9.1	105
ALL NEWS	6062	*252	3.7	4.2	104	*105	1.8	1.7	50	198	2.5	3.3	69	366	2.5	6.0	70
AOR/PROGRESSIVE	11884	440	6.5	3.7	92	349	6.0	2.9	85	614	7.8	5.2	109	1004	7.0	8.4	98
BEAUTIFUL MUSIC	11180	427	6.4	3.8	95	315	5.4	2.8	82	391	4.9	3.5	74	864	6.0	7.7	90
BLACK	4538	*335	5.0	7.4	184	466	8.1	10.3	298	363	4.6	8.0	169	422	2.9	9.3	108
CLASSICAL	3857	*90	1.3	2.3	58	**71	1.2	1.8	53	**80	1.0	2.1	44	281	1.9	7.3	85
CHR/ROCK	21946	1123	16.7	5.1	128	711	12.3	3.2	94	1286	16.2	5.9	124	2375	16.5	10.8	126
COUNTRY	27262	1169	17.4	4.3	107	1066	18.4	3.9	113	1373	17.3	5.0	107	2706	18.8	9.9	115
GOLDEN OLDIES	3339	**81	1.2	2.4	61	**64	1.1	1.9	56	**105	1.3	3.1	67	*283	2.0	8.5	99
MOR/NOSTALGIA	10346	340	5.1	3.3	82	261	4.5	2.5	73	419	5.3	4.0	86	683	4.7	6.6	77
NEWS/TALK	8929	338	5.0	3.8	94	223	3.9	2.5	72	388	4.9	4.3	92	624	4.3	7.0	81
RELIGIOUS	5488	*225	3.3	4.1	102	*264	4.6	4.8	140	*277	3.5	5.0	107	501	3.5	9.1	106
SOFT ROCK	1232	**91	1.4	7.4	184	**50	0.9	4.1	118	**83	1.0	6.7	143	**63	0.4	5.1	59
URBAN CONTEMPORARY	3184	*157	2.3	4.9	123	*228	3.9	7.2	208	*192	2.4	6.0	128	309	2.1	9.7	113
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	353	5.3	5.1	127	*266	4.6	3.8	112	463	5.8	6.7	142	755	5.2	10.9	127
ABC DIRECTION	5212	278	4.1	5.3	133	*207	3.6	4.0	115	344	4.3	6.6	140	560	3.9	10.7	125
ABC ENTERTAINMENT	10385	387	5.8	3.7	93	386	6.7	3.7	108	438	5.5	4.2	89	1113	7.7	10.7	125
ABC FM	4762	*164	2.4	3.4	86	*279	4.8	5.9	170	*290	3.7	6.1	129	487	3.4	10.2	119
ABC INFORMATION	11339	469	7.0	4.1	103	353	6.1	3.1	90	450	5.7	4.0	84	782	5.4	6.9	80
ABC ROCK	4878	*237	3.5	4.9	121	*147	2.5	3.0	87	*312	3.9	6.4	136	477	3.3	9.8	114
CBS	10709	468	7.0	4.4	109	295	5.1	2.8	80	330	4.2	3.1	65	659	4.6	6.2	72
MUTUAL	10251	520	7.7	5.1	127	441	7.6	4.3	125	601	7.6	5.9	124	986	6.8	9.6	112
NBC	12243	487	7.2	4.0	99	273	4.7	2.2	65	476	6.0	3.9	82	1112	7.7	9.1	106
RADIORADIO	4606	*157	2.3	3.4	85	*97	1.7	2.1	61	*261	3.3	5.7	120	325	2.3	7.1	82
RKO ONE	5148	*219	3.3	4.3	106	*235	4.1	4.6	132	*244	3.1	4.7	100	631	4.4	12.3	143
RKO TWO	7313	242	3.6	3.3	83	*236	4.1	3.2	94	291	3.7	4.0	84	648	4.5	8.9	103
THE SOURCE	5981	*231	3.4	3.9	96	*145	2.5	2.4	70	*327	4.1	5.5	116	555	3.8	9.3	108
NON-WIRED : BLAIR	19329	864	12.9	4.5	112	793	13.7	4.1	119	930	11.7	4.8	102	1622	11.2	8.4	98
INTERNET	27139	1169	17.4	4.3	107	1054	18.2	3.9	113	1364	17.2	5.0	106	2433	16.9	9.0	104
KATZ RADIO GROUP	36319	1395	20.8	3.8	96	996	17.2	2.7	80	1512	19.1	4.2	88	2946	20.4	8.1	94
SUPERNET	22361	972	14.5	4.3	108	818	14.1	3.7	106	1124	14.2	5.0	107	1897	13.1	8.5	99
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	734	10.9	5.1	126	581	10.0	4.0	116	711	9.0	4.9	104	1426	9.9	9.8	114
MKDAY 9:00 AM - 1:00 PM	18688	892	13.3	4.8	119	806	13.9	4.3	125	1043	13.2	5.6	118	1862	12.9	10.0	116
MKDAY 1:00 PM - 4:30 PM	24061	1234	18.4	5.1	128	1122	19.4	4.7	135	1443	18.2	6.0	127	2473	17.1	10.3	119
MKDAY 4:30 PM - 7:30 PM	44079	1984	29.5	4.5	112	1532	26.5	3.5	101	2097	26.5	4.8	101	3729	25.8	8.5	98
MKDAY 7:30 PM - 8:00 PM	61979	2675	39.8	4.3	108	2044	35.4	3.3	96	2921	36.9	4.7	100	5387	37.3	8.7	101
MKDAY 11:00 PM - 11:30 PM	49084	2214	32.9	4.5	113	1680	29.1	3.4	99	2605	32.9	5.3	112	4469	31.0	9.1	106
MKDAY 11:30 PM - 1:00 AM	16560	883	13.1	5.3	133	625	10.8	3.8	109	910	11.5	5.5	116	1539	10.7	9.3	108
M-SAT 8-11 PM+SUN 7-11 PM	66967	2779	41.3	4.1	104	2251	38.9	3.4	98	3356	42.4	5.0	106	6146	42.6	9.2	107
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	464	6.9	5.0	125	492	8.5	5.3	154	668	8.4	7.2	153	985	6.8	10.6	124
ANOTHER WORLD N	6138	410	6.1	6.7	167	366	6.3	6.0	173	426	5.4	6.9	147	758	5.3	12.3	144
AS THE WORLD TURNS C	7707	402	6.0	5.2	130	258	4.5	3.3	97	382	4.8	5.0	105	820	5.7	10.6	124
CAPITOL C	4688	288	4.3	6.1	153	209	3.6	4.5	129	328	4.1	7.0	148	579	4.0	12.4	144
CBS MORN. NEWS 1 C	2792	*119	1.8	4.3	106	*94	1.6	3.4	98	107	1.4	3.8	81	159	1.1	5.7	66
CBS MORN. NEWS 2 C	2071	*60	0.9	2.9	72	*77	1.3	3.7	108	*81	1.0	3.9	83	118	0.8	5.7	66
DAYS OF OUR LIVES N	8018	368	5.5	4.6	115	398	6.9	5.0	144	518	6.5	6.5	137	798	5.5	10.0	116
FACTS OF LIFE - DAYTIME N	3487	134	2.0	3.8	96	101	1.7	2.9	84	165	2.1	4.7	100	342	2.4	9.8	114
FAMILY FEUD A	4817	231	3.4	4.8	120	155	2.7	3.2	93	282	3.6	5.9	124	443	3.1	9.2	107
GENERAL HOSPITAL A	8333	399	5.9	4.8	119	440	7.6	5.3	153	543	6.9	6.5	138	917	6.4	11.0	128
GOOD MORNING, AMERICA-730 A	5472	222	3.3	4.1	101	259	4.5	4.7	137	354	4.5	6.5	137	522	3.6	9.5	111
GOOD MORNING, AMERICA-830 A	3965	159	2.4	4.0	100	186	3.2	4.7	136	177	2.2	4.5	95	324	2.2	8.2	95
GUIDING LIGHT C	7542	456	6.8	6.0	151	332	5.7	4.4	128	452	5.7	6.0	127	845	5.9	11.2	130
ONE LIFE TO LIVE A	6018	289	4.3	4.8	120	356	6.2	5.9	172	385	4.9	6.4	136	584	4.0	9.7	113
PRESS YOUR LUCK C	3589	207	3.1	5.8	144	147	2.5	4.1	119	220	2.8	6.1	130	410	2.8	11.4	133
PRICE IS RIGHT 1 C	7418	362	5.4	4.9	122	253	4.4	3.4	99	396	5.0	5.3	113	665	4.6	9.0	104
PRICE IS RIGHT 2 C	8276	463	6.9	5.6	140	389	6.7	4.7	136	505	6.4	6.1	129	808	5.6	9.8	114
RYAN'S HOPE A	4358	192	2.9	4.4	110	239	4.1	5.5	159	301	3.8	6.9	146	542	3.8	12.4	145
SALE OF THE CENTURY N	3749	189	2.8	5.0	126	179	3.1	4.8	139	270	3.4	7.2	153	508	3.5	13.6	158
SEARCH FOR TOMORROW N	2884	*161	2.4	5.6	139	*179	3.1	6.2	180	*203	2.6	7.0	149	323	2.2	11.2	130
TODAY SHOW 1 N	4869	197	2.9	4.0	101	178	3.1	3.7	106	207	2.6	4.3	90	483	3.3	9.9	115
TODAY SHOW 2 N	4135	187	2.8	4.5	113	142	2.5	3.4	100	184	2.3	4.4	94	378	2.6	9.1	106
$25,000 PYRAMID C	4361	277	4.1	6.4	158	250	4.3	5.7	166	276	3.5	6.3	134	481	3.3	11.0	128
WHEEL OF FORTUNE N	6187	292	4.3	4.7	118	340	5.9	5.5	159	333	4.2	5.4	114	707	4.9	11.4	133
YOUNG AND THE RESTLESS C	8186	456	6.8	5.6	139	284	4.9	3.5	101	402	5.1	4.9	104	742	5.1	9.1	105
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	220	3.3	4.7	116	*156	2.7	3.3	96	157	2.0	3.3	70	360	2.5	7.6	89
NBA PLAYOFF GAME -1 C	5127	201	3.0	3.9	98	*123	2.1	2.4	70	164	2.1	3.2	68	352	2.4	6.9	80
NBC MAJOR LEAGUE PRE-GAME N	3945	*153	2.3	3.9	97	**164	2.8	4.2	121	*263	3.3	6.7	141	*252	1.7	6.4	74
SPORTSWORLD - SUN N	3370	*136	2.0	4.0	101	*105	1.8	3.1	90	*159	2.0	4.7	100	320	2.2	9.5	110
SUNDAY MORNING C	4200	*170	2.5	4.0	101	*141	2.4	3.4	97	*131	1.7	3.1	66	409	2.8	9.7	113

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

0257
P-22

	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS	167727	6722	100.0	4.0	100	5782	100.0	3.4	100	7916	100.0	4.7	100	14426	100.0	8.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	2310	34.4	4.4	110	1810	31.3	3.5	100	2301	29.1	4.4	93	4257	29.5	8.1	95
NETWORK AFFILIATES - LATE	39164	1761	26.2	4.5	112	1302	22.5	3.3	96	2062	26.0	5.3	112	3619	25.1	9.2	107
INDEPENDENTS - LATE	5133	216	3.2	4.2	105	221	3.8	4.3	125	310	3.9	6.0	128	381	2.6	7.4	86
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	22825	1117	16.6	4.9	122	909	15.7	4.0	116	1090	13.8	4.8	101	2301	16.0	10.1	117
ABC MONDAY NIGHT MOVIE A	11258	383	5.7	3.4	85	381	6.6	3.4	98	544	6.9	4.8	102	889	6.2	7.9	92
ABC SUNDAY NIGHT MOVIE A	23600	1240	18.4	5.3	131	843	14.6	3.6	104	1291	16.3	5.5	116	2152	14.9	9.1	106
ABC WORLD NEWS TONIGHT A	12801	616	9.2	4.8	120	427	7.4	3.3	97	578	7.3	4.5	96	1023	7.1	8.0	93
AFTERMASH C	10966	463	6.9	4.2	105	*387	6.7	3.5	102	494	6.2	4.5	95	1011	7.0	9.2	107
ALICE C	17050	757	11.3	4.4	111	777	13.4	4.6	132	767	9.7	4.5	95	1669	11.6	9.8	114
AMERICAN PARADE C	11998	560	8.3	4.7	116	494	8.5	4.1	119	662	8.4	5.5	117	1080	7.5	9.0	105
BENSON A	19258	804	12.0	4.2	104	699	12.1	3.6	105	742	9.4	3.9	82	1717	11.9	8.9	104
BLUE THUNDER A	11478	406	6.0	3.5	88	366	6.3	3.2	92	516	6.5	4.5	95	932	6.5	8.1	94
CAGNEY & LACEY C	18263	832	12.4	4.6	114	584	10.1	3.2	93	901	11.4	4.9	105	1912	13.3	10.5	122
CBS EVENING NEWS-DEAN C	7733	356	5.3	4.6	115	*225	3.9	2.9	84	247	3.1	3.2	68	529	3.7	6.8	80
CBS EVENING NEWS-RATHER C	15653	745	11.1	4.8	119	589	10.2	3.8	109	652	8.2	4.2	88	1047	7.3	6.7	78
CBS SAT. NEWS-SCHIEFFER C	8744	288	4.3	3.3	82	277	4.8	3.2	92	354	4.5	4.0	86	483	3.3	5.5	64
CBS SATURDAY NIGHT MOVIE C	12000	504	7.5	4.2	105	400	6.9	3.3	97	625	7.9	5.2	110	1044	7.2	8.7	101
CBS WEDNESDAY NIGHT MOVIE C	11522	467	6.9	4.1	101	430	7.4	3.7	108	617	7.8	5.4	113	1008	7.0	8.7	102
CHEERS N	16818	784	11.7	4.7	116	537	9.3	3.2	93	838	10.6	5.0	106	1716	11.9	10.2	119
DALLAS C	37510	1743	25.9	4.6	116	1340	23.2	3.6	104	1883	23.8	5.0	106	3796	26.3	10.1	118
DIFF'RENT STROKES N	11258	499	7.4	4.4	111	476	8.2	4.2	123	668	8.4	5.9	126	1110	7.7	9.9	115
DOUBLE TROUBLE N	12248	611	9.1	5.0	124	497	8.6	4.1	118	697	8.8	5.7	121	1274	8.8	10.4	121
DUCK FACTORY N	11100	414	6.2	3.7	93	375	6.5	3.4	98	565	7.1	5.1	108	1124	7.8	10.1	118
DUKES OF HAZZARD C	12353	585	8.7	4.7	118	456	7.9	3.7	107	567	7.2	4.6	97	1161	8.0	9.4	109
DYNASTY A	33279	1415	21.1	4.3	106	1439	24.9	4.3	125	1689	21.3	5.1	108	3228	22.4	9.7	113
FACTS OF LIFE N	13410	662	9.8	4.9	123	473	8.2	3.5	102	822	10.4	6.1	130	1383	9.6	10.3	120
FALCON CREST C	31093	1485	22.1	4.8	119	1139	19.7	3.7	106	1598	20.2	5.1	109	3259	22.6	10.5	122
FALL GUY A	18649	867	12.9	4.6	116	693	12.0	3.7	108	910	11.5	4.9	103	1911	13.2	10.2	119
FAMILY TIES N	13101	639	9.5	4.9	122	498	8.6	3.8	110	774	9.8	5.9	125	1407	9.8	10.7	125
FANTASY ISLAND A	13069	621	9.2	4.8	119	533	9.2	4.1	118	737	9.3	5.6	119	1315	9.1	10.1	117
FOULUPS,BLEEPS & BLUNDERS A	16588	614	9.1	3.7	92	453	7.8	2.7	79	730	9.2	4.4	93	1559	10.8	9.4	109
FOUR SEASONS C	9302	419	6.2	4.5	112	349	6.0	3.8	109	462	5.8	5.0	105	965	6.7	10.4	121
GIMME A BREAK N	13955	711	10.6	5.1	127	545	9.4	3.9	113	790	10.0	5.7	120	1422	9.9	10.2	118
HART TO HART A	15735	455	6.8	2.9	72	563	9.7	3.6	104	699	8.8	4.4	94	1469	10.2	9.3	109
HILL STREET BLUES N	18257	620	9.2	3.4	85	466	8.1	2.6	74	853	10.8	4.7	99	1629	11.3	8.9	104
HOTEL A	24236	997	14.8	4.1	103	989	17.1	4.1	118	1093	13.8	4.5	96	2220	15.4	9.2	106
JEFFERSONS C	17010	739	11.0	4.3	108	763	13.2	4.5	130	839	10.6	4.9	105	1618	11.2	9.5	111
JENNIFER SLEPT HERE N	9397	458	6.8	4.9	122	359	6.2	3.8	111	454	5.7	4.8	102	942	6.5	10.0	117
KATE & ALLIE C	16762	693	10.3	4.1	103	521	9.0	3.1	90	759	9.6	4.5	96	1687	11.7	10.1	117
KNIGHT RIDER N	13164	599	8.9	4.6	114	423	7.3	3.2	93	647	8.2	4.9	104	1470	10.2	11.2	130
LOVE BOAT A	20400	896	13.3	4.4	110	732	12.7	3.6	104	853	10.8	4.2	89	2086	14.5	10.2	119
MAGNUM PI C	22543	1011	15.0	4.5	112	648	11.2	2.9	83	870	11.0	3.9	82	2006	13.9	8.9	103
MAMA'S FAMILY N	9852	397	5.9	4.0	101	388	6.7	3.9	114	632	8.0	6.4	136	999	6.9	10.1	118
MASTER, THE N	8082	372	5.5	4.6	115	274	4.7	3.4	98	382	4.8	4.7	100	802	5.6	9.9	115
MATT HOUSTON A	12881	588	8.7	4.6	114	487	8.4	3.8	110	626	7.9	4.9	103	1179	8.2	9.2	106
NBC MONDAY NIGHT MOVIE N	23889	1081	16.1	4.5	113	783	13.5	3.3	95	1293	16.3	5.4	115	2414	16.7	10.1	117
NBC NIGHTLY NEWS N	11156	422	6.3	3.8	94	325	5.6	2.9	85	413	5.2	3.7	78	963	6.7	8.6	100
NBC NIGHTLY NEWS-SAT N	7363	356	5.3	4.8	121	*254	4.4	3.4	100	330	4.2	4.5	95	528	3.7	7.2	83
NBC NIGHTLY NEWS-SUN N	6214	*250	3.7	4.0	100	*208	3.6	3.3	97	*244	3.1	3.9	83	521	3.6	8.4	97
NBC SUNDAY NIGHT MOVIE N	17590	754	11.2	4.3	107	671	11.6	3.8	111	943	11.9	5.4	114	1558	10.8	8.9	103
NEWHART C	16740	837	12.5	5.0	125	519	9.0	3.1	90	911	11.5	5.4	115	1635	11.3	9.8	114
ONE DAY AT A TIME C	11820	559	8.3	4.7	118	419	7.2	3.5	103	691	8.7	5.8	124	1185	8.2	10.0	117
PEOPLE ARE FUNNY N	9138	426	6.3	4.7	116	416	7.2	4.6	132	542	6.8	5.9	126	809	5.6	8.9	103
REAL PEOPLE N	15979	551	8.2	3.4	86	519	9.0	3.2	94	758	9.6	4.7	101	1487	10.3	9.3	108
REMINGTON STEELE N	14395	690	10.3	4.8	120	493	8.5	3.4	99	832	10.5	5.8	122	1442	10.0	10.0	116
RIPLEY'S BELIEVE IT - NOT A	11362	471	7.0	4.1	103	350	6.1	3.1	89	508	6.4	4.5	95	961	6.7	8.5	98
RIPTIDE N	13920	589	8.8	4.2	106	558	9.7	4.0	116	628	7.9	4.5	96	1499	10.4	10.8	125
SCARECROW & MRS. KING C	17571	873	13.0	5.0	124	518	9.0	2.9	86	708	8.9	4.0	85	1706	11.8	9.7	113
SIMON & SIMON C	20208	839	12.5	4.2	104	571	9.9	2.8	82	886	11.2	4.4	93	1700	11.8	8.4	98
60 MINUTES C	27668	1102	16.4	4.0	99	867	15.0	3.1	91	1106	14.0	4.0	85	1979	13.7	7.2	83
ST. ELSEWHERE N	13699	709	10.5	5.2	129	500	8.6	3.6	106	793	10.0	5.8	123	1416	9.8	10.3	120
THREE'S COMPANY A	20632	766	11.4	3.7	93	760	13.1	3.7	107	1116	14.1	5.4	115	2185	15.1	10.6	123
T.J. HOOKER A	17136	865	12.9	5.0	126	671	11.6	3.9	114	757	9.6	4.4	94	1593	11.0	9.3	108
TONIGHT SHOW N	4963	308	4.6	6.2	155	232	4.0	4.7	136	210	2.7	4.2	90	504	3.5	10.2	118
TRAPPER JOHN, M.D. C	16332	719	10.7	4.4	110	669	11.6	4.1	119	718	9.1	4.4	93	1557	10.8	9.5	111
TV BLOOPERS & PRAC. JOKES N	18881	696	10.4	3.7	92	525	9.1	2.8	81	828	10.5	4.4	93	1527	10.6	8.1	94
20/20 A	18315	842	12.5	4.6	115	579	10.0	3.2	92	745	9.4	4.1	86	1858	12.9	10.1	118
WEBSTER A	18722	750	11.2	4.0	100	731	12.6	3.9	113	816	10.3	4.4	92	1827	12.7	9.8	113
WORLD NEWS - SUN A	5327	*210	3.1	3.9	98	*157	2.7	2.9	85	*228	2.9	4.3	91	449	3.1	8.4	98
YELLOW ROSE N	8370	319	4.7	3.8	95	297	5.1	3.5	103	454	5.7	5.4	115	887	6.1	10.6	123
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	1027	15.3	4.0	99	814	14.1	3.1	91	1274	16.1	4.9	104	2393	16.6	9.3	108
BASKETBALL - COLLEGE GAMES	14468	507	7.5	3.5	87	592	10.2	4.1	119	685	8.7	4.7	100	1039	7.2	7.2	83
BASKETBALL - PRO GAMES	12124	586	8.7	4.8	121	572	9.9	4.7	137	725	9.2	6.0	127	1080	7.5	8.9	104
BOWLING	9412	*496	7.4	5.3	131	*341	5.9	3.6	105	*522	6.6	5.5	118	810	5.6	8.6	100
BOXING	15409	775	11.5	5.0	125	608	10.5	3.9	114	910	11.5	5.9	125	1541	10.7	10.0	116
FOOTBALL - COLLEGE GAMES	21400	884	13.2	4.1	103	801	13.9	3.7	109	928	11.7	4.3	92	2001	13.9	9.4	109
FOOTBALL - PRO GAMES	35944	1773	26.4	4.9	123	1229	21.3	3.4	99	2057	26.0	5.7	121	3501	24.3	9.7	113
GOLF	9759	*422	6.3	4.3	108	**233	4.0	2.4	69	*436	5.5	4.5	95	862	6.0	8.8	103
POST-SEASON COLL. FOOTBALL	18123	784	11.7	4.3	108	730	12.6	4.0	117	789	10.0	4.4	92	1663	11.5	9.2	107
POST-SEASON PRO FOOTBALL	22091	953	14.2	4.3	108	787	13.6	3.6	103	1121	14.2	5.1	108	2310	16.0	10.5	122
TENNIS	6764	*364	5.4	5.4	134	*228	3.9	3.4	98	*360	4.5	5.3	113	657	4.6	9.7	113
WRESTLING - PROFESSIONAL	9695	*592	8.8	6.1	152	*547	9.5	5.6	164	811	10.2	8.4	177	1388	9.6	14.3	166

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	19724	100.0	11.8	100	11987	100.0	7.1	100	5827	100.0	3.5	100
MALES	79263	7409	37.6	9.3	79	4739	39.5	6.0	84	2162	37.1	2.7	79
FEMALES	88464	12315	62.4	13.9	118	7249	60.5	8.2	115	3664	62.9	4.1	119
18 - 24	28671	3085	15.6	10.8	91	1691	14.1	5.9	83	903	15.5	3.1	91
25 - 34	39536	5152	26.1	13.0	111	2857	23.8	7.2	101	1304	22.4	3.3	95
35 - 44	28978	4208	21.3	14.5	123	2485	20.7	8.6	120	1222	21.0	4.2	121
45 - 54	22345	3035	15.4	13.6	116	1891	15.8	8.5	118	951	16.3	4.3	123
55 - 64	22224	2563	13.0	11.5	98	1728	14.4	7.8	109	840	14.4	3.8	109
65 OR OLDER	25973	1681	8.5	6.5	55	1335	11.1	5.1	72	607	10.4	2.3	67
18 - 34	68207	8238	41.8	12.1	103	4548	37.9	6.7	93	2206	37.9	3.2	93
18 - 49	108058	14227	72.1	13.2	112	8114	67.7	7.5	105	3905	67.0	3.6	104
25 - 54	90859	12395	62.8	13.6	116	7232	60.3	8.0	111	3477	59.7	3.8	110
35 - 49	39851	5989	30.4	15.0	128	3566	29.7	8.9	125	1699	29.2	4.3	123
50 OR OLDER	59669	5498	27.9	9.2	78	3873	32.3	6.5	91	1922	33.0	3.2	93
GRADUATED COLLEGE	28091	2597	13.2	9.2	79	1345	11.2	4.8	67	617	10.6	2.2	63
ATTENDED COLLEGE	28938	3413	17.3	11.8	100	1863	15.5	6.4	90	905	15.5	3.1	90
GRADUATED HIGH SCHOOL	65503	9038	45.8	13.8	117	5108	42.6	7.8	109	2699	46.3	4.1	119
DID NOT GRADUATE HIGH SCHOOL	45195	4675	23.7	10.3	88	3672	30.6	8.1	114	1605	27.5	3.6	102
EMPLOYED MALES	56429	5620	28.5	10.0	85	3226	26.9	5.7	80	1447	24.8	2.6	74
EMPLOYED FEMALES	43971	6129	31.1	13.9	119	3376	28.2	7.7	107	1821	31.3	4.1	119
EMPLOYED FULL-TIME	87773	10085	51.1	11.5	98	5497	45.9	6.3	88	2746	47.1	3.1	90
EMPLOYED PART-TIME	12627	1664	8.4	13.2	112	1105	9.2	8.8	122	*522	9.0	4.1	119
NOT EMPLOYED	67327	7975	40.4	11.8	101	5385	44.9	8.0	112	2559	43.9	3.8	109
PROFESSIONAL/MANAGER	25845	2781	14.1	10.8	92	1648	13.7	6.4	89	709	12.2	2.7	79
TECH/CLERICAL/SALES	30895	3800	19.3	12.3	105	2021	16.9	6.5	92	1085	18.6	3.5	101
PRECISION/CRAFT	12629	1322	6.7	10.5	89	732	6.1	5.8	81	*330	5.7	2.6	75
OTHER EMPLOYED	31031	3846	19.5	12.4	105	2201	18.4	7.1	99	1145	19.6	3.7	106
SINGLE	35557	3078	15.6	8.7	74	2025	16.9	5.7	80	1093	18.8	3.1	88
MARRIED	103585	14123	71.6	13.6	116	8390	70.0	8.1	113	3628	62.3	3.5	101
DIVORCED/SEPARATED/WIDOWED	28585	2524	12.8	8.8	75	1572	13.1	5.5	77	1106	19.0	3.9	111
PARENTS	59295	9186	46.6	15.5	132	5490	45.8	9.3	130	2552	43.8	4.3	124
WHITE	146081	17125	86.8	11.7	100	10631	88.7	7.3	102	4903	84.1	3.4	97
BLACK	17974	2247	11.4	12.5	106	1154	9.6	6.4	90	839	14.4	4.7	134
OTHER	3672	**353	1.8	9.6	82	**202	1.7	5.5	77	**85	1.5	2.3	67
NORTHEAST-CENSUS	37005	3048	15.5	8.2	70	2554	21.3	6.9	97	1895	32.5	5.1	147
NORTH CENTRAL	42642	7219	36.6	16.9	144	3579	29.9	8.4	117	1390	23.9	3.3	94
SOUTH	56777	6217	31.5	10.9	93	3982	33.2	7.0	98	2055	35.3	3.6	104
WEST	31303	3241	16.4	10.4	88	1872	15.6	6.0	84	*487	8.4	1.6	45
NORTHEAST-MKTG.	38125	2661	13.5	7.0	59	2218	18.5	5.8	81	1741	29.9	4.6	131
EAST CENTRAL	24794	3338	16.9	13.5	114	2069	17.3	8.3	117	1343	23.0	5.4	156
WEST CENTRAL	28511	5463	27.7	19.2	163	2471	20.6	8.7	121	630	10.8	2.2	64
SOUTH	48953	5604	28.4	11.4	97	3649	30.4	7.5	104	1675	28.7	3.4	98
PACIFIC	27344	2658	13.5	9.7	83	1580	13.2	5.8	81	*438	7.5	1.6	46
COUNTY SIZE A	69301	6506	33.0	9.4	80	4429	36.9	6.4	89	2084	35.8	3.0	87
COUNTY SIZE B	50633	6518	33.0	12.9	109	3789	31.6	7.5	105	2091	35.9	4.1	119
COUNTY SIZE C	26259	3332	16.9	12.7	108	2002	16.7	7.6	107	1059	18.2	4.0	116
COUNTY SIZE D	21534	3368	17.1	15.6	133	1768	14.7	8.2	115	592	10.2	2.7	79
METRO CENTRAL CITY	50014	5220	26.5	10.4	89	3879	32.4	7.8	109	1619	27.8	3.2	93
METRO SUBURBAN	76832	8496	43.1	11.1	94	4744	39.6	6.2	86	2649	45.5	3.4	99
NON METRO	40881	6008	30.5	14.7	125	3364	28.1	8.2	115	1558	26.7	3.8	110
TOP 5 ADI'S	39550	3583	18.2	9.1	77	2766	23.1	7.0	98	1301	22.3	3.3	95
TOP 10 ADI'S	54877	4592	23.3	8.4	71	3498	29.2	6.4	89	1646	28.2	3.0	86
TOP 20 ADI'S	77516	7352	37.3	9.5	81	4997	41.7	6.4	90	2418	41.5	3.1	90
HSHLD INC. $50,000 OR MORE	17257	1954	9.9	11.3	96	1268	10.6	7.3	103	*398	6.8	2.3	66
$40,000 OR MORE	33235	3523	17.9	10.6	90	2115	17.6	6.4	89	889	15.3	2.7	77
$30,000 OR MORE	59693	6985	35.4	11.7	100	3865	32.2	6.5	91	1716	29.4	2.9	83
$25,000 OR MORE	76275	9246	46.9	12.1	103	5139	42.9	6.7	94	2240	38.4	2.9	85
$20,000 - $24,999	18607	2351	11.9	12.6	107	1330	11.1	7.1	100	578	9.9	3.1	89
$15,000 - $19,999	17175	2087	10.6	12.2	103	1456	12.1	8.5	119	741	12.7	4.3	124
$10,000 - $14,999	24569	2747	13.9	11.2	95	1737	14.5	7.1	99	1005	17.2	4.1	118
UNDER $10,000	31101	3293	16.7	10.6	90	2325	19.4	7.5	105	1263	21.7	4.1	117
HOUSEHOLD OF 1 PERSON	19441	1228	6.2	6.3	54	735	6.1	3.8	53	575	9.9	3.0	85
2 PEOPLE	51803	5690	28.8	11.0	93	3222	26.9	6.2	87	1379	23.7	2.7	77
3 OR 4 PEOPLE	66933	8476	43.0	12.7	108	5476	45.7	8.2	114	2521	43.3	3.8	108
5 OR MORE PEOPLE	29550	4330	22.0	14.7	125	2555	21.3	8.6	121	1352	23.2	4.6	132
NO CHILD IN HSHLD	96587	9153	46.4	9.5	81	5846	48.8	6.1	85	2657	45.6	2.8	79
CHILD(REN) UNDER 2 YRS	10844	1707	8.7	15.7	134	926	7.7	8.5	119	*364	6.2	3.4	97
2 - 5 YEARS	26358	3865	19.6	14.7	125	2330	19.4	8.8	124	941	16.1	3.6	103
6 - 11 YEARS	30453	4611	23.4	15.1	129	2792	23.3	9.2	128	1386	23.8	4.6	131
12 - 17 YEARS	36575	5604	28.4	15.3	130	3276	27.3	9.0	125	1883	32.3	5.1	148
RESIDENCE OWNED	117770	14651	74.3	12.4	106	8711	72.7	7.4	103	4266	73.2	3.6	104
VALUE: $50,000 OR MORE	70166	8172	41.4	11.6	99	4689	39.1	6.7	94	2138	36.7	3.0	88
VALUE: UNDER $50,000	47604	6479	32.8	13.6	116	4022	33.6	8.4	118	2128	36.5	4.5	129

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX	[blank] A '000	[blank] B % DOWN	[blank] C % ACROSS	[blank] D INDX
TOTAL ADULTS		167727	19724	100.0	11.8	100	11987	100.0	7.1	100	5827	100.0	3.5	100				
MAGAZINES	QUINTILE 1	34022	4444	22.5	13.1	111	2726	22.7	8.0	112	1362	23.4	4.0	115				
	QUINTILE 2	34800	4281	21.7	12.3	105	2594	21.6	7.5	104	1515	26.0	4.4	125				
	QUINTILE 3	30514	3624	18.4	11.9	101	2241	18.7	7.3	103	915	15.7	3.0	86				
	QUINTILE 4	33324	3847	19.5	11.5	98	2231	18.6	6.7	94	995	17.1	3.0	86				
	QUINTILE 5	35066	3529	17.9	10.1	86	2196	18.3	6.3	88	1039	17.8	3.0	85				
NEWSPAPERS	QUINTILE 1	29107	3007	15.2	10.3	88	2162	18.0	7.4	104	1127	19.3	3.9	111				
	QUINTILE 2	49095	5416	27.5	11.0	94	3426	28.6	7.0	98	1642	28.2	3.3	96				
	QUINTILE 3	23107	2761	14.0	11.9	102	1677	14.0	7.3	102	740	12.7	3.2	92				
	QUINTILE 4	33556	4210	21.3	12.5	107	2275	19.0	6.8	95	986	16.9	2.9	85				
	QUINTILE 5	32863	4331	22.0	13.2	112	2447	20.4	7.4	104	1331	22.8	4.1	117				
OUTDOOR	QUINTILE 1	33431	3754	19.0	11.2	95	2390	19.9	7.1	100	1272	21.8	3.8	110				
	QUINTILE 2	33478	3916	19.9	11.7	99	2377	19.8	7.1	99	987	16.9	2.9	85				
	QUINTILE 3	33574	4356	22.1	13.0	110	2551	21.3	7.6	106	1249	21.4	3.7	107				
	QUINTILE 4	33935	3802	19.3	11.2	95	2309	19.3	6.8	95	1099	18.9	3.2	93				
	QUINTILE 5	33310	3897	19.8	11.7	99	2360	19.7	7.1	99	1219	20.9	3.7	105				
RADIO-DRIVE TIME	QUINTILE 1	33136	4270	21.6	12.9	110	2674	22.3	8.1	113	1339	23.0	4.0	116				
	QUINTILE 2	31658	4073	20.6	12.9	109	2019	16.8	6.4	89	953	16.4	3.0	87				
	QUINTILE 3	32541	3623	18.4	11.1	95	2564	21.4	7.9	110	1115	19.1	3.4	99				
	QUINTILE 4	34247	4179	21.2	12.2	104	2339	19.5	6.8	96	1225	21.0	3.6	103				
	QUINTILE 5	36144	3580	18.2	9.9	84	2392	20.0	6.6	93	1196	20.5	3.3	95				
RADIO-MID-DAY	TERCILE 1	45037	6070	30.8	13.5	115	3647	30.4	8.1	113	1513	26.0	3.4	97				
	TERCILE 2	44819	5017	25.4	11.2	95	3372	28.1	7.5	105	1573	27.0	3.5	101				
	TERCILE 3	77872	8637	43.8	11.1	94	4969	41.5	6.4	89	2740	47.0	3.5	101				
RADIO-TOTAL	QUINTILE 1	33763	4633	23.5	13.7	117	2742	22.9	8.1	114	1183	20.3	3.5	101				
	QUINTILE 2	33240	3927	19.9	11.8	100	2476	20.7	7.4	104	1220	20.9	3.7	106				
	QUINTILE 3	33408	3968	20.1	11.9	101	2045	17.1	6.1	86	1037	17.8	3.1	89				
	QUINTILE 4	34792	3962	20.1	11.4	97	2717	22.7	7.8	109	1260	21.6	3.6	104				
	QUINTILE 5	32524	3234	16.4	9.9	85	2008	16.8	6.2	86	1127	19.3	3.5	100				
TV-PRIME TIME	QUINTILE 1	33090	3914	19.8	11.8	101	2520	21.0	7.6	107	1097	18.8	3.3	95				
	QUINTILE 2	33357	4188	21.2	12.6	107	2741	22.9	8.2	115	1163	20.0	3.5	100				
	QUINTILE 3	33980	3800	19.3	11.2	95	2195	18.3	6.5	90	1450	24.9	4.3	123				
	QUINTILE 4	33854	3813	19.3	11.3	96	2257	18.8	6.7	93	1072	18.4	3.2	91				
	QUINTILE 5	33444	4009	20.3	12.0	102	2274	19.0	6.8	95	1045	17.9	3.1	90				
TV-DAYTIME	TERCILE 1	49121	6040	30.6	12.3	105	3804	31.7	7.7	108	1891	32.5	3.8	111				
	TERCILE 2	48823	6001	30.4	12.3	105	3500	29.2	7.2	100	1692	29.0	3.5	100				
	TERCILE 3	69782	7684	39.0	11.0	94	4684	39.1	6.7	94	2244	38.5	3.2	93				
TV-TOTAL	QUINTILE 1	33584	3990	20.2	11.9	101	2858	23.8	8.5	119	1315	22.6	3.9	113				
	QUINTILE 2	33441	4118	20.9	12.3	105	2537	21.2	7.6	106	1082	18.6	3.2	93				
	QUINTILE 3	33505	3660	18.6	10.9	93	2043	17.0	6.1	85	1259	21.6	3.8	108				
	QUINTILE 4	33466	3931	19.9	11.7	100	2445	20.4	7.3	102	1225	21.0	3.7	105				
	QUINTILE 5	33731	4026	20.4	11.9	101	2105	17.6	6.2	87	946	16.2	2.8	81				
MAGAZINES-NEWSPAPERS: DUAL		44503	5063	25.7	11.4	97	3343	27.9	7.5	105	1797	30.8	4.0	116				
MAGAZINE IMPERATIVE		39363	5704	28.9	14.5	123	3161	26.4	8.0	112	1557	26.7	4.0	114				
NEWSPAPER IMPERATIVE		46441	4723	23.9	10.2	86	3057	25.5	6.6	92	1366	23.4	2.9	85				
MAGAZINES-OUTDOOR: DUAL		33726	4279	21.7	12.7	108	2539	21.2	7.5	105	1231	21.1	3.7	105				
MAGAZINE IMPERATIVE		52846	6524	33.1	12.3	105	3926	32.8	7.4	104	2054	35.2	3.9	112				
OUTDOOR IMPERATIVE		52140	5838	29.6	11.2	95	3532	29.5	6.8	95	1542	26.5	3.0	85				
MAGAZINES-RADIO: DUAL		37081	4791	24.3	12.9	110	2736	22.8	7.4	103	1341	23.0	3.6	104				
MAGAZINE IMPERATIVE		49747	6010	30.5	12.1	103	3856	32.2	7.8	108	2071	35.5	4.2	120				
RADIO IMPERATIVE		49208	5885	29.8	12.0	102	3545	29.6	7.2	101	1585	27.2	3.2	93				
MAGAZINES-TELEVISION: DUAL		33103	4135	21.0	12.5	106	2864	23.9	8.7	121	1355	23.3	4.1	118				
MAGAZINE IMPERATIVE		54575	6865	34.8	12.6	107	3750	31.3	6.9	96	2165	37.2	4.0	114				
TELEVISION IMPERATIVE		53249	5814	29.5	10.9	93	3450	28.8	6.5	91	1632	28.0	3.1	88				
NEWSPAPERS-OUTDOOR: DUAL		36255	4080	20.7	11.3	96	2771	23.1	7.6	107	1392	23.9	3.8	111				
NEWSPAPER IMPERATIVE		55591	6071	30.8	10.9	93	3828	31.9	6.9	96	1820	31.2	3.3	94				
OUTDOOR IMPERATIVE		48319	6224	31.6	12.9	110	3456	28.8	7.2	100	1551	26.6	3.2	92				
NEWSPAPERS-RADIO: DUAL		37242	4377	22.2	11.8	100	2769	23.1	7.4	104	1398	24.0	3.8	108				
NEWSPAPER IMPERATIVE		54423	5612	28.5	10.3	88	3781	31.5	6.9	97	1823	31.3	3.3	96				
RADIO IMPERATIVE		46650	6404	32.5	13.7	117	3543	29.6	7.6	106	1500	25.7	3.2	93				
NEWSPAPERS-TELEVISION: DUAL		35974	3614	18.3	10.0	85	2670	22.3	7.4	104	1223	21.0	3.4	98				
NEWSPAPER IMPERATIVE		56095	6211	31.5	11.1	94	3805	31.7	6.8	95	1999	34.3	3.6	103				
TELEVISION IMPERATIVE		47170	6431	32.6	13.6	116	3657	30.5	7.8	108	1787	30.7	3.8	109				
OUTDOOR-RADIO: DUAL		33748	4312	21.9	12.8	109	2614	21.8	7.7	108	1137	19.5	3.4	97				
OUTDOOR IMPERATIVE		52785	5955	30.2	11.3	96	3730	31.1	7.1	99	1937	33.2	3.7	106				
RADIO IMPERATIVE		52882	6602	33.5	12.5	106	3782	31.6	7.2	100	1827	31.4	3.5	99				
OUTDOOR-TELEVISION: DUAL		32030	3956	20.1	12.4	105	2555	21.3	8.0	112	1317	22.6	4.1	118				
OUTDOOR IMPERATIVE		54626	6297	31.9	11.5	98	3585	29.9	6.6	92	1617	27.8	3.0	85				
TELEVISION IMPERATIVE		54874	6424	32.6	11.7	100	4079	34.0	7.4	104	1976	33.9	3.6	104				
RADIO-TELEVISION: DUAL		33386	4101	20.8	12.3	104	2653	22.1	7.9	111	1289	22.1	3.9	111				
RADIO IMPERATIVE		53810	6584	33.4	12.2	104	3576	29.8	6.6	93	1813	31.1	3.4	97				
TELEVISION IMPERATIVE		54023	6078	30.8	11.3	96	3903	32.6	7.2	101	1910	32.8	3.5	102				

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	19724	100.0	11.8	100	11987	100.0	7.1	100	5827	100.0	3.5	100
ATLANTIC MONTHLY	867	**37	0.2	4.3	36	**51	0.4	5.9	82	**13	0.2	1.5	43
BARRON'S	1580	**134	0.7	8.5	72	**74	0.6	4.7	66	**69	1.2	4.4	126
BETTER HOMES & GARDENS	22203	3237	16.4	14.6	124	2111	17.6	9.5	133	838	14.4	3.8	109
BON APPETIT	3810	358	1.8	9.4	80	*198	1.7	5.2	73	*140	2.4	3.7	106
BUSINESS WEEK	4663	364	1.8	7.8	66	*247	2.1	5.3	74	*138	2.4	3.0	85
CAR AND DRIVER	3102	314	1.6	10.1	86	**138	1.2	4.4	62	**133	2.3	4.3	123
CBS MAGAZINE NETWORK (GROSS)	7311	979	5.0	13.4	114	471	3.9	6.4	90	*315	5.4	4.3	124
CHANGING TIMES	3400	405	2.1	11.9	101	*260	2.2	7.6	107	**97	1.7	2.9	82
COLONIAL HOMES	1796	289	1.5	16.1	137	*152	1.3	8.5	118	**136	2.3	7.6	218
CONDE NAST MAG. PKG. (GROSS)	19924	2517	12.8	12.6	107	1623	13.5	8.1	114	783	13.4	3.9	113
CONSUMERS DIGEST	3125	355	1.8	11.4	97	318	2.7	10.2	142	**57	1.0	1.8	53
COSMOPOLITAN	10577	1152	5.8	10.9	93	974	8.1	9.2	129	359	6.2	3.4	98
COUNTRY LIVING	3746	588	3.0	15.7	133	370	3.1	9.9	138	*166	2.8	4.4	128
CUISINE	2214	*198	1.0	8.9	76	**101	0.8	4.6	64	**89	1.5	4.0	116
CYCLE WORLD	2394	347	1.8	14.5	123	*189	1.6	7.9	110	**95	1.6	4.0	114
DCI:CREATIVE IDEAS FOR LIV	3068	463	2.3	15.1	128	*256	2.1	8.3	117	**118	2.0	3.8	111
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1273	6.5	13.3	113	714	6.0	7.5	105	362	6.2	3.8	109
DISCOVER	2277	*256	1.3	11.2	96	*153	1.3	6.7	94	**41	0.7	1.8	52
EBONY	7187	972	4.9	13.5	115	476	4.0	6.6	93	319	5.5	4.4	128
ESQUIRE	2560	272	1.4	10.6	90	*190	1.6	7.4	104	**94	1.6	3.7	106
ESSENCE	3242	522	2.6	16.1	137	282	2.4	8.7	122	*197	3.4	6.1	175
FAMILY CIRCLE	19639	2773	14.1	14.1	120	1747	14.6	8.9	124	948	16.3	4.8	139
THE FAMILY HANDYMAN	3540	550	2.8	15.5	132	398	3.3	11.2	157	*168	2.9	4.7	137
FAMILY WEEKLY	23924	2894	14.7	12.1	103	1594	13.3	6.7	93	872	15.0	3.6	105
FIELD & STREAM	9883	1221	6.2	12.4	105	864	7.2	8.7	122	359	6.2	3.6	105
FOOD & WINE	1030	**60	0.3	5.8	50	**85	0.7	8.3	115	**48	0.8	4.7	134
FORBES	2679	207	1.0	7.7	66	*138	1.2	5.2	72	**70	1.2	2.6	75
FORTUNE	2931	*212	1.1	7.2	62	*168	1.4	5.7	80	**78	1.3	2.7	77
GENTLEMEN'S QUARTERLY	3481	423	2.1	12.2	103	*194	1.6	5.6	78	**99	1.7	2.8	82
GLAMOUR	7163	933	4.7	13.0	111	568	4.7	7.9	111	278	4.8	3.9	112
GOLF DIGEST	2355	310	1.6	13.2	112	*157	1.3	6.7	93	**114	2.0	4.8	139
GOLF DIGEST/TENNIS (GROSS)	3610	417	2.1	11.6	98	*215	1.8	6.0	83	**136	2.3	3.8	108
GOLF MAGAZINE	2046	*178	0.9	8.7	74	**136	1.1	6.6	93	**143	2.5	7.0	201
GOLF MAGAZINE/SKI (GROSS)	3547	368	1.9	10.4	88	279	2.3	7.9	110	*198	3.4	5.6	161
GOOD HOUSEKEEPING	20353	3064	15.5	15.1	128	1821	15.2	8.9	125	806	13.8	4.0	114
HARPER'S BAZAAR	3362	486	2.5	14.5	123	267	2.2	7.9	111	**157	2.7	4.7	134
HEALTH	2987	349	1.8	11.7	99	*273	2.3	9.1	128	*160	2.7	5.4	154
HEARST MAG CORP. BUY (GROSS)	67928	9381	47.6	13.8	117	5859	48.9	8.6	121	2567	44.1	3.8	109
HEARST MAN POWER (GROSS)	11282	1318	6.7	11.7	99	829	6.9	7.3	103	329	5.6	2.9	84
HEARST WOMAN POWER (GROSS)	40514	5816	29.5	14.4	122	3741	31.2	9.2	129	1503	25.8	3.7	107
HOUSE BEAUTIFUL	4885	702	3.6	14.4	122	408	3.4	8.4	117	*201	3.4	4.1	118
INC.	1308	**77	0.4	5.9	50	**65	0.5	5.0	70	**24	0.4	1.8	53
JET	6498	891	4.5	13.7	117	451	3.8	6.9	97	271	4.7	4.2	120
LADIES' HOME JOURNAL	14797	2242	11.4	15.2	129	1521	12.7	10.3	144	731	12.5	4.9	142
LHJ FAMILY GRP COMBO(GROSS)	21743	3283	16.6	15.1	128	2159	18.0	9.9	139	1045	17.9	4.8	138
LIFE	9881	1105	5.6	11.2	95	758	6.3	7.7	107	311	5.3	3.1	91
L.A. TIMES HOME MAGAZINE	2775	*221	1.1	8.0	68	*231	1.9	8.3	116	**35	0.6	1.3	36
MADEMOISELLE	4219	507	2.6	12.0	102	416	3.5	9.9	138	*193	3.3	4.6	132
MC CALL'S	16422	2697	13.7	16.4	140	1472	12.3	9.0	125	609	10.5	3.7	107
MC CALL'S/WRK MOTHER (GROSS)	17919	2923	14.8	16.3	139	1631	13.6	9.1	127	692	11.9	3.9	111
MECHANIX ILLUSTRATED	4433	601	3.0	13.6	115	*314	2.6	7.1	99	**147	2.5	3.3	95
METROPOLITAN HOME	1504	*169	0.9	11.2	96	*126	1.1	8.4	117	**32	0.5	2.1	61
MONEY	4723	504	2.6	10.7	91	276	2.3	5.8	82	*123	2.1	2.6	75
MOTHER EARTH NEWS	2325	337	1.7	14.5	123	*148	1.2	6.4	89	**92	1.6	4.0	114
MS.	1189	**162	0.8	13.6	116	**104	0.9	8.7	122	**60	1.0	5.0	145
NATIONAL ENQUIRER	18892	2439	12.4	12.9	110	1777	14.8	9.4	132	875	15.0	4.6	133
NATIONAL GEOGRAPHIC	22129	2549	12.9	11.5	98	1654	13.8	7.5	105	724	12.4	3.3	94
NATIONAL SUNDAY MAGAZINE PKG	103750	11525	58.4	11.1	94	7167	59.8	6.9	97	3531	60.6	3.4	98
NATURAL HISTORY	1379	**170	0.9	12.3	105	**153	1.3	11.1	155	**33	0.6	2.4	69
NEW WOMAN	2289	*289	1.5	12.6	107	*206	1.7	9.0	126	**111	1.9	4.8	140
NEW YORK INCLUDING CUE	1088	**62	0.3	5.7	48	**37	0.3	3.4	48	**44	0.8	4.0	116
THE NEW YORKER	2459	*133	0.7	5.4	46	*209	1.7	8.5	119	**71	1.2	2.9	83
NEWSWEEK	16527	1669	8.5	10.1	86	1180	9.8	7.1	100	442	7.6	2.7	77
THE N.Y. TIMES DAILY EDITION	2739	*126	0.6	4.6	39	**105	0.9	3.8	54	*64	1.1	2.3	67
THE N.Y. TIMES MAGAZINE	4443	*144	0.7	3.2	28	*255	2.1	5.7	80	*143	2.5	3.2	93
OMNI	2799	270	1.4	9.6	82	*176	1.5	6.3	88	**89	1.5	3.2	92
ON CABLE	2209	338	1.7	15.3	130	*279	2.3	12.6	177	**91	1.6	4.1	119
1001 HOME IDEAS	3959	692	3.5	17.5	149	365	3.0	9.2	129	**154	2.6	3.9	112
ORGANIC GARDENING	3111	426	2.2	13.7	116	*267	2.2	8.6	120	**103	1.8	3.3	95
OUTDOOR LIFE	5024	687	3.5	13.7	116	329	2.7	6.5	92	*134	2.3	2.7	77
PARADE MAGAZINE	51292	5395	27.4	10.5	89	3780	31.5	7.4	103	2031	34.9	4.0	114

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19724	100.0	11.8	100	11987	100.0	7.1	100	5827	100.0	3.5	100				
PARENTS	5298	828	4.2	15.6	133	565	4.7	10.7	149	309	5.3	5.8	168				
PENTHOUSE	5129	679	3.4	13.2	113	407	3.4	7.9	111	*146	2.5	2.8	82				
PEOPLE	21070	2636	13.4	12.5	106	1678	14.0	8.0	111	778	13.4	3.7	106				
PLAYBOY	10562	1143	5.8	10.8	92	733	6.1	6.9	97	318	5.5	3.0	87				
POPULAR HOT RODDING	2498	337	1.7	13.5	115	*174	1.5	7.0	97	**57	1.0	2.3	66				
POPULAR MECHANICS	5887	730	3.7	12.4	105	419	3.5	7.1	100	*159	2.7	2.7	78				
POPULAR SCIENCE	4317	522	2.6	12.1	103	*233	1.9	5.4	76	*179	3.1	4.1	119				
PREVENTION	5792	565	2.9	9.8	83	364	3.0	6.3	88	245	4.2	4.2	122				
PSYCHOLOGY TODAY	3284	274	1.4	8.3	71	*268	2.2	8.2	114	**135	2.3	4.1	118				
READER'S DIGEST	40046	5167	26.2	12.9	110	3202	26.7	8.0	112	1600	27.5	4.0	115				
REDBOOK	9584	1600	8.1	16.7	142	947	7.9	9.9	138	338	5.8	3.5	102				
ROAD & TRACK	2590	295	1.5	11.4	97	**111	0.9	4.3	60	**136	2.3	5.3	151				
ROLLING STONE	3302	286	1.5	8.7	74	*267	2.2	8.1	113	**138	2.4	4.2	120				
RUNNER'S WORLD	1229	**115	0.6	9.4	80	**92	0.8	7.5	105	**64	1.1	5.2	150				
SATURDAY EVENING POST	2110	258	1.3	12.2	104	*150	1.3	7.1	99	**101	1.7	4.8	138				
SCIENCE 84	1543	*202	1.0	13.1	111	**81	0.7	5.2	73	**23	0.4	1.5	43				
SCIENCE DIGEST	1747	*216	1.1	12.4	105	**132	1.1	7.6	106	**16	0.3	0.9	26				
SCIENTIFIC AMERICAN	1994	*189	1.0	9.5	81	**94	0.8	4.7	66	**48	0.8	2.4	69				
SELF	3119	438	2.2	14.0	119	*233	1.9	7.5	105	**113	1.9	3.6	104				
SEVENTEEN	3923	636	3.2	16.2	138	425	3.5	10.8	152	*193	3.3	4.9	142				
SKI	1501	*190	1.0	12.7	108	*143	1.2	9.5	133	**55	0.9	3.7	105				
SMITHSONIAN	5976	578	2.9	9.7	82	386	3.2	6.5	90	*180	3.1	3.0	87				
SOAP OPERA DIGEST	4228	798	4.0	18.9	161	535	4.5	12.7	177	*232	4.0	5.5	158				
SOUTHERN LIVING	6488	810	4.1	12.5	106	458	3.8	7.1	99	*243	4.2	3.7	108				
SPORT	3500	457	2.3	13.1	111	*254	2.1	7.3	102	*248	4.3	7.1	204				
THE SPORTING NEWS	2456	320	1.6	13.0	111	*214	1.8	8.7	122	**143	2.5	5.8	168				
SPORTS AFIELD	3648	372	1.9	10.2	87	*279	2.3	7.6	107	*154	2.6	4.2	122				
SPORTS ILLUSTRATED	14484	1552	7.9	10.7	91	1063	8.9	7.3	103	510	8.8	3.5	101				
STAR	12661	1696	8.6	13.4	114	1290	10.8	10.2	143	577	9.9	4.6	131				
SUNDAY	52799	5523	28.0	10.5	89	3523	29.4	6.7	93	1806	31.0	3.4	98				
SUNSET	3513	462	2.3	13.2	112	*238	2.0	6.8	95	**22	0.4	0.6	18				
TV GUIDE	42766	5641	28.6	13.2	112	3529	29.4	8.3	115	1811	31.1	4.2	122				
TENNIS	1254	**107	0.5	8.5	73	**58	0.5	4.6	65	**22	0.4	1.8	50				
TIME	22054	2213	11.2	10.0	85	1404	11.7	6.4	89	725	12.4	3.3	95				
TOWN & COUNTRY	1555	*143	0.7	9.2	78	**71	0.6	4.6	64	**70	1.2	4.5	130				
TRAVEL & LEISURE	2173	*196	1.0	9.0	77	*136	1.1	6.3	88	**81	1.4	3.7	107				
TRUE STORY	4636	803	4.1	17.3	147	606	5.1	13.1	183	*235	4.0	5.1	146				
U.S.NEWS & WORLD REPORT	10353	1088	5.5	10.5	89	828	6.9	8.0	112	296	5.1	2.9	82				
USA TODAY	4994	610	3.1	12.2	104	314	2.6	6.3	88	*200	3.4	4.0	115				
US	3528	534	2.7	15.1	129	*303	2.5	8.6	120	*180	3.1	5.1	147				
VOGUE	5424	639	3.2	11.8	100	406	3.4	7.5	105	*200	3.4	3.7	106				
WALL STREET JOURNAL	6292	635	3.2	10.1	86	301	2.5	4.8	67	*137	2.4	2.2	63				
WEIGHT WATCHERS	2762	329	1.7	11.9	101	*230	1.9	8.3	117	*176	3.0	6.4	183				
WOMAN'S DAY	16320	2489	12.6	15.3	130	1500	12.5	9.2	129	675	11.6	4.1	119				
WORKING MOTHER	1496	*226	1.1	15.1	128	*158	1.3	10.6	148	**83	1.4	5.5	160				
WORKING WOMAN	1851	*251	1.3	13.6	115	*219	1.8	11.8	166	**111	1.9	6.0	173				
WORLD TENNIS	580	**74	0.4	12.8	108	**62	0.5	10.7	150	**37	0.6	6.4	184				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1373	7.0	11.1	94	825	6.9	6.6	93	429	7.4	3.5	99				
BLAIR INSERTS	91671	10001	50.7	10.9	93	6423	53.6	7.0	98	3076	52.8	3.4	97				
DAILY NEWSPAPERS																	
READ ANY	109190	12159	61.6	11.1	95	7810	65.2	7.2	100	3691	63.3	3.4	97				
READ ONE	89587	10175	51.6	11.4	97	6399	53.4	7.1	100	3007	51.6	3.4	97				
READ TWO OR MORE	19602	1984	10.1	10.1	86	1412	11.8	7.2	101	684	11.7	3.5	100				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	12249	62.1	11.2	95	7752	64.7	7.1	99	3779	64.9	3.4	99				
READ ONE	95074	10815	54.8	11.4	97	6606	55.1	6.9	97	3046	52.3	3.2	92				
READ TWO OR MORE	14588	1435	7.3	9.8	84	1147	9.6	7.9	110	733	12.6	5.0	145				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	28.09				30.25				29.96							
30 DAY REACH	149706	17450	88.5	11.7	99	10467	87.3	7.0	98	5034	86.4	3.4	97				
50 SHWG - 30 DAY AV FREQ	15.16	14.75				15.78				15.47							
30 DAY REACH	142406	16659	84.5	11.7	99	10071	84.0	7.1	99	4906	84.2	3.4	99				
25 SHWG - 30 DAY AV FREQ	8.23	7.91				8.45				8.34							
30 DAY REACH	131152	15514	78.7	11.8	101	9395	78.4	7.2	100	4523	77.6	3.4	99				
CABLE TV: HOME WIRED	66879	8915	45.2	13.3	113	4840	40.4	7.2	101	2711	46.5	4.1	117				
HOME NOT WIRED	100848	10810	54.8	10.7	91	7147	59.6	7.1	99	3116	53.5	3.1	89				
HAVE PAY CABLE	35024	5018	25.4	14.3	122	2855	23.8	8.2	114	1559	26.8	4.5	128				

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	19724	100.0	11.8	100	11987	100.0	7.1	100	5827	100.0	3.5	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	11727	59.5	12.3	104	6968	58.1	7.3	102	3430	58.9	3.6	103				
10:00 AM - 3:00 PM	63599	8020	40.7	12.6	107	4976	41.5	7.8	109	2209	37.9	3.5	100				
3:00 PM - 7:00 PM	72097	8704	44.1	12.1	103	5180	43.2	7.2	101	2610	44.8	3.6	104				
7:00 PM - MIDNIGHT	36670	4562	23.1	12.4	106	2726	22.7	7.4	104	1244	21.3	3.4	98				
MIDNIGHT - 6:00 AM	21908	2850	14.4	13.0	111	1555	13.0	7.1	99	752	12.9	3.4	99				
6:00 AM - MIDNIGHT	127571	15648	79.3	12.3	104	9420	78.6	7.4	103	4578	78.6	3.6	103				
ENTIRE DAY	129239	15815	80.2	12.2	104	9518	79.4	7.4	103	4605	79.0	3.6	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4528	23.0	13.3	113	2600	21.7	7.6	107	1277	21.9	3.8	108				
ALL NEWS	6062	465	2.4	7.7	65	373	3.1	6.2	86	227	3.9	3.7	108				
AOR/PROGRESSIVE	11884	1234	6.3	10.4	88	737	6.1	6.2	87	501	8.6	4.2	121				
BEAUTIFUL MUSIC	11180	1369	6.9	12.2	104	876	7.3	7.8	110	349	6.0	3.1	90				
BLACK	4538	775	3.9	17.1	145	395	3.3	8.7	122	*201	3.4	4.4	127				
CLASSICAL	3857	358	1.8	9.3	79	*154	1.3	4.0	56	*111	1.9	2.9	83				
CHR/ROCK	21946	2779	14.1	12.7	108	1699	14.2	7.7	108	868	14.9	4.0	114				
COUNTRY	27262	3928	19.9	14.4	123	2440	20.4	9.0	125	924	15.9	3.4	98				
GOLDEN OLDIES	3339	*269	1.4	8.1	69	*267	2.2	8.0	112	**172	3.0	5.2	148				
MOR/NOSTALGIA	10346	1069	5.4	10.3	88	613	5.1	5.9	83	312	5.4	3.0	87				
NEWS/TALK	8929	938	4.8	10.5	89	615	5.1	6.9	96	172	3.0	1.9	55				
RELIGIOUS	5488	607	3.1	11.1	94	467	3.9	8.5	119	**156	2.7	2.8	82				
SOFT ROCK	1232	*144	0.7	11.7	99	**90	0.8	7.3	102	**44	0.8	3.6	103				
URBAN CONTEMPORARY	3184	343	1.7	10.8	92	*219	1.8	6.9	96	*182	3.1	5.7	165				
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1055	5.3	15.3	130	647	5.4	9.4	131	347	6.0	5.0	145				
ABC DIRECTION	5212	670	3.4	12.9	109	397	3.3	7.6	107	*245	4.2	4.7	135				
ABC ENTERTAINMENT	10385	1262	6.4	12.2	103	760	6.3	7.3	102	526	9.0	5.1	146				
ABC FM	4762	664	3.4	13.9	119	*372	3.1	7.8	109	*169	2.9	3.5	102				
ABC INFORMATION	11339	1318	6.7	11.6	99	746	6.2	6.6	92	273	4.7	2.4	69				
ABC ROCK	4878	574	2.9	11.8	100	373	3.1	7.6	107	*206	3.5	4.2	122				
CBS	10709	1289	6.5	12.0	102	767	6.4	7.2	100	391	6.7	3.7	105				
MUTUAL	10251	1404	7.1	13.7	116	970	8.1	9.5	132	370	6.3	3.6	104				
NBC	12243	1383	7.0	11.3	96	1009	8.4	8.2	115	444	7.6	3.6	104				
RADIORADIO	4606	453	2.3	9.8	84	*251	2.1	5.4	76	*140	2.4	3.0	87				
RKO ONE	5148	578	2.9	11.2	95	315	2.6	6.1	86	*215	3.7	4.2	120				
RKO TWO	7313	856	4.3	11.7	100	478	4.0	6.5	91	*167	2.9	2.3	66				
THE SOURCE	5981	686	3.5	11.5	98	390	3.3	6.5	91	*317	5.4	5.3	153				
NON-WIRED : BLAIR	19329	2596	13.2	13.4	114	1551	12.9	8.0	112	582	10.0	3.0	87				
INTERNET	27139	3164	16.0	11.7	99	1944	16.2	7.2	100	933	16.0	3.4	99				
KATZ RADIO GROUP	36319	4023	20.4	11.1	94	2397	20.0	6.6	92	1243	21.3	3.4	99				
SUPERNET	22361	2817	14.3	12.6	107	1551	12.9	6.9	97	807	13.8	3.6	104				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1694	8.6	11.7	99	1082	9.0	7.4	104	637	10.9	4.4	126				
MKDAY 9:00 AM - 1:00 PM	18688	2468	12.5	13.2	112	1567	13.1	8.4	117	807	13.8	4.3	124				
MKDAY 1:00 PM - 4:30 PM	24061	3242	16.4	13.5	115	2031	16.9	8.4	118	1004	17.2	4.2	120				
MKDAY 4:30 PM - 7:30 PM	44079	5007	25.4	11.4	97	3332	27.8	7.6	106	1558	26.7	3.5	102				
MKDAY 7:30 PM - 8:00 PM	61979	7132	36.2	11.5	98	4712	39.3	7.6	106	2128	36.5	3.4	99				
MKDAY 11:00 PM - 11:30 PM	49084	6252	31.7	12.7	108	3757	31.3	7.7	107	1781	30.6	3.6	104				
MKDAY 11:30 PM - 1:00 AM	16560	2263	11.5	13.7	116	1348	11.2	8.1	114	590	10.1	3.6	103				
M-SAT 8-11 PM+SUN 7-11 PM	66967	7998	40.5	11.9	102	5024	41.9	7.5	105	2396	41.1	3.6	103				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1155	5.9	12.5	106	845	7.0	9.1	128	377	6.5	4.1	117				
ANOTHER WORLD N	6138	967	4.9	15.8	134	604	5.0	9.8	138	358	6.1	5.8	168				
AS THE WORLD TURNS C	7707	1028	5.2	13.3	113	613	5.1	8.0	111	228	3.9	3.0	85				
CAPITOL C	4688	677	3.4	14.4	123	434	3.6	9.3	130	191	3.3	4.1	117				
CBS MORN. NEWS 1 C	2792	377	1.9	13.5	115	181	1.5	6.5	91	*116	2.0	4.2	120				
CBS MORN. NEWS 2 C	2071	219	1.1	10.6	90	103	0.9	5.0	70	*106	1.8	5.1	147				
DAYS OF OUR LIVES N	8018	1172	5.9	14.6	124	640	5.3	8.0	112	407	7.0	5.1	146				
FACTS OF LIFE - DAYTIME N	3487	486	2.5	13.9	119	311	2.6	8.9	125	180	3.1	5.2	149				
FAMILY FEUD A	4817	566	2.9	11.8	100	411	3.4	8.5	119	228	3.9	4.7	136				
GENERAL HOSPITAL A	8333	1131	5.7	13.6	115	770	6.4	9.2	129	398	6.8	4.8	137				
GOOD MORNING, AMERICA-730 A	5472	674	3.4	12.3	105	454	3.8	8.3	116	249	4.3	4.6	131				
GOOD MORNING, AMERICA-830 A	3965	556	2.8	14.0	119	323	2.7	8.1	114	120	2.1	3.0	87				
GUIDING LIGHT C	7542	981	5.0	13.0	111	647	5.4	8.6	120	299	5.1	4.0	114				
ONE LIFE TO LIVE A	6018	853	4.3	14.2	121	557	4.6	9.3	130	265	4.5	4.4	127				
PRESS YOUR LUCK C	3589	464	2.4	12.9	110	351	2.9	9.8	137	179	3.1	5.0	144				
PRICE IS RIGHT 1 C	7418	982	5.0	13.2	113	553	4.6	7.5	104	188	3.2	2.5	73				
PRICE IS RIGHT 2 C	8276	1139	5.8	13.8	117	684	5.7	8.3	116	279	4.8	3.4	97				
RYAN'S HOPE A	4358	612	3.1	14.0	119	428	3.6	9.8	137	244	4.2	5.6	161				
SALE OF THE CENTURY N	3749	538	2.7	14.4	122	421	3.5	11.2	157	208	3.6	5.5	160				
SEARCH FOR TOMORROW N	2884	449	2.3	15.6	132	306	2.6	10.6	148	182	3.1	6.3	182				
TODAY SHOW 1 N	4869	506	2.6	10.4	88	267	2.2	5.5	77	231	4.0	4.7	137				
TODAY SHOW 2 N	4135	447	2.3	10.8	92	273	2.3	6.6	92	161	2.8	3.9	112				
$25,000 PYRAMID C	4361	558	2.8	12.8	109	416	3.5	9.5	133	240	4.1	5.5	158				
WHEEL OF FORTUNE N	6187	850	4.3	13.7	117	554	4.6	9.0	125	326	5.6	5.3	152				
YOUNG AND THE RESTLESS C	8186	1193	6.0	14.6	124	640	5.3	7.8	109	242	4.2	3.0	85				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	455	2.3	9.6	82	355	3.0	7.5	105	164	2.8	3.5	100				
NBA PLAYOFF GAME -1 C	5127	455	2.3	8.9	75	368	3.1	7.2	100	161	2.8	3.1	90				
NBC MAJOR LEAGUE PRE-GAME N	3945	494	2.5	12.5	106	*328	2.7	8.3	116	**113	1.9	2.9	82				
SPORTSWORLD - SUN N	3370	429	2.2	12.7	108	245	2.0	7.3	102	*165	2.8	4.9	141				
SUNDAY MORNING C	4200	386	2.0	9.2	78	308	2.6	7.3	103	273	4.7	6.5	187				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUY FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	19724	100.0	11.8	100	11987	100.0	7.1	100	5827	100.0	3.5	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	6076	30.8	11.6	99	4090	34.1	7.8	109	1752	30.1	3.4	96				
NETWORK AFFILIATES - LATE		39164	5056	25.6	12.9	110	3011	25.1	7.7	108	1471	25.2	3.8	108				
INDEPENDENTS - LATE		5133	453	2.3	8.8	75	332	2.8	6.5	91	131	2.2	2.6	73				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2880	14.6	12.6	107	1927	16.1	8.4	118	791	13.6	3.5	100				
ABC MONDAY NIGHT MOVIE	A	11258	1473	7.5	13.1	111	777	6.5	6.9	97	333	5.7	3.0	85				
ABC SUNDAY NIGHT MOVIE	A	23600	2931	14.9	12.4	106	1923	16.0	8.1	114	837	14.4	3.5	102				
ABC WORLD NEWS TONIGHT	A	12801	1403	7.1	11.0	93	940	7.8	7.3	103	454	7.8	3.5	102				
AFTERMASH	C	10966	1303	6.6	11.9	101	853	7.1	7.8	109	383	6.6	3.5	101				
ALICE	C	17050	2098	10.6	12.3	105	1305	10.9	7.7	107	659	11.3	3.9	111				
AMERICAN PARADE	C	11998	1486	7.5	12.4	105	955	8.0	8.0	111	481	8.3	4.0	115				
BENSON	A	19258	2071	10.5	10.8	91	1432	11.9	7.4	104	624	10.7	3.2	93				
BLUE THUNDER	A	11478	1346	6.8	11.7	100	766	6.4	6.7	93	347	6.0	3.0	87				
CAGNEY & LACEY	C	18263	2476	12.6	13.6	115	1413	11.8	7.7	108	657	11.3	3.6	104				
CBS EVENING NEWS-DEAN	C	7733	656	3.3	8.5	72	526	4.4	6.8	95	*246	4.2	3.2	92				
CBS EVENING NEWS-RATHER	C	15653	1798	9.1	11.5	98	1188	9.9	7.6	106	560	9.6	3.6	103				
CBS SAT. NEWS-SCHIEFFER	C	8744	908	4.6	10.4	88	583	4.9	6.7	93	234	4.0	2.7	77				
CBS SATURDAY NIGHT MOVIE	C	12000	1556	7.9	13.0	110	781	6.5	6.5	91	380	6.5	3.2	91				
CBS WEDNESDAY NIGHT MOVIE	C	11522	1523	7.7	13.2	112	950	7.9	8.2	115	326	5.6	2.8	81				
CHEERS	N	16818	1886	9.6	11.2	95	1067	8.9	6.3	89	697	12.0	4.1	119				
DALLAS	C	37510	4690	23.8	12.5	106	2871	24.0	7.7	107	1504	25.8	4.0	115				
DIFF'RENT STROKES	N	11258	1452	7.4	12.9	110	846	7.1	7.5	105	520	8.9	4.6	133				
DOUBLE TROUBLE	N	12248	1586	8.0	12.9	110	1201	10.0	9.8	137	584	10.0	4.8	137				
DUCK FACTORY	N	11100	1264	6.4	11.4	97	620	5.2	5.6	78	426	7.3	3.8	110				
DUKES OF HAZZARD	C	12353	1527	7.7	12.4	105	978	8.2	7.9	111	388	6.7	3.1	90				
DYNASTY	A	33279	4113	20.9	12.4	105	2597	21.7	7.8	109	1265	21.7	3.8	109				
FACTS OF LIFE	N	13410	1905	9.7	14.2	121	1301	10.9	9.7	136	531	9.1	4.0	114				
FALCON CREST	C	31093	4035	20.5	13.0	110	2433	20.3	7.8	109	1321	22.7	4.2	122				
FALL GUY	A	18649	2308	11.7	12.4	105	1652	13.8	8.9	124	754	12.9	4.0	116				
FAMILY TIES	N	13101	1660	8.4	12.7	108	1003	8.4	7.7	107	549	9.4	4.2	121				
FANTASY ISLAND	A	13069	1527	7.7	11.7	99	1044	8.7	8.0	112	562	9.6	4.3	124				
FOULUPS,BLEEPS & BLUNDERS	A	16588	1940	9.8	11.7	99	1366	11.4	8.2	115	537	9.2	3.2	93				
FOUR SEASONS	C	9302	1150	5.8	12.4	105	782	6.5	8.4	118	358	6.1	3.8	111				
GIMME A BREAK	N	13955	1668	8.5	12.0	102	1067	8.9	7.6	107	607	10.4	4.3	125				
HART TO HART	A	15735	1998	10.1	12.7	108	1243	10.4	7.9	111	548	9.4	3.5	100				
HILL STREET BLUES	N	18257	1994	10.1	10.9	93	1169	9.8	6.4	90	670	11.5	3.7	106				
HOTEL	A	24236	2879	14.6	11.9	101	1897	15.8	7.8	110	878	15.1	3.6	104				
JEFFERSONS	C	17010	2032	10.3	11.9	102	1323	11.0	7.8	109	686	11.8	4.0	116				
JENNIFER SLEPT HERE	N	9397	1220	6.2	13.0	110	710	5.9	7.6	106	391	6.7	4.2	120				
KATE & ALLIE	C	16762	2224	11.3	13.3	113	1259	10.5	7.5	105	482	8.3	2.9	83				
KNIGHT RIDER	N	13164	1660	8.4	12.6	107	1101	9.2	8.4	117	640	11.0	4.9	140				
LOVE BOAT	A	20400	2312	11.7	11.3	96	1560	13.0	7.6	107	710	12.2	3.5	100				
MAGNUM PI	C	22543	2769	14.0	12.3	104	1557	13.0	6.9	97	711	12.2	3.2	91				
MAMA'S FAMILY	N	9852	1410	7.1	14.3	122	785	6.5	8.0	111	345	5.9	3.5	101				
MASTER, THE	N	8082	1035	5.2	12.8	109	452	3.8	5.6	78	251	4.3	3.1	89				
MATT HOUSTON	A	12881	1491	7.6	11.6	98	895	7.5	6.9	97	396	6.8	3.1	88				
NBC MONDAY NIGHT MOVIE	N	23889	3013	15.3	12.6	107	1836	15.3	7.7	108	908	15.6	3.8	109				
NBC NIGHTLY NEWS	N	11156	1196	6.1	10.7	91	761	6.3	6.8	95	336	5.8	3.0	87				
NBC NIGHTLY NEWS-SAT	N	7363	774	3.9	10.5	89	427	3.6	5.8	81	*183	3.1	2.5	72				
NBC NIGHTLY NEWS-SUN	N	6214	696	3.5	11.2	95	563	4.7	9.1	127	*244	4.2	3.9	113				
NBC SUNDAY NIGHT MOVIE	N	17590	2194	11.1	12.5	106	1260	10.5	7.2	100	606	10.4	3.4	99				
NEWHART	C	16740	2323	11.8	13.9	118	1347	11.2	8.0	113	602	10.3	3.6	104				
ONE DAY AT A TIME	C	11820	1584	8.0	13.4	114	858	7.2	7.3	102	446	7.7	3.8	109				
PEOPLE ARE FUNNY	N	9138	1209	6.1	13.2	113	694	5.8	7.6	106	305	5.2	3.3	96				
REAL PEOPLE	N	15979	1966	10.0	12.3	105	1306	10.9	8.2	114	616	10.6	3.9	111				
REMINGTON STEELE	N	14395	1715	8.7	11.9	101	1054	8.8	7.3	102	575	9.9	4.0	115				
RIPLEY'S BELIEVE IT - NOT	A	11362	1469	7.4	12.9	110	827	6.9	7.3	102	411	7.1	3.6	104				
RIPTIDE	N	13920	1776	9.0	12.8	108	1126	9.4	8.1	113	529	9.1	3.8	109				
SCARECROW & MRS. KING	C	17571	2208	11.2	12.6	107	1258	10.5	7.2	100	577	9.9	3.3	95				
SIMON & SIMON	C	20208	2699	13.7	13.4	114	1515	12.6	7.5	105	642	11.0	3.2	91				
60 MINUTES	C	27668	2985	15.1	10.8	92	1909	15.9	6.9	97	917	15.7	3.3	95				
ST. ELSEWHERE	N	13699	1864	9.5	13.6	116	1212	10.1	8.8	124	480	8.2	3.5	101				
THREE'S COMPANY	A	20632	2545	12.9	12.3	105	1771	14.8	8.6	120	722	12.4	3.5	101				
T.J. HOOKER	A	17136	1858	9.4	10.8	92	1315	11.0	7.7	107	699	12.0	4.1	117				
TONIGHT SHOW	N	4963	598	3.0	12.0	102	395	3.3	8.0	111	151	2.6	3.0	88				
TRAPPER JOHN, M.D.	C	16332	2107	10.7	12.9	110	1296	10.8	7.9	111	567	9.7	3.5	100				
TV BLOOPERS & PRAC. JOKES	N	18881	2141	10.9	11.3	96	1382	11.5	7.3	102	605	10.4	3.2	92				
20/20	A	18315	2139	10.8	11.7	99	1301	10.9	7.1	99	654	11.2	3.6	103				
WEBSTER	A	18722	2139	10.8	11.4	97	1388	11.6	7.4	104	660	11.3	3.5	101				
WORLD NEWS - SUN	A	5327	618	3.1	11.6	99	462	3.9	8.7	121	*182	3.1	3.4	98				
YELLOW ROSE	N	8370	1066	5.4	12.7	108	602	5.0	7.2	101	287	4.9	3.4	99				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3502	17.8	13.5	115	2075	17.3	8.0	112	907	15.6	3.5	101				
BASKETBALL - COLLEGE GAMES		14468	2050	10.4	14.2	120	885	7.4	6.1	86	*524	9.0	3.6	104				
BASKETBALL - PRO GAMES		12124	1757	8.9	14.5	123	912	7.6	7.5	105	*474	8.1	3.9	113				
BOWLING		9412	1555	7.9	16.5	140	796	6.6	8.5	118	*421	7.2	4.5	129				
BOXING		15409	2084	10.6	13.5	115	1244	10.4	8.1	113	*585	10.0	3.8	109				
FOOTBALL - COLLEGE GAMES		21400	3047	15.4	14.2	121	1491	12.4	7.0	97	818	14.0	3.8	110				
FOOTBALL - PRO GAMES		35944	5237	26.6	14.6	124	2621	21.9	7.3	102	1355	23.3	3.8	109				
GOLF		9759	1337	6.8	13.7	117	*551	4.6	5.6	79	*444	7.6	4.5	131				
POST-SEASON COLL. FOOTBALL		18123	2490	12.6	13.7	117	1297	10.8	7.2	100	712	12.2	3.9	113				
POST-SEASON PRO FOOTBALL		22091	3209	16.3	14.5	124	1652	13.8	7.5	105	1028	17.6	4.7	134				
TENNIS		6764	997	5.1	14.7	125	*447	3.7	6.6	92	*394	6.8	5.8	168				
WRESTLING - PROFESSIONAL		9695	1642	8.3	16.9	144	1065	8.9	11.0	154	*565	9.7	5.8	168				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C % ACROSS	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C % ACROSS	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS	LIGHT ONE OR LESS D INDX
TOTAL ADULTS	167727	56646	100.0	33.8	100	11092	100.0	6.6	100	12312	100.0	7.3	100	33242	100.0	19.8	100
MALES	79263	25467	45.0	32.1	95	5273	47.5	6.7	101	5887	47.8	7.4	101	14306	43.0	18.0	91
FEMALES	88464	31179	55.0	35.2	104	5819	52.5	6.6	99	6425	52.2	7.3	99	18936	57.0	21.4	108
18 - 24	28671	10395	18.4	36.3	107	2362	21.3	8.2	125	2244	18.2	7.8	107	5788	17.4	20.2	102
25 - 34	39536	14608	25.8	36.9	109	2461	22.2	6.2	94	3240	26.3	8.2	112	8906	26.8	22.5	114
35 - 44	28978	10880	19.2	37.5	111	2129	19.2	7.3	111	2125	17.3	7.3	100	6625	19.9	22.9	115
45 - 54	22345	7591	13.4	34.0	101	1318	11.9	5.9	89	1811	14.7	8.1	110	4463	13.4	20.0	101
55 - 64	22224	7126	12.6	32.1	95	1474	13.3	6.6	100	1518	12.3	6.8	93	4134	12.4	18.6	94
65 OR OLDER	25973	6046	10.7	23.3	69	1347	12.1	5.2	78	1374	11.2	5.3	72	3325	10.0	12.8	65
18 - 34	68207	25002	44.1	36.7	109	4824	43.5	7.1	107	5484	44.5	8.0	110	14695	44.2	21.5	109
18 - 49	108058	39886	70.4	36.9	109	7614	68.6	7.0	107	8481	68.9	7.8	107	23790	71.6	22.0	111
25 - 54	90859	33079	58.4	36.4	108	5908	53.3	6.5	98	7176	58.3	7.9	108	19994	60.1	22.0	111
35 - 49	39851	14884	26.3	37.3	111	2791	25.2	7.0	106	2997	24.3	7.5	102	9096	27.4	22.8	115
50 OR OLDER	59669	16760	29.6	28.1	83	3478	31.4	5.8	88	3830	31.1	6.4	87	9452	28.4	15.8	80
GRADUATED COLLEGE	28091	9242	16.3	32.9	97	1252	11.3	4.5	67	1978	16.1	7.0	96	6013	18.1	21.4	108
ATTENDED COLLEGE	28938	10198	18.0	35.2	104	1615	14.6	5.6	84	2024	16.4	7.0	95	6559	19.7	22.7	114
GRADUATED HIGH SCHOOL	65502	23634	41.7	36.1	107	4708	42.4	7.2	109	4884	39.7	7.5	102	14042	42.2	21.4	108
DID NOT GRADUATE HIGH SCHOOL	45195	13572	24.0	30.0	89	3518	31.7	7.8	118	3426	27.8	7.6	103	6628	19.9	14.7	74
EMPLOYED MALES	56429	18652	32.9	33.1	98	3402	30.7	6.0	91	4524	36.7	8.0	109	10726	32.3	19.0	96
EMPLOYED FEMALES	43971	15617	27.6	35.5	105	2676	24.1	6.1	92	2875	23.4	6.5	89	10065	30.3	22.9	115
EMPLOYED FULL-TIME	87773	29729	52.5	33.9	100	5385	48.5	6.1	93	6367	51.7	7.3	99	17977	54.1	20.5	103
EMPLOYED PART-TIME	17627	4540	8.0	36.0	106	693	6.2	5.5	83	1032	8.4	8.2	111	2814	8.5	22.3	112
NOT EMPLOYED	67327	22377	39.5	33.2	98	5014	45.2	7.4	113	4912	39.9	7.3	99	12451	37.5	18.5	93
PROFESSIONAL/MANAGER	25845	8547	15.1	33.1	98	1216	11.0	4.7	71	1524	12.4	5.9	80	5807	17.5	22.5	113
TECH/CLERICAL/SALES	30895	11294	19.9	36.6	108	1923	17.3	6.2	94	2369	19.2	7.7	104	7002	21.1	22.7	114
PRECISION/CRAFT	12629	4139	7.3	32.8	97	744	6.7	5.9	89	1213	9.9	9.6	131	2182	6.6	17.3	87
OTHER EMPLOYED	31031	10289	18.2	33.2	98	2195	19.8	7.1	107	2293	18.6	7.4	101	5801	17.5	18.7	94
SINGLE	35557	12000	21.2	33.7	100	2709	24.4	7.6	115	2641	21.5	7.4	101	6651	20.0	18.7	94
MARRIED	103585	36970	65.3	35.7	106	6908	62.3	6.7	101	8158	66.3	7.9	107	21904	65.9	21.1	107
DIVORCED/SEPARATED/WIDOWED	28585	7676	13.6	26.9	80	1476	13.3	5.2	78	1512	12.3	5.3	72	4688	14.1	16.4	83
PARENTS	89295	23771	42.0	40.1	119	4410	39.8	7.4	112	5180	42.1	8.7	119	14182	42.7	23.9	121
WHITE	146081	49483	87.4	33.9	100	8989	81.0	6.2	93	10641	86.4	7.3	99	29853	89.8	20.4	103
BLACK	17974	6107	10.8	34.0	101	1828	16.5	10.2	154	1380	11.2	7.7	105	2899	8.7	16.1	81
OTHER	3672	1056	1.9	28.8	85	**275	2.5	7.5	113	**291	2.4	7.9	108	*490	1.5	13.3	67
NORTHEAST-CENSUS	57005	12631	22.3	34.1	101	3565	32.1	9.6	146	2868	23.3	7.8	106	6198	18.6	16.7	85
NORTH CENTRAL	42642	15918	28.1	37.3	111	2793	25.2	6.5	99	3376	27.4	7.9	108	9748	29.3	22.9	115
SOUTH	56777	18757	33.1	33.0	98	3299	29.7	5.8	88	4475	36.3	7.9	107	10983	33.0	19.3	98
WEST	31303	9340	16.5	29.8	88	1435	12.9	4.6	69	1592	12.9	5.1	69	6313	19.0	20.2	102
NORTHEAST-MKTG.	38125	12369	21.8	32.4	96	3251	29.3	8.5	129	2927	23.8	7.7	105	6190	18.6	16.2	82
EAST CENTRAL	24794	8814	15.6	35.5	105	2044	18.4	8.2	125	1622	13.2	6.5	89	5148	15.5	20.8	105
WEST CENTRAL	28511	10906	19.3	38.3	113	1722	15.5	6.0	91	2425	19.7	8.5	116	6759	20.3	23.7	120
SOUTH	48953	16580	29.3	33.9	100	2811	25.3	5.7	87	3984	32.4	8.1	111	9785	29.4	20.0	101
PACIFIC	27344	7977	14.1	29.2	86	1263	11.4	4.6	70	1354	11.0	5.0	67	5360	16.1	19.6	99
COUNTY SIZE A	69301	22395	39.5	32.3	96	4829	43.5	7.0	105	4826	39.2	7.0	95	12740	38.3	18.4	93
COUNTY SIZE B	50633	17728	31.3	35.0	104	3335	30.1	6.6	100	4033	32.8	8.0	109	10360	31.2	20.5	103
COUNTY SIZE C	26259	8874	15.7	33.8	100	1683	15.2	6.4	97	1754	14.2	6.7	91	5438	16.4	20.7	104
COUNTY SIZE D	21534	7649	13.5	35.5	105	1245	11.2	5.8	87	1699	13.8	7.9	107	4705	14.2	21.8	110
METRO CENTRAL CITY	50014	16353	28.9	32.7	97	3866	34.9	7.7	117	3451	28.0	6.9	94	9036	27.2	18.1	91
METRO SUBURBAN	76832	26375	46.6	34.3	102	4649	41.9	6.1	91	5987	48.6	7.8	106	15739	47.3	20.5	103
NON METRO	40881	13918	24.6	34.0	101	2577	23.2	6.3	95	2873	23.3	7.0	96	8467	25.5	20.7	105
TOP 5 ADI'S	39550	12991	22.9	32.8	97	3267	29.5	8.3	125	2661	21.6	6.7	92	7063	21.2	17.9	90
TOP 10 ADI'S	54877	16998	30.0	31.0	92	3841	34.6	7.0	106	3789	30.8	6.9	94	9369	28.2	17.1	86
TOP 20 ADI'S	77516	24754	43.7	31.9	95	5192	46.8	6.7	101	5481	44.5	7.1	96	14081	42.4	18.2	92
HSHLD INC. $50,000 OR MORE	17257	5818	10.3	33.7	100	827	7.5	4.8	72	1244	10.1	7.2	98	3747	11.3	21.7	110
$40,000 OR MORE	33235	11258	19.9	33.9	100	1839	16.6	5.5	84	2392	19.4	7.2	98	7027	21.1	21.1	107
$30,000 OR MORE	59693	21154	37.3	35.4	105	3435	31.0	5.8	87	4405	35.8	7.4	101	13314	40.1	22.3	113
$25,000 OR MORE	76275	26953	47.6	35.3	105	4442	40.0	5.8	88	5604	45.5	7.3	100	16906	50.9	22.2	112
$20,000 - $24,999	18607	6214	11.0	33.4	99	1157	10.4	6.2	94	1255	10.2	6.7	92	3803	11.4	20.4	103
$15,000 - $19,999	17175	5908	10.4	34.4	102	996	9.0	5.8	88	1123	9.1	6.5	89	3789	11.4	22.1	111
$10,000 - $14,999	24569	8020	14.2	32.6	97	1906	17.2	7.8	117	1871	15.2	7.6	104	4243	12.8	17.3	87
UNDER $10,000	31101	9552	16.9	30.7	91	2592	23.4	8.3	126	2459	20.0	7.9	108	4501	13.5	14.5	73
HOUSEHOLD OF 1 PERSON	19441	4732	8.4	24.3	72	991	8.9	5.1	77	1011	8.2	5.2	71	2730	8.2	14.0	71
2 PEOPLE	51803	15502	27.4	29.9	89	3048	27.5	5.9	89	3259	26.5	6.3	86	9195	27.7	17.7	90
3 OR 4 PEOPLE	66933	24947	44.0	37.3	110	4444	40.1	6.6	100	5333	43.3	8.0	109	15170	45.6	22.7	115
5 OR MORE PEOPLE	29550	11466	20.2	38.8	115	2610	23.5	8.8	134	2709	22.0	9.2	125	6147	18.5	20.8	105
NO CHILD IN HSHLD	96587	28591	50.5	29.6	88	5699	51.4	5.9	89	6423	52.2	6.6	91	16469	49.5	17.1	86
CHILD(REN) UNDER 2 YRS	10844	4640	8.2	42.8	127	822	7.4	7.6	115	1140	9.3	10.5	143	2679	8.1	24.7	125
2 - 5 YEARS	26358	10966	19.4	41.6	123	2197	19.8	8.3	126	2484	20.2	9.4	128	6286	18.9	23.8	120
6 - 11 YEARS	30453	12562	22.2	41.3	122	2456	22.1	8.1	122	2615	21.2	8.6	117	7490	22.5	24.6	124
12 - 17 YEARS	36575	14067	24.8	38.5	114	2891	26.1	7.9	120	2729	22.2	7.5	102	8447	25.4	23.1	117
RESIDENCE OWNED	117770	40352	71.2	34.3	101	7053	63.6	6.0	91	8727	70.9	7.4	101	24572	73.9	20.9	105
VALUE: $50,000 OR MORE	70166	24387	43.1	34.8	103	4081	36.8	5.8	88	4976	40.4	7.1	97	15330	46.1	21.8	110
VALUE: UNDER $50,000	47604	15965	28.2	33.5	99	2972	26.8	6.2	94	3751	30.5	7.9	107	9242	27.8	19.4	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0265
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		TOTAL U.S.	EAT A	EAT B	EAT C	EAT D	HEAVY FOUR OR MORE A	HEAVY B	HEAVY C	HEAVY D	MEDIUM TWO-THREE A	MEDIUM B	MEDIUM C	MEDIUM D	LIGHT ONE OR LESS A	LIGHT B	LIGHT C	LIGHT D
		'000	'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX
TOTAL ADULTS		167727	56646	100.0	33.8	100	11092	100.0	6.6	100	12312	100.0	7.3	100	33242	100.0	19.8	100
MAGAZINES	QUINTILE 1	34022	12818	22.6	37.7	112	2413	21.8	7.1	107	3000	24.4	8.8	120	7404	22.3	21.8	110
	QUINTILE 2	34800	12764	22.5	36.7	109	2371	21.4	6.8	103	2585	21.0	7.4	101	7808	23.5	22.4	113
	QUINTILE 3	30514	10094	17.8	33.1	98	1948	17.6	6.4	97	2098	17.0	6.9	94	6048	18.2	19.8	100
	QUINTILE 4	33324	11173	19.7	33.5	99	2280	20.6	6.8	103	2259	18.3	6.8	92	6634	20.0	19.9	100
	QUINTILE 5	35066	9798	17.3	27.9	83	2081	18.8	5.9	90	2370	19.2	6.8	92	5347	16.1	15.2	77
NEWSPAPERS	QUINTILE 1	29107	10145	17.9	34.9	103	1912	17.2	6.6	99	2173	17.6	7.5	102	6059	18.2	20.8	105
	QUINTILE 2	49095	16899	29.8	34.4	102	3221	29.0	6.6	99	3732	30.3	7.6	104	9947	29.9	20.3	102
	QUINTILE 3	23107	8030	14.2	34.8	103	1464	13.2	6.3	96	1810	14.7	7.8	107	4756	14.3	20.6	104
	QUINTILE 4	33556	11403	20.1	34.0	101	2087	18.8	6.2	94	2358	19.2	7.0	96	6958	20.9	20.7	105
	QUINTILE 5	32863	10170	18.0	30.9	92	2409	21.7	7.3	111	2238	18.2	6.8	93	5523	16.6	16.8	85
OUTDOOR	QUINTILE 1	33431	12035	21.2	36.0	107	1862	16.8	5.6	84	2522	20.5	7.5	103	7650	23.0	22.9	115
	QUINTILE 2	33478	11862	20.9	35.4	105	2267	20.4	6.8	102	2601	21.1	7.8	106	6993	21.0	20.9	105
	QUINTILE 3	33574	11476	20.3	34.2	101	2312	20.8	6.9	104	2526	20.5	7.5	102	6639	20.0	19.8	100
	QUINTILE 4	33935	11101	19.6	32.7	97	2433	21.9	7.2	108	2371	19.3	7.0	95	6298	18.9	18.6	94
	QUINTILE 5	33310	10173	18.0	30.5	90	2219	20.0	6.7	101	2292	18.6	6.9	94	5662	17.0	17.0	86
RADIO-DRIVE TIME	QUINTILE 1	33136	11947	21.1	36.1	107	2369	21.4	7.1	108	2593	21.1	7.8	107	6985	21.0	21.1	106
	QUINTILE 2	31658	10852	19.2	34.3	101	2128	19.2	6.7	102	2213	18.0	7.0	95	6512	19.6	20.6	104
	QUINTILE 3	32541	11373	20.1	34.9	103	2320	20.9	7.1	108	2697	21.9	8.3	113	6356	19.1	19.5	99
	QUINTILE 4	34247	11349	20.0	33.1	98	2122	19.1	6.2	94	2392	19.4	7.0	95	6835	20.6	20.0	101
	QUINTILE 5	36144	11126	19.6	30.8	91	2154	19.4	6.0	90	2417	19.6	6.7	91	6554	19.7	18.1	91
RADIO-MID-DAY	TERCILE 1	45037	15937	28.1	35.4	105	3123	28.2	6.9	105	3442	28.0	7.6	104	9372	28.2	20.8	105
	TERCILE 2	44819	15055	26.6	33.6	99	2767	24.9	6.2	93	3325	27.0	7.4	101	8963	27.0	20.0	101
	TERCILE 3	77872	25655	45.3	32.9	98	5203	46.9	6.7	101	5544	45.0	7.1	97	14907	44.8	19.1	97
RADIO-TOTAL	QUINTILE 1	33763	12381	21.9	36.7	109	2288	20.6	6.8	102	2888	23.5	8.6	117	7205	21.7	21.3	108
	QUINTILE 2	33240	11263	19.9	33.9	100	2467	22.2	7.4	112	2285	18.6	6.9	94	6512	19.6	19.6	99
	QUINTILE 3	33408	10908	19.3	32.7	97	2075	18.7	6.2	94	2275	18.5	6.8	93	6558	19.7	19.6	99
	QUINTILE 4	34792	12122	21.4	34.8	103	2413	21.8	6.9	105	2658	21.6	7.6	104	7051	21.2	20.3	102
	QUINTILE 5	32524	9972	17.6	30.7	91	1849	16.7	5.7	86	2207	17.9	6.8	92	5917	17.8	18.2	92
TV-PRIME TIME	QUINTILE 1	33090	11184	19.7	33.8	100	2407	21.7	7.3	110	2182	17.7	6.6	90	6596	19.8	19.9	101
	QUINTILE 2	33357	11931	21.1	35.8	106	2602	23.5	7.8	118	2921	23.7	8.8	119	6408	19.3	19.2	97
	QUINTILE 3	33980	11816	20.9	34.8	103	2082	18.8	6.1	93	2564	20.8	7.5	103	7171	21.6	21.1	106
	QUINTILE 4	33854	10952	19.3	32.4	96	1997	18.0	5.9	89	2293	18.6	6.8	92	6662	20.0	19.7	99
	QUINTILE 5	33444	10763	19.0	32.2	95	2006	18.1	6.0	91	2352	19.1	7.0	96	6405	19.3	19.2	97
TV-DAYTIME	TERCILE 1	49121	16588	29.3	33.8	100	3737	33.7	7.6	115	3550	28.8	7.2	98	9302	28.0	18.9	96
	TERCILE 2	48823	16860	29.8	34.5	102	3119	28.1	6.4	97	4116	33.4	8.4	115	9626	29.0	19.7	99
	TERCILE 3	69782	23197	41.0	33.2	98	4237	38.2	6.1	92	4646	37.7	6.7	91	14314	43.1	20.5	103
TV-TOTAL	QUINTILE 1	33584	11177	19.7	33.3	99	2630	23.7	7.8	118	2397	19.5	7.1	97	6150	18.5	18.3	92
	QUINTILE 2	33441	11142	19.7	33.3	99	2428	21.9	7.3	110	2188	17.8	6.5	89	6526	19.6	19.5	98
	QUINTILE 3	33505	11492	20.3	34.3	102	2188	19.7	6.5	99	2700	21.9	8.1	110	6604	19.9	19.7	99
	QUINTILE 4	33466	11762	20.8	35.1	104	1951	17.6	5.8	88	2805	22.8	8.4	114	7007	21.1	20.9	106
	QUINTILE 5	33731	11073	19.5	32.8	97	1896	17.1	5.6	85	2222	18.0	6.6	90	6954	20.9	20.6	104
MAGAZINES-NEWSPAPERS: DUAL		44503	16365	28.9	36.8	109	3093	27.9	7.0	105	3642	29.6	8.2	111	9630	29.0	21.6	109
MAGAZINE IMPERATIVE		39363	14284	25.2	36.3	107	2671	24.1	6.8	103	3029	24.6	7.7	105	8584	25.8	21.8	110
NEWSPAPER IMPERATIVE		46441	14914	26.3	32.1	95	2872	25.9	6.2	94	3316	26.9	7.1	97	8726	26.2	18.8	95
MAGAZINES-OUTDOOR: DUAL		33726	12634	22.3	37.5	111	1982	17.9	5.9	89	2773	22.5	8.2	112	7880	23.7	23.4	118
MAGAZINE IMPERATIVE		52846	18329	32.4	34.7	103	3896	35.1	7.4	111	4052	32.9	7.7	104	10381	31.2	19.6	99
OUTDOOR IMPERATIVE		52140	17100	30.2	32.8	97	3327	30.0	6.4	96	3676	29.9	7.1	96	10097	30.4	19.4	98
MAGAZINES-RADIO: DUAL		37081	13787	24.3	37.2	110	2676	24.1	7.2	109	3192	25.9	8.6	117	7919	23.8	21.4	108
MAGAZINE IMPERATIVE		49747	17831	31.5	35.8	106	3135	28.3	6.3	95	3714	30.2	7.5	102	10983	33.0	22.1	111
RADIO IMPERATIVE		49208	15719	27.7	31.9	95	3221	29.0	6.5	99	3260	26.5	6.6	90	9238	27.8	18.8	95
MAGAZINES-TELEVISION: DUAL		33103	12236	21.6	37.0	109	2498	22.5	7.5	114	2630	21.4	7.9	108	7108	21.4	21.5	108
MAGAZINE IMPERATIVE		54575	19758	34.9	36.2	107	3280	29.6	6.0	91	4448	36.1	8.2	111	12030	36.2	22.0	111
TELEVISION IMPERATIVE		53249	16171	28.5	30.4	90	3702	33.4	7.0	105	3389	27.5	6.4	87	9080	27.3	17.1	86
NEWSPAPERS-OUTDOOR: DUAL		36255	13410	23.7	37.0	110	2315	20.9	6.4	97	2696	21.9	7.4	101	8399	25.3	23.2	117
NEWSPAPER IMPERATIVE		55591	18510	32.7	33.3	99	3818	34.4	6.9	104	4248	34.5	7.6	104	10444	31.4	18.8	95
OUTDOOR IMPERATIVE		48319	16388	28.9	33.9	100	3060	27.6	6.3	96	3570	29.0	7.4	101	9759	29.4	20.2	102
NEWSPAPERS-RADIO: DUAL		37242	13346	23.6	35.8	106	2699	24.3	7.2	110	2999	24.4	8.1	110	7648	23.0	20.5	104
NEWSPAPER IMPERATIVE		54423	18203	32.1	33.4	99	3229	29.1	5.9	90	3979	32.3	7.3	100	10995	33.1	20.2	102
RADIO IMPERATIVE		46650	15679	27.7	33.6	100	3091	27.9	6.6	100	3309	26.9	7.1	97	9278	27.9	19.9	100
NEWSPAPERS-TELEVISION: DUAL		35974	12050	21.3	33.5	99	2551	23.0	7.1	107	2546	20.7	7.1	96	6953	20.9	19.3	98
NEWSPAPER IMPERATIVE		56095	19734	34.8	35.2	104	3374	30.4	6.0	91	4462	36.2	8.0	108	11898	35.8	21.2	107
TELEVISION IMPERATIVE		47170	15628	27.6	33.1	98	3533	31.9	7.5	113	3349	27.2	7.1	97	8746	26.3	18.5	94
OUTDOOR-RADIO: DUAL		33748	12429	21.9	36.8	109	2277	20.5	6.7	102	2682	21.8	7.9	108	7470	22.5	22.1	112
OUTDOOR IMPERATIVE		52785	18003	31.8	34.1	101	3190	28.8	6.0	91	3860	31.4	7.3	100	10953	32.9	20.8	105
RADIO IMPERATIVE		52882	17344	30.6	32.8	97	3842	34.6	7.3	110	3797	30.8	7.2	98	9705	29.2	18.4	93
OUTDOOR-TELEVISION: DUAL		32030	11553	20.4	36.1	107	2315	20.9	7.2	109	2340	19.0	7.3	100	6898	20.8	21.5	109
OUTDOOR IMPERATIVE		54626	19150	33.8	35.1	104	3105	28.0	5.7	86	4230	34.4	7.7	105	11815	35.5	21.6	109
TELEVISION IMPERATIVE		54874	17419	30.8	31.7	94	4183	37.7	7.6	115	3788	30.8	6.9	94	9448	28.4	17.2	87
RADIO-TELEVISION: DUAL		33386	11643	20.6	34.9	103	2547	23.0	7.6	115	2352	19.1	7.0	96	6744	20.3	20.2	102
RADIO IMPERATIVE		53810	18702	33.0	34.8	103	3304	29.8	6.1	93	4173	33.9	7.8	106	11225	33.8	20.9	105
TELEVISION IMPERATIVE		54023	17493	30.9	32.4	96	3761	33.9	7.0	105	3790	30.8	7.0	96	9942	29.9	18.4	93

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0266
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	TOTAL U.S. '000	EAT HEAVY FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	56646	100.0	33.8	100	11092	100.0	6.6	100	12312	100.0	7.3	100	33242	100.0	19.8	100
ATLANTIC MONTHLY	867	*190	0.3	21.9	65	**23	0.2	2.7	40	**12	0.1	1.4	19	*155	0.5	17.9	9
BARRON'S	1580	519	0.9	32.8	97	**78	0.7	4.9	75	**123	1.0	7.8	106	318	1.0	20.1	10
BETTER HOMES & GARDENS	22203	8704	15.4	39.2	116	1751	15.8	7.9	119	1732	14.1	7.8	106	5221	15.7	23.5	11
BON APPETIT	3810	1218	2.2	32.0	95	*167	1.5	4.4	66	*177	1.4	4.6	63	874	2.6	22.9	11
BUSINESS WEEK	4663	1499	2.6	32.1	95	*268	2.4	5.7	87	331	2.7	7.1	97	899	2.7	19.3	9
CAR AND DRIVER	3102	940	1.7	30.3	90	**133	1.2	4.3	65	*274	2.2	8.8	120	532	1.6	17.2	8
CBS MAGAZINE NETWORK (GROSS)	7311	2506	4.4	34.3	101	548	4.9	7.5	113	543	4.4	7.4	101	1415	4.3	19.4	9
CHANGING TIMES	3400	1168	2.1	34.4	102	*191	1.7	5.6	85	*243	2.0	7.1	97	734	2.2	21.6	10
COLONIAL HOMES	1796	584	1.0	32.5	96	**65	0.6	3.6	55	*179	1.5	10.0	136	341	1.0	19.0	9
CONDE NAST MAG. PKG. (GROSS)	19924	7725	13.6	38.8	115	1286	11.6	6.5	98	1618	13.1	8.1	111	4822	14.5	24.2	12
CONSUMERS DIGEST	3125	1115	2.0	35.7	106	*188	1.7	6.0	91	*219	1.8	7.0	95	708	2.1	22.7	11
COSMOPOLITAN	10577	3891	6.9	36.8	109	863	7.8	8.2	123	814	6.6	7.7	105	2214	6.7	20.9	10
COUNTRY LIVING	3746	1402	2.5	37.4	111	*153	1.4	4.1	62	435	3.5	11.6	158	813	2.4	21.7	11
CUISINE	2214	682	1.2	30.8	91	**82	0.7	3.7	56	*146	1.2	6.6	90	454	1.4	20.5	10
CYCLE WORLD	2394	843	1.5	35.2	104	*232	2.1	9.7	147	*200	1.6	8.4	114	411	1.2	17.2	8
DCI:CREATIVE IDEAS FOR LIV	3068	1231	2.2	40.1	119	*246	2.2	8.0	121	*236	1.9	7.7	105	749	2.3	24.4	12
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3617	6.4	37.9	112	537	4.8	5.6	85	720	5.8	7.5	103	2360	7.1	24.7	12
DISCOVER	2277	731	1.3	32.1	95	**97	0.9	4.3	64	*213	1.7	9.4	127	421	1.3	18.5	9
EBONY	7187	2617	4.6	36.4	108	722	6.5	10.0	152	574	4.7	8.0	109	1321	4.0	18.4	9
ESQUIRE	2560	859	1.5	33.6	99	*165	1.5	6.4	97	*274	2.2	10.7	146	419	1.3	16.4	8
ESSENCE	3242	1428	2.5	44.0	130	268	2.4	8.3	125	371	3.0	11.4	156	789	2.4	24.3	12
FAMILY CIRCLE	19639	7812	13.8	39.8	118	1451	13.1	7.4	112	1756	14.3	8.9	122	4606	13.9	23.5	11
THE FAMILY HANDYMAN	3540	1493	2.6	42.2	125	*241	2.2	6.8	103	283	2.3	8.0	109	969	2.9	27.4	13
FAMILY WEEKLY	23924	8520	15.0	35.6	105	1459	13.2	6.1	92	1897	15.4	7.9	108	5164	15.5	21.6	10
FIELD & STREAM	9883	3806	6.7	38.5	114	752	6.8	7.6	115	932	7.6	9.4	128	2122	6.4	21.5	10
FOOD & WINE	1030	340	0.6	33.0	98	**43	0.4	4.2	63	**63	0.5	6.1	83	*235	0.7	22.8	11
FORBES	2679	824	1.5	30.8	91	**79	0.7	2.9	45	*189	1.5	7.1	96	556	1.7	20.8	10
FORTUNE	2931	940	1.7	32.1	95	*147	1.3	5.0	76	*242	2.0	8.3	112	550	1.7	18.8	9
GENTLEMEN'S QUARTERLY	3481	1306	2.3	37.5	111	284	2.6	8.2	123	*418	3.4	12.0	164	603	1.8	17.3	8
GLAMOUR	7163	2963	5.2	41.4	122	507	4.6	7.1	107	585	4.8	8.2	111	1872	5.6	26.1	13
GOLF DIGEST	2355	851	1.5	36.1	107	*148	1.3	6.3	95	259	2.1	11.0	150	444	1.3	18.9	9
GOLF DIGEST/TENNIS (GROSS)	3610	1280	2.3	35.5	105	*198	1.8	5.5	83	401	3.3	11.1	151	681	2.0	18.9	9
GOLF MAGAZINE	2046	788	1.4	38.5	114	**114	1.0	5.6	84	*209	1.7	10.2	139	464	1.4	22.7	11
GOLF MAGAZINE/SKI (GROSS)	3547	1327	2.3	37.4	111	*225	2.0	6.3	96	315	2.6	8.9	121	787	2.4	22.2	11
GOOD HOUSEKEEPING	20353	7794	13.8	38.3	113	1330	12.0	6.5	99	1506	12.2	7.4	101	4959	14.9	24.4	12
HARPER'S BAZAAR	3362	1170	2.1	34.8	103	*223	2.0	6.6	100	*303	2.5	9.0	123	645	1.9	19.2	9
HEALTH	2987	1221	2.2	40.9	121	*208	1.9	7.0	105	*347	2.8	11.6	158	666	2.0	22.3	11
HEARST MAG CORP. BUY (GROSS)	67928	25306	44.7	37.3	110	4449	40.1	6.5	99	5727	46.5	8.4	115	15131	45.5	22.3	11
HEARST MAN POWER (GROSS)	11282	4066	7.2	36.0	107	761	6.9	6.7	102	993	8.1	8.8	120	2312	7.0	20.5	10
HEARST WOMAN POWER (GROSS)	40514	15610	27.6	38.5	114	2867	25.8	7.1	107	3058	24.8	7.5	103	9685	29.1	23.9	12
HOUSE BEAUTIFUL	4885	1715	3.0	35.1	104	277	2.5	5.7	86	541	4.4	11.1	151	897	2.7	18.4	9
INC.	1308	418	0.7	32.0	95	**60	0.5	4.6	69	**119	1.0	9.1	124	*239	0.7	18.3	9
JET	6498	2355	4.2	36.2	107	674	6.1	10.4	157	520	4.2	8.0	109	1161	3.5	17.9	9
LADIES' HOME JOURNAL	14797	5986	10.6	40.5	120	1083	9.8	7.3	111	1393	11.3	9.4	128	3510	10.6	23.7	12
LHJ FAMILY GRP COMBO(GROSS)	21743	8777	15.5	40.4	120	1569	14.1	7.2	109	1969	16.0	9.1	123	5239	15.8	24.1	12
LIFE	9881	3514	6.2	35.6	105	800	7.2	8.1	122	834	6.8	8.4	115	1879	5.7	19.0	9
L.A. TIMES HOME MAGAZINE	2775	785	1.4	28.3	84	**173	1.6	6.2	94	*120	1.0	4.3	59	492	1.5	17.7	8
MADEMOISELLE	4219	1694	3.0	40.2	119	289	2.6	6.8	104	389	3.2	9.2	126	1016	3.1	24.1	12
MC CALL'S	16422	6487	11.5	39.5	117	1236	11.1	7.5	114	1382	11.2	8.4	115	3869	11.6	23.6	11
MC CALL'S/MRK MOTHER (GROSS)	17919	7204	12.7	40.2	119	1383	12.5	7.7	117	1527	12.4	8.5	116	4295	12.9	24.0	12
MECHANIX ILLUSTRATED	4433	1573	2.8	35.5	105	264	2.4	6.0	90	383	3.1	8.6	118	926	2.8	20.9	10
METROPOLITAN HOME	1504	493	0.9	32.8	97	**105	0.9	7.0	106	*123	1.0	8.2	111	265	0.8	17.6	8
MONEY	4723	1661	2.9	35.2	104	*241	2.2	5.1	77	435	3.5	9.2	125	985	3.0	20.9	10
MOTHER EARTH NEWS	2325	863	1.5	37.1	110	**137	1.2	5.9	89	**116	0.9	5.0	68	610	1.8	26.2	13
MS.	1189	481	0.8	40.5	120	**118	1.1	9.9	150	**74	0.6	6.2	85	*290	0.9	24.4	12
NATIONAL ENQUIRER	18892	6940	12.3	36.7	109	1642	14.8	8.7	131	1488	12.1	7.9	107	3811	11.5	20.2	10
NATIONAL GEOGRAPHIC	22129	7968	14.1	36.0	107	1009	9.1	4.6	69	1791	14.5	8.1	110	5168	15.5	23.4	11
NATIONAL SUNDAY MAGAZINE PKG	103750	36048	63.6	34.7	103	6859	61.8	6.6	100	7751	63.0	7.5	102	21438	64.5	20.7	10
NATURAL HISTORY	1379	471	0.8	34.2	101	**92	0.8	6.7	101	**118	1.0	8.6	117	*261	0.8	18.9	9
NEW WOMAN	2289	845	1.5	36.9	109	*179	1.6	7.8	118	*128	1.0	5.6	76	538	1.6	23.5	11
NEW YORK INCLUDING CUE	1088	291	0.5	26.7	79	**74	0.7	6.8	103	**75	0.6	6.9	94	*142	0.4	13.1	6
THE NEW YORKER	2459	627	1.1	25.5	75	*130	1.2	5.3	80	*111	0.9	4.5	61	386	1.2	15.7	7
NEWSWEEK	16527	5467	9.7	33.1	98	1046	9.4	6.3	96	1334	10.8	8.1	110	3087	9.3	18.7	9
THE N.Y. TIMES DAILY EDITION	2739	766	1.4	28.0	83	217	2.0	7.9	120	*203	1.6	7.4	101	345	1.0	12.6	6
THE N.Y. TIMES MAGAZINE	4443	1263	2.2	28.4	84	324	2.9	7.3	110	320	2.6	7.2	98	620	1.9	14.0	7
OMNI	2799	893	1.6	31.9	94	*194	1.7	6.9	105	*183	1.5	6.5	89	516	1.6	18.4	9
ON CABLE	2209	812	1.4	36.8	109	*99	0.9	4.5	68	*253	2.1	11.5	156	460	1.4	20.8	10
1001 HOME IDEAS	3959	1570	2.8	39.7	117	277	2.5	7.0	106	*229	1.9	5.8	79	1063	3.2	26.9	13
ORGANIC GARDENING	3111	1106	2.0	35.6	105	*212	1.9	6.8	103	*250	2.0	8.0	109	645	1.9	20.7	10
OUTDOOR LIFE	5024	1767	3.1	35.2	104	354	3.2	7.0	107	443	3.6	8.8	120	970	2.9	19.3	9
PARADE MAGAZINE	51292	17926	31.6	34.9	103	3679	33.1	7.2	108	3847	31.2	7.5	102	10404	31.3	20.3	10

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS	167727	56646	100.0	33.8	100	11092	100.0	6.6	100	12312	100.0	7.3	100	33242	100.0	19.8	100
PARENTS	5298	2321	4.1	43.8	130	343	3.1	6.5	98	459	3.7	8.7	118	1519	4.6	28.7	145
PENTHOUSE	5129	1856	3.3	36.2	107	372	3.4	7.3	110	542	4.4	10.6	144	942	2.8	18.4	93
PEOPLE	21070	7495	13.2	35.6	105	1319	11.9	6.3	95	1916	15.6	9.1	124	4260	12.8	20.2	102
PLAYBOY	10542	3746	6.6	35.5	105	923	8.3	8.7	132	888	7.2	8.4	115	1935	5.8	18.3	92
POPULAR HOT RODDING	2498	1024	1.8	41.0	121	*201	1.8	8.0	122	*343	2.8	13.7	187	480	1.4	19.2	97
POPULAR MECHANICS	5847	2134	3.8	36.2	107	361	3.3	6.1	93	539	4.4	9.2	125	1234	3.7	21.0	106
POPULAR SCIENCE	4317	1523	2.7	35.3	104	*271	2.4	6.3	95	351	2.9	8.1	111	901	2.7	20.9	105
PREVENTION	5792	1663	2.9	28.7	85	339	3.1	5.9	89	327	2.7	5.6	77	997	3.0	17.2	87
PSYCHOLOGY TODAY	3284	1215	2.1	37.0	110	*180	1.6	5.5	83	*217	1.8	6.6	90	818	2.5	24.9	126
READER'S DIGEST	40046	14170	25.0	35.4	105	2405	21.7	6.0	91	3151	25.6	7.9	107	8613	25.9	21.5	109
REDBOOK	9584	3925	6.9	41.0	121	674	6.1	7.0	106	738	6.0	7.7	105	2513	7.6	26.2	132
ROAD & TRACK	2590	900	1.6	34.7	103	*185	1.7	7.1	108	*210	1.7	8.1	110	505	1.5	19.5	98
ROLLING STONE	3302	1187	2.1	35.9	106	*206	1.9	6.2	94	*287	2.3	8.7	118	694	2.1	21.0	106
RUNNER'S WORLD	1229	506	0.9	41.2	122	**75	0.7	6.1	92	**89	0.7	7.2	99	*343	1.0	27.9	141
SATURDAY EVENING POST	2110	791	1.4	37.5	111	**94	0.8	4.5	67	*175	1.4	8.3	113	522	1.6	24.7	125
SCIENCE 84	1543	464	0.8	30.1	89	**27	0.2	1.7	26	**58	0.5	3.8	51	378	1.1	24.5	124
SCIENCE DIGEST	1747	589	1.0	33.7	100	**100	0.9	5.7	87	**121	1.0	6.9	94	368	1.1	21.1	106
SCIENTIFIC AMERICAN	1994	586	1.0	29.4	87	**100	0.9	5.0	76	**94	0.8	4.7	64	391	1.2	19.6	99
SELF	3119	1243	2.2	39.9	118	*173	1.6	5.5	84	*197	1.6	6.3	86	874	2.6	28.0	141
SEVENTEEN	3923	1792	3.2	45.7	135	*302	2.7	7.7	116	314	2.6	8.0	109	1176	3.5	30.0	151
SKI	1501	539	1.0	35.9	106	**110	1.0	7.3	111	**106	0.9	7.1	96	323	1.0	21.5	109
SMITHSONIAN	5976	2029	3.6	34.0	101	244	2.2	4.1	62	410	3.3	6.9	93	1375	4.1	23.0	116
SOAP OPERA DIGEST	4228	1901	3.4	45.0	133	478	4.3	11.3	171	543	4.4	12.8	175	880	2.6	20.8	105
SOUTHERN LIVING	6488	2386	4.2	36.8	109	290	2.6	4.5	68	485	3.9	7.5	102	1611	4.8	24.8	125
SPORT	3500	1389	2.5	39.7	118	352	3.2	10.1	152	*303	2.5	8.7	118	734	2.2	21.0	106
THE SPORTING NEWS	2456	970	1.7	39.5	117	*278	2.5	11.3	171	*253	2.1	10.3	140	439	1.3	17.9	90
SPORTS AFIELD	3648	1344	2.4	36.8	109	300	2.7	8.2	124	334	2.7	9.2	125	711	2.1	19.5	98
SPORTS ILLUSTRATED	14484	5072	9.0	35.0	104	1256	11.3	8.7	131	1134	9.2	7.8	107	2681	8.1	18.5	93
STAR	12661	4811	8.5	38.0	113	1233	11.1	9.7	147	1082	8.8	8.5	116	2495	7.5	19.7	99
SUNDAY	32799	17856	31.5	33.8	100	3444	31.0	6.5	99	4038	32.8	7.6	104	10374	31.2	19.6	99
SUNSET	3513	1262	2.2	35.9	106	**111	1.0	3.2	48	**153	1.2	4.4	59	997	3.0	28.4	143
TV GUIDE	42766	15916	28.1	37.2	110	3256	29.4	7.6	115	3634	29.5	8.5	116	9026	27.2	21.1	106
TENNIS	1254	429	0.8	34.2	101	**50	0.5	4.0	60	**142	1.2	11.3	154	*237	0.7	18.9	95
TIME	22054	7699	13.6	34.9	103	1488	13.4	6.7	102	1673	13.6	7.6	103	4538	13.7	20.6	104
TOWN & COUNTRY	1555	514	0.9	33.1	98	**80	0.7	5.1	78	**130	1.1	8.4	114	304	0.9	19.5	99
TRAVEL & LEISURE	2173	714	1.3	32.9	97	**120	1.1	5.5	84	**137	1.1	6.3	86	457	1.4	21.0	106
TRUE STORY	4636	1881	3.3	40.6	120	335	3.0	7.2	109	496	4.0	10.7	146	1050	3.2	22.6	114
U.S.NEWS & WORLD REPORT	10353	3527	6.2	34.1	101	557	5.0	5.4	81	906	7.4	8.8	119	2064	6.2	19.9	101
USA TODAY	4994	1960	3.5	39.2	116	285	2.6	5.7	86	421	3.4	8.4	115	1254	3.8	25.1	127
US	3528	1493	2.6	42.3	125	292	2.6	8.3	125	358	2.9	10.1	138	843	2.5	23.9	121
VOGUE	5424	1825	3.2	33.6	100	316	2.8	5.8	88	448	3.6	8.3	113	1061	3.2	19.6	99
WALL STREET JOURNAL	6292	1997	3.5	31.7	94	375	3.4	6.0	90	421	3.4	6.7	91	1201	3.6	19.1	96
WEIGHT WATCHERS	2762	1013	1.8	36.7	109	*129	1.2	4.7	71	*180	1.5	6.5	89	704	2.1	25.5	129
WOMAN'S DAY	16320	6350	11.2	38.9	115	1366	12.3	8.4	127	1216	9.9	7.5	102	3768	11.3	23.1	116
WORKING MOTHER	1496	717	1.3	47.9	142	**147	1.3	9.8	149	**145	1.2	9.7	132	426	1.3	28.5	144
WORKING WOMAN	1851	709	1.3	38.3	113	*155	1.4	8.4	127	**136	1.1	7.3	100	418	1.3	22.6	114
WORLD TENNIS	580	*179	0.3	30.9	91	**9	0.1	1.6	23	**47	0.4	8.1	110	**124	0.4	21.4	108
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4046	7.1	32.6	97	704	6.3	5.7	86	992	8.1	8.0	109	2350	7.1	18.9	96
BLAIR INSERTS	91671	31656	55.9	34.5	102	6090	54.9	6.6	100	6916	56.2	7.5	103	18649	56.1	20.3	103
DAILY NEWSPAPERS																	
READ ANY	109190	37275	65.8	34.1	101	7123	64.2	6.5	99	8123	66.0	7.4	101	22030	66.3	20.2	102
READ ONE	89587	30388	53.6	33.9	100	5965	53.8	6.7	101	6567	53.3	7.3	100	17856	53.7	19.9	101
READ TWO OR MORE	19602	6888	12.2	35.1	104	1158	10.4	5.9	89	1556	12.6	7.9	108	4174	12.6	21.3	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	38131	67.3	34.8	103	7208	65.0	6.6	99	8345	67.8	7.6	104	22578	67.9	20.6	104
READ ONE	95074	32882	58.0	34.6	102	6198	55.9	6.5	99	7228	58.7	7.6	104	19457	58.5	20.5	103
READ TWO OR MORE	14588	5248	9.3	36.0	107	1010	9.1	6.9	105	1118	9.1	7.7	104	3121	9.4	21.4	108
OUTDOOR																	
100 SHNG - 30 DAY AV FREQ	28.80	30.34				25.75				30.31				31.85			
30 DAY REACH	149706	50993	90.0	34.1	101	9872	89.0	6.6	100	11012	89.4	7.4	100	30109	90.6	20.1	101
50 SHNG - 30 DAY AV FREQ	15.16	15.94				13.67				15.86				16.71			
30 DAY REACH	142406	48580	85.8	34.1	101	9291	83.8	6.5	99	10541	85.6	7.4	101	28748	86.5	20.2	102
25 SHNG - 30 DAY AV FREQ	8.23	8.52				7.38				8.50				8.89			
30 DAY REACH	131152	45450	80.2	34.7	103	8605	77.6	6.6	99	9823	79.8	7.5	102	27022	81.3	20.6	104
CABLE TV: HOME WIRED	66879	24772	43.7	37.0	110	4718	42.5	7.1	107	5339	43.4	8.0	109	14715	44.3	22.0	111
HOME NOT WIRED	100848	31874	56.3	31.6	94	6374	57.5	6.3	96	6973	56.6	6.9	94	18527	55.7	18.4	93
HAVE PAY CABLE	35024	14058	24.8	40.1	119	2660	24.0	7.6	115	3115	25.3	8.9	121	8283	24.9	23.6	119

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS	167727	56646	100.0	33.8	100	11092	100.0	6.6	100	12312	100.0	7.3	100	33242	100.0	19.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	33175	58.6	34.7	103	6461	58.2	6.8	102	7236	58.8	7.6	103	19477	58.6	20.4	103
10:00 AM - 3:00 PM	63599	22109	39.0	34.8	103	4310	38.9	6.8	102	4696	38.1	7.4	101	13103	39.4	20.6	104
3:00 PM - 7:00 PM	72097	26009	45.9	36.1	107	4888	44.1	6.8	103	5433	44.1	7.5	103	15689	47.2	21.8	110
7:00 PM - MIDNIGHT	36670	12692	22.4	34.6	102	2474	22.3	6.7	102	2843	23.1	7.8	106	7375	22.2	20.1	101
MIDNIGHT - 6:00 AM	21908	7803	13.8	35.6	105	1439	13.0	6.6	99	1813	14.7	8.3	113	4551	13.7	20.8	105
6:00 AM - MIDNIGHT	127571	44405	78.4	34.8	103	8720	78.6	6.8	103	9604	78.0	7.5	103	26080	78.5	20.4	103
ENTIRE DAY	129239	44910	79.3	34.7	103	8797	79.3	6.8	103	9727	79.0	7.5	103	26386	79.4	20.4	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	12124	21.4	35.6	106	2172	19.6	6.4	97	2706	22.0	8.0	108	7246	21.8	21.3	108
ALL NEWS	6062	1794	3.2	29.6	88	515	4.6	8.5	128	285	2.3	4.7	64	994	3.0	16.4	83
AOR/PROGRESSIVE	11884	3889	6.9	32.7	97	679	6.1	5.7	86	751	6.1	6.3	86	2459	7.4	20.7	104
BEAUTIFUL MUSIC	11180	3986	7.0	35.7	106	773	7.0	6.9	105	936	7.6	8.4	114	2277	6.8	20.4	103
BLACK	4538	1698	3.0	37.4	111	458	4.1	10.1	153	377	3.1	8.3	113	863	2.6	19.0	96
CLASSICAL	3857	1176	2.1	30.5	90	*178	1.6	4.6	70	270	2.2	7.0	95	728	2.2	18.9	95
CHR/ROCK	21946	8290	14.6	37.8	112	1661	15.0	7.6	114	1929	15.7	8.8	120	4700	14.1	21.4	108
COUNTRY	27262	9623	17.0	35.3	105	1806	16.3	6.6	100	1832	14.9	6.7	92	5985	18.0	22.0	111
GOLDEN OLDIES	3339	1137	2.0	34.1	101	*236	2.1	7.1	107	*195	1.6	5.8	80	707	2.1	21.2	107
MOR/NOSTALGIA	10346	3443	6.1	33.3	99	603	5.4	5.8	88	851	6.9	8.2	112	1988	6.0	19.2	97
NEWS/TALK	8929	2923	5.2	32.7	97	659	5.9	7.4	112	482	3.9	5.4	74	1782	5.4	20.0	101
RELIGIOUS	5488	1673	3.0	30.5	90	*296	2.7	5.4	82	*361	2.9	6.6	90	1017	3.1	18.5	94
SOFT ROCK	1232	458	0.8	37.2	110	**58	0.5	4.7	71	**153	1.2	12.4	169	*247	0.7	20.0	101
URBAN CONTEMPORARY	3184	1181	2.1	37.1	110	387	3.5	12.2	184	*239	1.9	7.5	102	556	1.7	17.5	88
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2650	4.7	38.3	114	554	5.0	8.0	121	661	5.4	9.6	130	1435	4.3	20.8	105
ABC DIRECTION	5212	1799	3.2	34.5	102	417	3.8	8.0	121	341	2.8	6.5	89	1041	3.1	20.0	101
ABC ENTERTAINMENT	10385	3475	6.1	33.5	99	760	6.9	7.3	111	686	5.6	6.6	90	2030	6.1	19.5	99
ABC FM	4762	1672	3.0	35.1	104	405	3.7	8.5	129	343	2.8	7.2	98	925	2.8	19.4	98
ABC INFORMATION	11339	3796	6.7	33.5	99	738	6.7	6.5	98	685	5.6	6.0	82	2372	7.1	20.9	106
ABC ROCK	4878	1684	3.0	34.5	102	281	2.5	5.8	87	435	3.5	8.9	121	967	2.9	19.8	100
CBS	10709	3495	6.2	32.6	97	678	6.1	6.3	96	612	5.0	5.7	78	2205	6.6	20.6	104
MUTUAL	10251	3674	6.5	35.8	106	782	7.1	7.6	115	815	6.6	8.0	108	2077	6.2	20.3	103
NBC	12243	4082	7.2	33.3	99	716	6.5	5.8	88	756	6.1	6.2	84	2610	7.9	21.3	108
RADIORADIO	4606	1695	3.0	36.8	109	378	3.4	8.2	124	300	2.4	6.5	89	1017	3.1	22.1	112
RKO ONE	5148	2059	3.6	40.0	118	454	4.1	8.8	133	442	3.6	8.6	117	1163	3.5	22.6	114
RKO TWO	7313	2318	4.1	31.7	94	497	4.5	6.8	103	409	3.3	5.6	76	1412	4.2	19.3	97
THE SOURCE	5981	2074	3.7	34.7	103	406	3.7	6.8	103	408	3.3	6.8	93	1260	3.8	21.1	106
NON-WIRED : BLAIR	19329	6737	11.9	34.9	103	1241	11.2	6.4	97	1447	11.8	7.5	102	4049	12.2	20.9	105
INTERNET	27139	9338	16.5	34.4	102	1797	16.2	6.6	100	1887	15.3	7.0	95	5654	17.0	20.8	105
KATZ RADIO GROUP	36319	12584	22.2	34.6	103	2539	22.9	7.0	106	2761	22.4	7.6	104	7284	21.9	20.1	101
SUPERNET	22361	7850	13.9	35.1	104	1500	13.5	6.7	101	1617	13.1	7.2	99	4733	14.2	21.2	107
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	4779	8.4	32.9	97	1007	9.1	6.9	105	999	8.1	6.9	94	2773	8.3	19.1	96
MKDAY 9:00 AM - 1:00 PM	18688	6464	11.4	34.6	102	1528	13.8	8.2	124	1327	10.8	7.1	97	3609	10.9	19.3	97
MKDAY 1:00 PM - 4:30 PM	24061	8317	14.7	34.6	102	1837	16.6	7.6	115	1743	14.2	7.2	99	4737	14.3	19.7	99
MKDAY 4:30 PM - 7:30 PM	44079	14268	25.2	32.4	96	3148	28.4	7.1	108	3150	25.6	7.1	97	7970	24.0	18.1	91
MKDAY 7:30 PM - 8:00 PM	61979	20504	36.2	33.1	98	4322	39.0	7.0	105	4447	36.1	7.2	98	11735	35.3	18.9	96
MKDAY 11:00 PM - 11:30 PM	49084	17154	30.3	34.9	103	3619	32.6	7.4	111	3577	29.1	7.3	99	9958	30.0	20.3	102
MKDAY 11:30 PM - 1:00 AM	16560	5800	10.2	35.0	104	1237	11.2	7.5	113	1206	9.8	7.3	99	3357	10.1	20.3	102
M-SAT 8-11 PM+SUN 7-11 PM	66967	23052	40.7	34.4	102	4718	42.5	7.0	107	4973	40.4	7.4	101	13361	40.2	20.0	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	3404	6.0	36.7	109	802	7.2	8.7	131	684	5.6	7.4	101	1918	5.8	20.7	104
ANOTHER WORLD N	6138	2221	3.9	36.2	107	431	3.9	7.0	106	468	3.8	7.6	104	1323	4.0	21.6	109
AS THE WORLD TURNS C	7707	2571	4.5	33.4	99	537	4.8	7.0	105	498	4.0	6.5	88	1536	4.6	19.9	101
CAPITOL C	4688	1821	3.2	38.8	115	417	3.8	8.9	135	343	2.8	7.3	100	1061	3.2	22.6	114
CBS MORN. NEWS 1 C	2792	847	1.5	30.3	90	163	1.5	5.8	88	131	1.1	4.7	64	552	1.7	19.8	100
CBS MORN. NEWS 2 C	2071	624	1.1	30.1	89	167	1.5	8.1	122	114	0.9	5.5	75	343	1.0	16.6	84
DAYS OF OUR LIVES N	8018	2800	4.9	34.9	103	533	4.8	6.6	101	579	4.7	7.2	98	1688	5.1	21.1	106
FACTS OF LIFE - DAYTIME N	3487	1298	2.3	37.2	110	378	3.4	10.8	164	219	1.8	6.3	86	700	2.1	20.1	101
FAMILY FEUD A	4817	1753	3.1	36.4	108	352	3.2	7.3	110	435	3.5	9.0	123	966	2.9	20.1	101
GENERAL HOSPITAL A	8333	2974	5.3	35.7	106	652	5.9	7.8	118	696	5.7	8.4	114	1626	4.9	19.5	98
GOOD MORNING, AMERICA-730 A	5472	1770	3.1	32.3	96	423	3.8	7.7	117	299	2.4	5.5	74	1047	3.1	19.1	96
GOOD MORNING, AMERICA-830 A	3965	1258	2.2	31.7	94	278	2.5	7.0	106	188	1.5	4.7	65	791	2.4	19.9	101
GUIDING LIGHT C	7542	2598	4.6	34.4	102	614	5.5	8.1	123	482	3.9	6.4	87	1502	4.5	19.9	101
ONE LIFE TO LIVE A	6018	2146	3.8	35.7	106	424	3.8	7.0	107	540	4.4	9.0	122	1181	3.6	19.6	99
PRESS YOUR LUCK C	3589	1325	2.3	36.9	109	341	3.1	9.5	144	275	2.2	7.7	104	710	2.1	19.8	100
PRICE IS RIGHT 1 C	7418	2563	4.5	34.6	102	463	4.2	6.2	94	654	5.3	8.8	120	1445	4.3	19.5	98
PRICE IS RIGHT 2 C	8276	2801	4.9	33.8	100	495	4.5	6.0	90	661	5.4	8.0	109	1645	4.9	19.9	100
RYAN'S HOPE A	4358	1625	2.9	37.3	110	391	3.5	9.0	136	332	2.7	7.6	104	903	2.7	20.7	105
SALE OF THE CENTURY N	3749	1344	2.4	35.8	106	341	3.1	9.1	138	262	2.1	7.0	95	741	2.2	19.8	100
SEARCH FOR TOMORROW N	2884	1062	1.9	36.8	109	207	1.9	7.2	109	*161	1.3	5.6	76	694	2.1	24.1	122
TODAY SHOW 1 N	4869	1424	2.5	29.2	87	248	2.2	5.1	77	355	2.9	7.3	99	821	2.5	16.9	85
TODAY SHOW 2 N	4135	1313	2.3	31.8	94	258	2.3	6.2	94	348	2.8	8.4	115	707	2.1	17.1	86
$25,000 PYRAMID C	4361	1506	2.7	34.5	102	454	4.1	10.4	157	238	1.9	5.5	74	814	2.4	18.7	94
WHEEL OF FORTUNE N	6187	2195	3.9	35.5	105	595	5.4	9.6	145	392	3.2	6.3	86	1208	3.6	19.5	98
YOUNG AND THE RESTLESS C	8186	2880	5.1	35.2	104	652	5.9	8.0	120	643	5.2	7.9	107	1585	4.8	19.4	98
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1548	2.7	32.7	97	285	2.6	6.0	91	365	3.0	7.7	105	899	2.7	19.0	96
NBA PLAYOFF GAME -1 C	5127	1796	3.2	35.0	104	394	3.6	7.7	116	404	3.3	7.9	107	997	3.0	19.4	98
NBC MAJOR LEAGUE PRE-GAME N	3945	1408	2.5	35.7	106	322	2.9	8.2	123	*374	3.0	9.5	129	712	2.1	18.0	91
SPORTSWORLD - SUN N	3370	1155	2.0	34.3	101	271	2.4	8.0	122	226	1.8	6.7	91	658	2.0	19.5	98
SUNDAY MORNING C	4200	1369	2.4	32.6	97	232	2.1	5.5	84	216	1.8	5.1	70	922	2.8	22.0	111

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(ADULTS)

0269
P-22

		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL ADULTS		167727	56646	100.0	33.8	100	11092	100.0	6.6	100	12312	100.0	7.3	100	33242	100.0	19.8	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	16715	29.5	32.0	95	3521	31.7	6.7	102	3656	29.7	7.0	95	9538	28.7	18.2	92
NETWORK AFFILIATES - LATE		39164	13574	24.0	34.7	103	2852	25.7	7.3	110	2750	22.3	7.0	96	7972	24.0	20.4	103
INDEPENDENTS - LATE		5133	1754	3.1	34.2	101	350	3.2	6.8	103	451	3.7	8.8	120	953	2.9	18.6	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	8064	14.2	35.3	105	1559	14.1	6.8	103	1864	15.1	8.2	111	4641	14.0	20.3	103
ABC MONDAY NIGHT MOVIE	A	11258	3827	6.8	34.0	101	743	6.7	6.6	100	811	6.6	7.2	98	2273	6.8	20.2	102
ABC SUNDAY NIGHT MOVIE	A	23600	8176	14.4	34.6	103	1717	15.5	7.3	110	1848	15.0	7.8	107	4611	13.9	19.5	99
ABC WORLD NEWS TONIGHT	A	12801	4031	7.1	31.5	93	807	7.3	6.3	95	907	7.4	7.1	97	2317	7.0	18.1	91
AFTERMASH	C	10966	3390	6.0	30.9	92	580	5.2	5.3	80	684	5.6	6.2	85	2126	6.4	19.4	98
ALICE	C	17050	5751	10.2	33.7	100	1146	10.3	6.7	102	1225	9.9	7.2	98	3380	10.2	19.8	100
AMERICAN PARADE	C	11998	3719	6.6	31.0	92	780	7.0	6.5	98	739	6.0	6.2	84	2200	6.6	18.3	93
BENSON	A	19258	6165	10.9	32.0	95	1170	10.5	6.1	92	1375	11.2	7.1	97	3619	10.9	18.8	95
BLUE THUNDER	A	11478	3799	6.7	33.1	98	706	6.4	6.2	93	755	6.1	6.6	90	2338	7.0	20.4	103
CAGNEY & LACEY	C	18263	6488	11.5	35.5	105	1357	12.2	7.4	112	1334	10.8	7.3	100	3796	11.4	20.8	105
CBS EVENING NEWS-DEAN	C	7733	2134	3.8	27.6	82	467	4.2	6.0	91	484	3.9	6.3	85	1182	3.6	15.3	77
CBS EVENING NEWS-RATHER	C	15653	4937	8.7	31.5	93	1053	9.5	6.7	102	1069	8.7	6.8	93	2814	8.5	18.0	91
CBS SAT. NEWS-SCHIEFFER	C	8744	2609	4.6	29.8	88	560	5.0	6.4	97	535	4.3	6.1	83	1513	4.6	17.3	87
CBS SATURDAY NIGHT MOVIE	C	12000	4182	7.4	34.8	103	722	6.5	6.0	91	941	7.6	7.8	107	2519	7.6	21.0	106
CBS WEDNESDAY NIGHT MOVIE	C	11522	3911	6.9	33.9	101	845	7.6	7.3	111	875	7.1	7.6	103	2192	6.6	19.0	96
CHEERS	N	16818	5979	10.6	35.6	105	1121	10.1	6.7	101	1325	10.8	7.9	107	3533	10.6	21.0	106
DALLAS	C	37510	13042	23.0	34.8	103	2512	22.6	6.7	101	2905	23.6	7.7	106	7625	22.9	20.3	103
DIFF'RENT STROKES	N	11258	3724	6.6	33.1	98	782	7.1	6.9	105	826	6.7	7.3	100	2116	6.4	18.8	95
DOUBLE TROUBLE	N	12248	4405	7.8	36.0	106	870	7.8	7.1	107	955	7.8	7.8	106	2581	7.8	21.1	106
DUCK FACTORY	N	11100	4100	7.2	36.9	109	856	7.7	7.7	117	845	6.9	7.6	104	2399	7.2	21.6	109
DUKES OF HAZZARD	C	12353	4325	7.6	35.0	104	932	8.4	7.5	114	968	7.9	7.8	107	2426	7.3	19.6	99
DYNASTY	A	33279	11448	20.2	34.4	102	2368	21.3	7.1	108	2481	20.2	7.5	102	6599	19.9	19.8	100
FACTS OF LIFE	N	13410	4655	8.2	34.7	103	1048	9.4	7.8	118	1006	8.2	7.5	102	2601	7.8	19.4	98
FALCON CREST	C	31093	10763	19.0	34.6	102	2110	19.0	6.8	103	2364	19.2	7.6	104	6289	18.9	20.2	102
FALL GUY	A	18649	6780	12.0	36.4	108	1429	12.9	7.7	116	1456	11.8	7.8	106	3895	11.7	20.9	105
FAMILY TIES	N	13101	4538	8.0	34.6	103	882	8.0	6.7	102	997	8.1	7.6	104	2659	8.0	20.3	102
FANTASY ISLAND	A	13069	4639	8.2	35.5	105	1034	9.3	7.9	120	963	7.8	7.4	100	2642	7.9	20.2	102
FOULUPS,BLEEPS & BLUNDERS	A	16588	5462	9.6	32.9	97	1193	10.8	7.2	109	1052	8.5	6.3	86	3217	9.7	19.4	98
FOUR SEASONS	C	9302	3005	5.3	32.3	96	477	4.3	5.1	78	575	4.7	6.2	84	1953	5.9	21.0	106
GIMME A BREAK	N	13955	4717	8.3	33.8	100	902	8.1	6.5	98	1062	8.6	7.6	104	2754	8.3	19.7	100
HART TO HART	A	15735	5250	9.3	33.4	99	1069	9.6	6.8	103	1173	9.5	7.5	102	3007	9.0	19.1	96
HILL STREET BLUES	N	18257	6541	11.5	35.8	106	1250	11.3	6.8	104	1500	12.2	8.2	112	3791	11.4	20.8	105
HOTEL	A	24236	7928	14.0	32.7	97	1504	13.6	6.2	94	1835	14.9	7.6	103	4589	13.8	18.9	96
JEFFERSONS	C	17010	5578	9.8	32.8	97	1140	10.3	6.7	101	1234	10.0	7.3	99	3204	9.6	18.8	95
JENNIFER SLEPT HERE	N	9397	3071	5.4	32.7	97	699	6.3	7.4	112	644	5.2	6.9	93	1728	5.2	18.4	93
KATE & ALLIE	C	16762	5794	10.2	34.6	102	1287	11.6	7.7	116	1071	8.7	6.4	87	3435	10.3	20.5	103
KNIGHT RIDER	N	13164	4798	8.5	36.4	108	1060	9.6	8.1	122	877	7.1	6.7	91	2861	8.6	21.7	110
LOVE BOAT	A	20400	7007	12.4	34.3	102	1632	14.7	8.0	121	1502	12.2	7.4	100	3873	11.7	19.0	96
MAGNUM PI	C	22543	7909	14.0	35.1	104	1452	13.1	6.4	97	1631	13.2	7.2	99	4826	14.5	21.4	108
MAMA'S FAMILY	N	9852	3586	6.3	36.4	108	808	7.3	8.2	124	679	5.5	6.9	94	2098	6.3	21.3	107
MASTER, THE	N	8082	2806	5.0	34.7	103	566	5.1	7.0	106	628	5.1	7.8	106	1611	4.8	19.9	101
MATT HOUSTON	A	12881	4526	8.0	35.1	104	950	8.6	7.4	112	916	7.4	7.1	97	2660	8.0	20.7	104
NBC MONDAY NIGHT MOVIE	N	23889	8555	15.1	35.8	106	1705	15.4	7.1	108	1765	14.3	7.4	101	5085	15.3	21.3	107
NBC NIGHTLY NEWS	N	11156	3458	6.1	31.0	92	665	6.0	6.0	90	718	5.8	6.4	88	2075	6.2	18.6	94
NBC NIGHTLY NEWS-SAT	N	7363	2177	3.8	29.6	88	495	4.5	6.7	102	452	3.7	6.1	84	1230	3.7	16.7	84
NBC NIGHTLY NEWS-SUN	N	6214	1777	3.1	28.6	85	388	3.5	6.2	94	361	2.9	5.8	79	1028	3.1	16.5	83
NBC SUNDAY NIGHT MOVIE	N	17590	6198	10.9	35.2	104	1232	11.1	7.0	106	1337	10.9	7.6	104	3628	10.9	20.6	104
NEWHART	C	16740	5893	10.4	35.2	104	1294	11.7	7.7	117	1229	10.0	7.3	100	3370	10.1	20.1	102
ONE DAY AT A TIME	C	11820	3898	6.9	33.0	98	684	6.2	5.8	88	787	6.4	6.7	91	2427	7.3	20.5	104
PEOPLE ARE FUNNY	N	9138	3246	5.7	35.5	105	748	6.7	8.2	124	628	5.1	6.9	94	1869	5.6	20.5	103
REAL PEOPLE	N	15979	5066	8.9	31.7	94	955	8.6	6.0	90	1152	9.4	7.2	98	2959	8.9	18.5	93
REMINGTON STEELE	N	14395	5380	9.5	37.4	111	1062	9.6	7.4	112	1121	9.1	7.8	106	3197	9.6	22.2	112
RIPLEY'S BELIEVE IT - NOT	A	11362	4005	7.1	35.2	104	753	6.8	6.6	100	828	6.7	7.3	99	2424	7.3	21.3	108
RIPTIDE	N	13920	5308	9.4	38.1	113	980	8.8	7.0	106	1126	9.1	8.1	110	3203	9.6	23.0	116
SCARECROW & MRS. KING	C	17571	6260	11.1	35.6	105	1210	10.9	6.9	104	1236	10.0	7.0	96	3813	11.5	21.7	109
SIMON & SIMON	C	20208	6954	12.3	34.4	102	1417	12.8	7.0	106	1408	11.4	7.0	95	4129	12.4	20.4	103
60 MINUTES	C	27668	8291	14.6	30.0	89	1627	14.7	5.9	89	1810	14.7	6.5	89	4854	14.6	17.5	89
ST. ELSEWHERE	N	13699	5072	9.0	37.0	110	985	8.9	7.2	109	1038	8.4	7.6	103	3049	9.2	22.3	112
THREE'S COMPANY	A	20632	6921	12.2	33.5	99	1331	12.0	6.5	98	1464	11.9	7.1	97	4126	12.4	20.0	101
T.J. HOOKER	A	17136	5994	10.6	35.0	104	1258	11.3	7.3	111	1438	11.7	8.4	114	3299	9.9	19.3	97
TONIGHT SHOW	N	4963	1594	2.8	32.1	95	360	3.2	7.3	110	358	2.9	7.2	98	876	2.6	17.7	89
TRAPPER JOHN, M.D.	C	16332	5527	9.8	33.8	100	1022	9.2	6.3	95	1221	9.9	7.5	102	3284	9.9	20.1	101
TV BLOOPERS & PRAC. JOKES	N	18881	6063	10.7	32.1	95	1068	9.6	5.7	86	1394	11.3	7.4	101	3601	10.8	19.1	96
20/20	A	18315	6261	11.1	34.2	101	1204	10.9	6.6	99	1307	10.6	7.1	97	3750	11.3	20.5	103
WEBSTER	A	18722	6073	10.7	32.4	96	1076	9.7	5.7	87	1346	10.9	7.2	98	3651	11.0	19.5	98
WORLD NEWS - SUN	A	5327	1643	2.9	30.8	91	348	3.1	6.5	99	351	2.9	6.6	90	944	2.8	17.7	89
YELLOW ROSE	N	8370	2900	5.1	34.6	103	510	4.6	6.1	92	636	5.2	7.6	104	1754	5.3	21.0	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	10242	18.1	39.6	117	1953	17.6	7.6	114	2187	17.8	8.5	115	6102	18.4	23.6	119
BASKETBALL - COLLEGE GAMES		14468	5782	10.2	40.0	118	1246	11.2	8.6	130	1205	9.8	8.3	113	3330	10.0	23.0	116
BASKETBALL - PRO GAMES		12124	4470	7.9	36.9	109	1023	9.2	8.4	128	840	6.8	6.9	94	2607	7.8	21.5	108
BOWLING		9412	3175	5.6	33.7	100	813	7.3	8.6	131	599	4.9	6.4	87	1764	5.3	18.7	95
BOXING		15409	5671	10.0	36.8	109	1128	10.2	7.3	111	1492	12.1	9.7	132	3051	9.2	19.8	100
FOOTBALL - COLLEGE GAMES		21400	8713	15.4	40.7	121	1547	13.9	7.2	109	1763	14.3	8.2	112	5404	16.3	25.3	127
FOOTBALL - PRO GAMES		35944	14623	25.8	40.7	120	2356	21.2	6.6	99	3189	25.9	8.9	121	9078	27.3	25.3	127
GOLF		9759	3764	6.6	38.6	114	521	4.7	5.3	81	664	5.4	6.8	93	2579	7.8	26.4	133
POST-SEASON COLL. FOOTBALL		18123	7384	13.0	40.7	121	1445	13.0	8.0	121	1489	12.1	8.2	112	4451	13.4	24.6	124
POST-SEASON PRO FOOTBALL		22091	9125	16.1	41.3	122	1650	14.9	7.5	113	1714	13.9	7.8	106	5761	17.3	26.1	132
TENNIS		6764	2684	4.7	39.7	117	*401	3.6	5.9	90	656	5.3	9.7	132	1627	4.9	24.1	121
WRESTLING - PROFESSIONAL		9695	4142	7.3	42.7	127	1106	10.0	11.4	173	1023	8.3	10.6	144	2013	6.1	20.8	105

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
*NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES	79263	25467	100.0	32.1	100	5273	100.0	6.7	100	5887	100.0	7.4	100	14306	100.0	18.0	100
HOUSEHOLD HEADS	66405	21208	83.3	31.9	99	4145	78.6	6.2	94	5115	86.9	7.7	104	11948	83.5	18.0	100
18 - 24	13945	4593	18.0	32.9	103	1210	22.9	8.7	130	996	16.9	7.1	96	2387	16.7	17.1	95
25 - 34	19334	6837	26.8	35.4	110	1221	23.2	6.3	95	1779	30.2	9.2	124	3837	26.8	19.8	110
35 - 44	14196	5085	20.0	35.8	111	1125	21.3	7.9	119	854	14.5	6.0	81	3105	21.7	21.9	121
45 - 54	10896	3459	13.6	31.7	99	607	11.5	5.6	84	918	15.6	8.4	113	1934	13.5	17.7	98
55 - 64	10378	3004	11.8	28.9	90	583	11.1	5.6	84	777	13.2	7.5	101	1644	11.5	15.8	88
65 OR OLDER	10514	2489	9.8	23.7	74	526	10.0	5.0	75	563	9.6	5.4	72	1400	9.8	13.3	74
18 - 34	33279	11430	44.9	34.3	107	2431	46.1	7.3	110	2775	47.1	8.3	112	6224	43.5	18.7	104
18 - 49	52904	18424	72.3	34.8	108	3889	73.8	7.4	110	4025	68.4	7.6	102	10510	73.5	19.9	110
25 - 54	44426	15380	60.4	34.6	108	2953	56.0	6.6	100	3552	60.3	8.0	108	8876	62.0	20.0	111
35 - 49	19625	6993	27.5	35.6	111	1458	27.7	7.4	112	1249	21.2	6.4	86	4286	30.0	21.8	121
50 OR OLDER	26359	7043	27.7	26.7	83	1384	26.2	5.3	79	1862	31.6	7.1	95	3797	26.5	14.4	80
GRADUATED COLLEGE	15982	5232	20.5	32.7	102	656	12.4	4.1	62	1226	20.8	7.7	103	3350	23.4	21.0	116
ATTENDED COLLEGE	13629	4396	17.3	32.3	100	907	17.2	6.7	100	872	14.8	6.4	86	2617	18.3	19.2	106
GRADUATED HIGH SCHOOL	28591	9560	37.5	33.4	104	2258	42.8	7.9	119	2168	36.8	7.6	102	5134	35.9	18.0	99
DID NOT GRADUATE HIGH SCHOOL	21061	6279	24.7	29.8	93	1452	27.5	6.9	104	1621	27.5	7.7	104	3206	22.4	15.2	84
EMPLOYED FULL-TIME	52316	17341	68.1	33.1	103	3197	60.6	6.1	92	4159	70.6	7.9	107	9985	69.8	19.1	106
EMPLOYED PART-TIME	4113	1312	5.2	31.9	99	**205	3.9	5.0	75	*365	6.2	8.9	119	741	5.2	18.0	100
NOT EMPLOYED	22834	6814	26.8	29.8	93	1871	35.5	8.2	123	1363	23.2	6.0	80	3581	25.0	15.7	87
PROFESSIONAL/MANAGER	15034	4837	19.0	32.2	100	591	11.2	3.9	59	996	16.9	6.6	89	3251	22.7	21.6	120
TECH/CLERICAL/SALES	11255	3844	15.1	34.2	106	697	13.2	6.2	93	852	14.5	7.6	102	2295	16.0	20.4	113
PRECISION/CRAFT	11607	3856	15.1	33.2	103	734	13.9	6.3	95	1149	19.5	9.9	133	1974	13.8	17.0	94
OTHER EMPLOYED	18534	6115	24.0	33.0	103	1381	26.2	7.5	112	1528	26.0	8.2	111	3207	22.4	17.3	96
SINGLE	19562	5949	23.4	30.4	95	1462	27.7	7.5	112	1254	21.3	6.4	86	3233	22.6	16.5	92
MARRIED	51896	17601	69.1	33.9	106	3467	65.8	6.7	100	4229	71.8	8.1	110	9905	69.2	19.1	106
DIVORCED/SEPARATED/WIDOWED	7804	1916	7.5	24.6	76	*344	6.5	4.4	66	*405	6.9	5.2	70	1168	8.2	15.0	83
PARENTS	25372	9800	38.5	38.6	120	2004	38.0	7.9	119	2262	38.4	8.9	120	5533	38.7	21.8	121
WHITE	69658	22465	88.2	32.3	100	4204	79.7	6.0	91	5190	88.2	7.5	100	13070	91.4	18.8	104
BLACK	7909	2544	10.0	32.2	100	921	17.5	11.6	175	552	9.4	7.0	94	1071	7.5	13.5	75
OTHER	1696	*458	1.8	27.0	84	**148	2.8	8.7	131	**145	2.5	8.5	115	**165	1.2	9.7	54
NORTHEAST-CENSUS	17202	5836	22.9	33.9	106	1686	32.0	9.8	147	1460	24.8	8.5	114	2690	18.8	15.6	87
NORTH CENTRAL	20461	7306	28.7	35.7	111	1360	25.8	6.6	100	1585	26.9	7.7	104	4361	30.5	21.3	118
SOUTH	26695	8080	31.7	30.3	94	1521	28.8	5.7	86	2045	34.7	7.7	103	4514	31.6	16.9	94
WEST	14906	4245	16.7	28.5	89	706	13.4	4.7	71	797	13.5	5.3	72	2742	19.2	18.4	102
NORTHEAST-MKTG.	17962	5622	22.1	31.3	97	1488	28.2	8.3	125	1413	24.0	7.9	106	2722	19.0	15.2	84
EAST CENTRAL	11741	3993	15.7	34.0	106	958	18.2	8.2	123	773	13.1	6.6	89	2261	15.8	19.3	107
WEST CENTRAL	13518	5000	19.6	37.0	115	938	17.8	6.9	104	1149	19.5	8.5	114	2913	20.4	21.5	119
SOUTH	23168	7216	28.3	31.1	97	1302	24.7	5.6	84	1879	31.9	8.1	109	4035	28.2	17.4	96
PACIFIC	12874	3636	14.3	28.2	88	588	11.2	4.6	69	673	11.4	5.2	70	2376	16.6	18.5	102
COUNTY SIZE A	32596	10054	39.5	30.8	96	2224	42.2	6.8	103	2186	37.1	6.7	90	5644	39.5	17.3	96
COUNTY SIZE B	23814	7945	31.2	33.4	104	1503	28.5	6.3	95	2087	35.5	8.8	118	4355	30.4	18.3	101
COUNTY SIZE C	12663	3861	15.2	30.5	95	886	16.8	7.0	105	744	12.6	5.9	79	2232	15.6	17.6	98
COUNTY SIZE D	10190	3606	14.2	35.4	110	660	12.5	6.5	97	870	14.8	8.5	115	2076	14.5	20.4	113
METRO CENTRAL CITY	23190	6686	26.3	28.8	90	1611	30.6	6.9	104	1497	25.4	6.5	87	3578	25.0	15.4	85
METRO SUBURBAN	36920	12338	48.4	33.4	104	2303	43.7	6.2	94	2995	50.9	8.1	109	7040	49.2	19.1	106
NON METRO	19152	6443	25.3	33.6	105	1359	25.8	7.1	107	1395	23.7	7.3	98	3688	25.8	19.3	107
TOP 5 ADI'S	18703	5946	23.3	31.8	99	1503	28.5	8.0	121	1278	21.7	6.8	92	3165	22.1	16.9	94
TOP 10 ADI'S	26158	7723	30.3	29.5	92	1844	35.0	7.0	106	1683	28.6	6.4	87	4196	29.3	16.0	89
TOP 20 ADI'S	36612	11141	43.7	30.4	95	2538	48.1	6.9	104	2541	43.2	6.9	93	6061	42.4	16.6	92
HSHLD INC. $50,000 OR MORE	9326	3134	12.3	33.6	105	498	9.4	5.3	80	675	11.5	7.2	97	1962	13.7	21.0	117
$40,000 OR MORE	18002	5859	23.0	32.5	101	930	17.6	5.2	78	1307	22.2	7.3	98	3623	25.3	20.1	112
$30,000 OR MORE	31361	10370	40.7	33.1	103	1686	32.0	5.4	81	2265	38.5	7.2	97	6419	44.9	20.5	113
$25,000 OR MORE	39858	13186	51.8	33.1	103	2271	43.1	5.7	86	2886	49.0	7.2	97	8029	56.1	20.1	112
$20,000 - $24,999	8664	2874	11.3	33.2	103	656	12.4	7.6	114	700	11.9	8.1	109	1518	10.6	17.5	97
$15,000 - $19,999	7964	2508	9.8	31.5	98	*473	9.0	5.9	89	484	8.2	6.1	82	1551	10.8	19.5	108
$10,000 - $14,999	11093	3259	12.8	29.4	91	831	15.8	7.5	113	928	15.8	8.4	113	1500	10.5	13.5	75
UNDER $10,000	11683	3640	14.3	31.2	97	1042	19.8	8.9	134	889	15.1	7.6	102	1708	11.9	14.6	81
HOUSEHOLD OF 1 PERSON	7453	1740	6.8	23.3	73	370	7.0	5.0	75	446	7.6	6.0	81	924	6.5	12.4	69
2 PEOPLE	24757	6927	27.2	28.0	87	1338	25.4	5.4	81	1535	26.1	6.2	83	4055	28.3	16.4	91
3 OR 4 PEOPLE	32682	11415	44.8	34.9	109	2187	41.5	6.7	101	2577	43.8	7.9	106	6652	46.5	20.4	113
5 OR MORE PEOPLE	14370	5384	21.1	37.5	117	1379	26.2	9.6	144	1329	22.6	9.2	125	2676	18.7	18.6	103
NO CHILD IN HSHLD	46768	13107	51.5	28.0	87	2700	51.2	5.8	87	3157	53.6	6.8	91	7250	50.7	15.5	86
CHILD(REN) UNDER 2 YRS	4799	1997	7.8	41.6	130	*386	7.3	8.0	121	*472	8.0	9.8	132	1140	8.0	23.8	132
2 - 5 YEARS	11125	4793	18.8	43.1	134	1122	21.3	10.1	152	1149	19.5	10.3	139	2521	17.6	22.7	126
6 - 11 YEARS	14193	5549	21.8	39.1	122	1114	21.1	7.8	118	1182	20.1	8.3	112	3253	22.7	22.9	127
12 - 17 YEARS	17402	6349	24.9	36.5	114	1449	27.5	8.3	125	1202	20.4	6.9	93	3698	25.8	21.3	118
RESIDENCE OWNED	56398	18442	72.4	32.7	102	3493	66.2	6.2	93	4285	72.8	7.6	102	10664	74.5	18.9	105
VALUE: $50,000 OR MORE	34811	11453	45.0	32.9	102	2119	40.2	6.1	92	2475	42.0	7.1	96	6858	47.9	19.7	109
VALUE: UNDER $50,000	21587	6989	27.4	32.4	101	1374	26.1	6.4	96	1810	30.7	8.4	113	3806	26.6	17.6	98

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

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		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C % ACROSS	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C % ACROSS	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS	LIGHT ONE OR LESS D INDX
TOTAL MALES		79263	25467	100.0	32.1	100	5273	100.0	6.7	100	5887	100.0	7.4	100	14306	100.0	18.0	100
MAGAZINES	QUINTILE 1	16033	5552	21.8	34.6	108	1111	21.1	6.9	104	1511	25.7	9.4	127	2930	20.5	18.3	101
	QUINTILE 2	15354	5279	20.7	34.4	107	994	18.9	6.5	97	1013	17.2	6.6	89	3272	22.9	21.3	118
	QUINTILE 3	15888	5262	20.7	33.1	103	1089	20.7	6.9	103	1096	18.6	6.9	93	3076	21.5	19.4	107
	QUINTILE 4	17310	5520	21.7	31.9	99	1231	23.3	7.1	107	1263	21.5	7.3	98	3026	21.2	17.5	97
	QUINTILE 5	14677	3853	15.1	26.3	82	848	16.1	5.8	87	1004	17.1	6.8	92	2002	14.0	13.6	76
NEWSPAPERS	QUINTILE 1	15277	5259	20.7	34.4	107	942	17.9	6.2	93	1127	19.1	7.4	99	3190	22.3	20.9	116
	QUINTILE 2	22745	7369	28.9	32.4	101	1520	28.8	6.7	100	1686	28.6	7.4	100	4164	29.1	18.3	101
	QUINTILE 3	10692	3320	13.0	31.1	97	604	11.5	5.6	85	973	16.5	9.1	123	1743	12.2	16.3	90
	QUINTILE 4	11646	3607	14.2	31.0	96	738	14.0	6.3	95	783	13.3	6.7	91	2086	14.6	17.9	99
	QUINTILE 5	18903	5911	23.2	31.3	97	1470	27.9	7.8	117	1318	22.4	7.0	94	3123	21.8	16.5	92
OUTDOOR	QUINTILE 1	16620	5687	22.3	34.2	106	878	16.7	5.3	79	1227	20.8	7.4	99	3582	25.0	21.6	119
	QUINTILE 2	16377	5437	21.3	33.2	103	1195	22.7	7.3	110	1048	17.8	6.4	86	3194	22.3	19.5	108
	QUINTILE 3	15995	5170	20.3	32.3	101	1186	22.5	7.4	111	1265	21.5	7.9	106	2719	19.0	17.0	94
	QUINTILE 4	15592	4688	18.4	30.1	94	1015	19.2	6.5	98	1231	20.9	7.9	106	2442	17.1	15.7	87
	QUINTILE 5	14679	4485	17.6	30.6	95	999	18.9	6.8	102	1116	19.0	7.6	102	2370	16.6	16.1	89
RADIO-DRIVE TIME	QUINTILE 1	15746	5771	22.7	36.7	114	1134	21.5	7.2	108	1300	22.1	8.3	111	3337	23.3	21.2	117
	QUINTILE 2	15067	4750	18.7	31.5	98	991	18.8	6.6	99	1041	17.7	6.9	93	2719	19.0	18.0	100
	QUINTILE 3	15631	4987	19.6	31.9	99	1134	21.5	7.3	109	1297	22.0	8.3	112	2556	17.9	16.4	91
	QUINTILE 4	16245	5157	20.2	31.7	99	1022	19.4	6.3	95	1096	18.6	6.7	91	3039	21.2	18.7	104
	QUINTILE 5	16573	4802	18.9	29.0	90	993	18.8	6.0	90	1153	19.6	7.0	94	2656	18.6	16.0	89
RADIO-MID-DAY	TERCILE 1	21788	7377	29.0	33.9	105	1435	27.2	6.6	99	1796	30.5	8.2	111	4146	29.0	19.0	105
	TERCILE 2	21151	6492	25.5	30.7	96	1344	25.5	6.4	96	1417	24.1	6.7	90	3731	26.1	17.6	98
	TERCILE 3	36323	11598	45.5	31.9	99	2495	47.3	6.9	103	2675	45.4	7.4	99	6429	44.9	17.7	98
RADIO-TOTAL	QUINTILE 1	15977	5885	23.1	36.8	115	1053	20.0	6.6	99	1395	23.7	8.7	118	3437	24.0	21.5	119
	QUINTILE 2	15923	4825	18.9	30.3	94	1213	23.0	7.6	115	1183	20.1	7.4	100	2429	17.0	15.3	85
	QUINTILE 3	14980	4475	17.6	29.9	93	881	16.7	5.9	88	989	16.8	6.6	89	2605	18.2	17.4	96
	QUINTILE 4	17123	5779	22.7	33.7	105	1279	24.3	7.5	112	1180	20.0	6.9	93	3320	23.2	19.4	107
	QUINTILE 5	15260	4502	17.7	29.5	92	847	16.1	5.6	83	1141	19.4	7.5	101	2515	17.6	16.5	91
TV-PRIME TIME	QUINTILE 1	15674	5007	19.7	31.9	99	1110	21.1	7.1	106	1017	17.3	6.5	87	2880	20.1	18.4	102
	QUINTILE 2	15944	5562	21.8	34.9	109	1125	21.3	7.1	106	1406	23.9	8.8	119	3031	21.2	19.0	105
	QUINTILE 3	16037	5367	21.1	33.5	104	1057	20.0	6.6	99	1133	19.2	7.1	95	3177	22.2	19.8	110
	QUINTILE 4	15412	4679	18.4	30.4	94	996	18.9	6.5	97	1013	17.2	6.6	88	2670	18.7	17.3	96
	QUINTILE 5	16194	4852	19.1	30.0	93	985	18.7	6.1	91	1319	22.4	8.1	110	2548	17.8	15.7	87
TV-DAYTIME	TERCILE 1	19156	5792	22.7	30.2	94	1539	29.2	8.0	121	1248	21.2	6.5	88	3006	21.0	15.7	87
	TERCILE 2	19343	6541	25.7	33.8	105	1205	22.9	6.2	94	1783	30.3	9.2	124	3553	24.8	18.4	102
	TERCILE 3	40764	13134	51.6	32.2	100	2530	48.0	6.2	93	2856	48.5	7.0	94	7748	54.2	19.0	105
TV-TOTAL	QUINTILE 1	15844	5085	20.0	32.1	100	1157	21.9	7.3	110	1208	20.5	7.6	103	2720	19.0	17.2	95
	QUINTILE 2	15767	4923	19.3	31.2	97	1178	22.3	7.5	112	898	15.3	5.7	77	2848	19.9	18.1	100
	QUINTILE 3	15775	5087	20.0	32.2	100	968	18.4	6.1	92	1200	20.4	7.6	102	2919	20.4	18.5	103
	QUINTILE 4	15903	5422	21.3	34.1	106	982	18.6	6.2	93	1375	23.4	8.6	116	3065	21.4	19.3	107
	QUINTILE 5	15974	4950	19.4	31.0	96	989	18.8	6.2	93	1207	20.5	7.6	102	2755	19.3	17.2	96
MAGAZINES-NEWSPAPERS: DUAL		21225	7555	29.7	35.6	111	1379	26.2	6.5	98	1678	28.5	7.9	106	4499	31.4	21.2	117
MAGAZINE IMPERATIVE		17728	5953	23.4	33.6	105	1277	24.2	7.2	108	1430	24.3	8.1	109	3246	22.7	18.3	101
NEWSPAPER IMPERATIVE		22987	6952	27.3	30.2	94	1448	27.5	6.3	95	1673	28.4	7.3	98	3831	26.8	16.7	92
MAGAZINES-OUTDOOR: DUAL		16244	5843	22.9	36.0	112	1102	20.9	6.8	102	1243	21.1	7.7	103	3498	24.5	21.5	119
MAGAZINE IMPERATIVE		24016	7780	30.5	32.4	101	1646	31.2	6.9	103	1966	33.4	8.2	110	4168	29.1	17.4	96
OUTDOOR IMPERATIVE		26020	8016	31.5	30.8	96	1723	32.7	6.6	100	1621	27.5	6.2	84	4671	32.7	18.0	99
MAGAZINES-RADIO: DUAL		16918	6121	24.0	36.2	113	1248	23.7	7.4	111	1492	25.3	8.8	119	3381	23.6	20.0	111
MAGAZINE IMPERATIVE		23456	7919	31.1	33.8	105	1450	27.5	6.2	93	1701	28.9	7.3	98	4768	33.3	20.3	113
RADIO IMPERATIVE		23900	7291	28.6	30.5	95	1566	29.7	6.6	98	1692	28.7	7.1	95	4033	28.2	16.9	93
MAGAZINES-TELEVISION: DUAL		15791	5449	21.4	34.5	107	1124	21.3	7.1	107	1170	19.9	7.4	100	3156	22.1	20.0	111
MAGAZINE IMPERATIVE		25476	8705	34.2	34.2	106	1573	29.8	6.2	93	2109	35.8	8.3	111	5023	35.1	19.7	109
TELEVISION IMPERATIVE		25744	7515	29.5	29.2	91	1804	34.2	7.0	105	1598	27.1	6.2	84	4113	28.8	16.0	89
NEWSPAPERS-OUTDOOR: DUAL		17628	6053	23.8	34.3	107	1059	20.1	6.0	90	1250	21.2	7.1	95	3744	26.2	21.2	118
NEWSPAPER IMPERATIVE		26414	8532	33.5	32.3	101	1761	33.4	6.7	100	2142	36.4	8.1	109	4628	32.4	17.5	97
OUTDOOR IMPERATIVE		23059	7340	28.8	31.8	99	1599	30.3	6.9	104	1607	27.3	7.0	94	4134	28.9	17.9	99
NEWSPAPERS-RADIO: DUAL		17996	6090	23.9	33.8	105	1276	24.2	7.1	107	1417	24.1	7.9	106	3397	23.7	18.9	105
NEWSPAPER IMPERATIVE		26269	8360	32.8	31.8	99	1500	28.4	5.7	86	1930	32.8	7.3	99	4930	34.5	18.8	104
RADIO IMPERATIVE		21342	6798	26.7	31.9	99	1470	27.9	6.9	104	1646	28.0	7.7	104	3682	25.7	17.3	96
NEWSPAPERS-TELEVISION: DUAL		17359	5394	21.2	31.1	97	1108	21.0	6.4	96	1311	22.3	7.6	102	2975	20.8	17.1	95
NEWSPAPER IMPERATIVE		26889	9001	35.3	33.5	104	1613	30.6	6.0	90	2151	36.5	8.0	108	5236	36.6	19.5	108
TELEVISION IMPERATIVE		21698	6871	27.0	31.7	99	1682	31.9	7.8	117	1405	23.9	6.5	87	3785	26.5	17.4	97
OUTDOOR-RADIO: DUAL		16456	5862	23.0	35.6	111	1141	21.6	6.9	104	1189	20.2	7.2	97	3533	24.7	21.5	119
OUTDOOR IMPERATIVE		25870	8193	32.2	31.7	99	1609	30.5	6.2	93	1672	28.4	6.5	87	4912	34.3	19.0	105
RADIO IMPERATIVE		23943	7425	29.2	31.0	97	1707	32.4	7.1	107	1976	33.6	8.3	111	3742	26.2	15.6	87
OUTDOOR-TELEVISION: DUAL		15918	5282	20.7	33.2	103	1100	20.9	6.9	104	1005	17.1	6.3	85	3177	22.2	20.0	111
OUTDOOR IMPERATIVE		26398	8973	35.2	34.0	106	1637	31.0	6.2	93	2044	34.7	7.7	104	5291	37.0	20.0	111
TELEVISION IMPERATIVE		24851	7579	29.8	30.5	95	1842	34.9	7.4	111	1836	31.2	7.4	99	3901	27.3	15.7	87
RADIO-TELEVISION: DUAL		15584	5255	20.6	33.7	105	1061	20.1	6.8	102	1118	19.0	7.2	97	3077	21.5	19.7	109
RADIO IMPERATIVE		25472	8178	32.1	32.1	100	1619	30.7	6.4	96	2074	35.2	8.1	110	4485	31.4	17.6	98
TELEVISION IMPERATIVE		25578	7865	30.9	30.7	96	1811	34.3	7.1	106	1699	28.9	6.6	89	4356	30.4	17.0	94

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS %	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS %	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS %	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS %	LIGHT D IND
TOTAL MALES	79263	25467	100.0	32.1	100	5273	100.0	6.7	100	5887	100.0	7.4	100	14306	100.0	18.0	10
ATLANTIC MONTHLY	452	**96	0.4	21.2	66	**4	0.1	0.9	13	**10	0.2	2.2	30	**81	0.6	17.9	9
BARRON'S	1058	363	1.4	34.3	107	**50	0.9	4.7	71	**107	1.8	10.1	136	*206	1.4	19.5	10
BETTER HOMES & GARDENS	4773	1731	6.8	36.3	113	356	6.8	7.5	112	438	7.4	9.2	124	937	6.5	19.6	10
BON APPETIT	1037	268	1.1	25.8	80	**43	0.8	4.1	62	**47	0.8	4.5	61	*178	1.2	17.2	9
BUSINESS WEEK	3193	961	3.8	30.1	94	*133	2.5	4.2	63	*204	3.5	6.4	86	624	4.4	19.5	10
CAR AND DRIVER	2705	797	3.1	29.5	92	**96	1.8	3.5	53	*249	4.2	9.2	124	451	3.2	16.7	9
CBS MAGAZINE NETWORK (GROSS)	5678	1763	6.9	31.0	97	422	8.0	7.4	112	430	7.3	7.6	102	911	6.4	16.0	8
CHANGING TIMES	1847	604	2.4	32.7	102	**108	2.0	5.8	88	*139	2.4	7.5	101	357	2.5	19.3	10
COLONIAL HOMES	492	*113	0.4	23.0	71	**26	0.5	5.3	79	**45	0.8	9.1	123	**42	0.3	8.5	4
CONDE NAST MAG. PKG. (GROSS)	2066	513	2.0	24.8	77	**71	1.3	3.4	52	*171	2.9	8.3	111	*270	1.9	13.1	7
CONSUMERS DIGEST	1719	483	1.9	28.1	87	**69	1.3	4.0	60	**142	2.4	8.3	111	*273	1.9	15.9	8
COSMOPOLITAN	1762	556	2.2	31.6	98	**125	2.4	7.1	107	**114	1.9	6.5	87	316	2.2	17.9	9
COUNTRY LIVING	1110	394	1.5	35.5	110	**62	1.2	5.6	84	**140	2.4	12.6	170	*192	1.3	17.3	9
CUISINE	660	*174	0.7	26.4	82	**13	0.2	2.0	30	**57	1.0	8.6	116	**103	0.7	15.6	8
CYCLE WORLD	1924	617	2.4	32.1	100	*179	3.4	9.3	140	*158	2.7	8.2	111	*280	2.0	14.6	8
DCI:CREATIVE IDEAS FOR LIV	437	*147	0.6	33.6	105	**28	0.5	6.4	96	**26	0.4	5.9	80	**93	0.7	21.3	11
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	838	3.3	33.6	105	**82	1.6	3.3	49	*203	3.4	8.1	110	553	3.9	22.2	12
DISCOVER	1279	392	1.5	30.6	95	**74	1.4	5.8	87	**113	1.9	8.8	119	*204	1.4	15.9	8
EBONY	2898	944	3.7	32.6	101	336	6.4	11.6	174	*209	3.6	7.2	97	399	2.8	13.8	7
ESQUIRE	1384	409	1.6	29.6	92	**79	1.5	5.7	86	**106	1.8	7.7	103	*224	1.6	16.2	9
ESSENCE	850	322	1.3	37.9	118	**91	1.7	10.7	161	**72	1.2	8.5	114	*159	1.1	18.7	10
FAMILY CIRCLE	2430	1028	4.0	42.3	132	*208	3.9	8.6	129	*270	4.6	11.1	150	550	3.8	22.6	12
THE FAMILY HANDYMAN	2356	923	3.6	39.2	122	*147	2.8	6.2	94	*219	3.7	9.3	125	558	3.9	23.7	13
FAMILY WEEKLY	11533	3828	15.0	33.2	103	667	12.6	5.8	87	946	16.1	8.2	110	2216	15.5	19.2	10
FIELD & STREAM	7444	2778	10.9	37.3	116	543	10.3	7.3	110	698	11.9	9.4	126	1537	10.7	20.6	11
FOOD & WINE	416	**82	0.3	19.7	61	**6	0.1	1.4	22	**13	0.2	3.1	42	**63	0.4	15.1	8
FORBES	1865	616	2.4	33.0	103	**61	1.2	3.3	49	*141	2.4	7.6	102	414	2.9	22.2	12
FORTUNE	1849	600	2.4	32.4	101	**73	1.4	3.9	59	*174	3.0	9.4	127	353	2.5	19.1	10
GENTLEMEN'S QUARTERLY	2284	837	3.3	36.6	114	*175	3.3	7.7	115	*236	4.0	10.3	139	426	3.0	18.7	10
GLAMOUR	538	*138	0.5	25.7	80	**27	0.5	5.0	75	**30	0.5	5.6	75	**80	0.6	14.9	8
GOLF DIGEST	1649	621	2.4	37.7	117	*106	2.0	6.4	97	*214	3.6	13.0	175	301	2.1	18.3	10
GOLF DIGEST/TENNIS (GROSS)	2294	821	3.2	35.8	111	*121	2.3	5.3	79	*291	4.9	12.7	171	409	2.9	17.8	9
GOLF MAGAZINE	1577	624	2.5	39.6	123	**89	1.7	5.6	85	*194	3.3	12.3	166	341	2.4	21.6	12
GOLF MAGAZINE/SKI (GROSS)	2487	926	3.6	37.2	116	*149	2.8	6.0	90	*255	4.3	10.3	138	522	3.6	21.0	11
GOOD HOUSEKEEPING	2569	860	3.4	33.5	104	*226	4.3	8.8	132	*155	2.6	6.0	81	479	3.3	18.6	10
HARPER'S BAZAAR	431	**122	0.5	28.3	88	**42	0.8	9.7	146	**35	0.6	8.1	109	**46	0.3	10.7	5
HEALTH	788	*317	1.2	40.2	125	**49	0.9	6.2	93	**155	2.6	19.7	265	**113	0.8	14.3	7
HEARST MAG CORP. BUY (GROSS)	18781	6355	25.0	33.8	105	1289	24.4	6.9	103	1693	28.8	9.0	121	3372	23.6	18.0	9
HEARST MAN POWER (GROSS)	9169	3275	12.9	35.7	111	647	12.3	7.1	106	840	14.3	9.2	123	1787	12.5	19.5	10
HEARST WOMAN POWER (GROSS)	5452	1862	7.3	34.2	106	432	8.2	7.9	119	399	6.8	7.3	99	1031	7.2	18.9	10
HOUSE BEAUTIFUL	1020	233	0.9	22.8	71	**38	0.7	3.7	56	**115	2.0	11.3	152	**80	0.6	7.8	4
INC.	993	*291	1.1	29.3	91	**43	0.8	4.3	65	**102	1.7	10.3	138	*146	1.0	14.7	8
JET	2808	900	3.5	32.1	100	349	6.6	12.4	187	*156	2.6	5.6	75	394	2.8	14.0	7
LADIES' HOME JOURNAL	1868	643	2.5	34.4	107	**142	2.7	7.6	114	*195	3.3	10.4	141	306	2.1	16.4	9
LHJ FAMILY GRP COMBO(GROSS)	3582	1353	5.3	37.8	118	297	5.6	8.3	125	400	6.8	11.2	150	656	4.6	18.3	10
LIFE	4817	1564	6.1	32.5	101	391	7.4	8.1	122	408	6.9	8.5	114	765	5.3	15.9	8
L.A. TIMES HOME MAGAZINE	1465	395	1.6	27.0	84	**41	0.8	2.8	42	*94	1.6	6.4	86	260	1.8	17.7	9
MADEMOISELLE	460	**52	0.2	11.3	35	**13	0.2	2.8	42	**10	0.2	2.2	29	**29	0.2	6.3	3
MC CALL'S	1764	666	2.6	37.8	118	*201	3.8	11.4	171	*169	2.9	9.6	129	296	2.1	16.8	9
MC CALL'S/MRK MOTHER (GROSS)	2062	747	2.9	36.2	113	*221	4.2	10.7	161	*179	3.0	8.7	117	347	2.4	16.8	9
MECHANIX ILLUSTRATED	3625	1216	4.8	33.5	104	*221	4.2	6.1	92	282	4.8	7.8	105	713	5.0	19.7	1
METROPOLITAN HOME	495	*146	0.6	29.5	92	**25	0.5	5.1	76	**53	0.9	10.7	144	**69	0.5	13.9	7
MONEY	3017	1112	4.4	36.9	115	*162	3.1	5.4	81	359	6.1	11.9	160	591	4.1	19.6	1
MOTHER EARTH NEWS	1203	384	1.5	31.9	99	**53	1.0	4.4	66	**49	0.8	4.1	55	*282	2.0	23.4	1
MS.	*257	**95	0.4	37.0	115	**34	0.6	13.2	199	**21	0.4	8.2	110	**41	0.3	16.0	
NATIONAL ENQUIRER	6921	2475	9.7	35.8	111	620	11.8	9.0	135	630	10.7	9.1	123	1224	8.6	17.7	9
NATIONAL GEOGRAPHIC	11626	3974	15.6	34.2	106	505	9.6	4.3	65	946	16.1	8.1	110	2522	17.6	21.7	1
NATIONAL SUNDAY MAGAZINE PKG	49424	16290	64.0	33.0	103	3151	59.8	6.4	96	3765	64.0	7.6	103	9374	65.5	19.0	1
NATURAL HISTORY	753	*240	0.9	31.9	99	**72	1.4	9.6	144	**73	1.2	9.7	131	**95	0.7	12.6	7
NEW WOMAN	*296	**80	0.3	27.0	84	**38	0.7	12.8	193	**4	0.1	1.4	18	**38	0.3	12.8	
NEW YORK INCLUDING CUE	541	*105	0.4	19.4	60	**19	0.4	3.5	53	**19	0.3	3.5	47	**66	0.5	12.2	
THE NEW YORKER	1078	261	1.0	24.2	75	**38	0.7	3.5	53	**61	1.0	5.7	76	*161	1.1	14.9	
NEWSWEEK	9602	2930	11.5	30.5	95	538	10.2	5.6	84	755	12.8	7.9	106	1637	11.4	17.0	
THE N.Y. TIMES DAILY EDITION	1376	361	1.4	26.2	82	**68	1.3	4.9	74	**104	1.8	7.6	102	190	1.3	13.8	
THE N.Y. TIMES MAGAZINE	2110	607	2.4	28.8	90	*125	2.4	5.9	89	*157	2.7	7.4	100	325	2.3	15.4	
OMNI	1927	610	2.4	31.7	99	**149	2.8	7.7	116	**100	1.7	5.2	70	361	2.5	18.7	1
ON CABLE	911	230	0.9	25.2	79	**44	0.8	4.8	73	**55	0.9	6.0	81	*131	0.9	14.4	
1001 HOME IDEAS	927	394	1.5	42.5	132	**107	2.0	11.5	174	**49	0.8	5.3	71	*237	1.7	25.6	1
ORGANIC GARDENING	1430	453	1.8	31.7	99	**47	0.9	3.3	49	**86	1.5	6.0	81	321	2.2	22.4	1
OUTDOOR LIFE	4064	1325	5.2	32.6	101	*263	5.0	6.5	97	333	5.7	8.2	110	729	5.1	17.9	
PARADE MAGAZINE	24538	8338	32.7	34.0	106	1733	32.9	7.1	106	1935	32.9	7.9	106	4669	32.6	19.0	1

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0273
P-22

	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES	79263	25467	100.0	32.1	100	5273	100.0	6.7	100	5887	100.0	7.4	100	14306	100.0	18.0	100
PARENTS	1126	396	1.6	35.2	109	**41	0.8	3.6	55	**67	1.1	6.0	80	*288	2.0	25.6	142
PENTHOUSE	4157	1498	5.9	36.0	112	318	6.0	7.6	115	479	8.1	11.5	155	701	4.9	16.9	93
PEOPLE	7591	2411	9.5	31.8	99	504	9.6	6.6	100	695	11.8	9.2	123	1213	8.5	16.0	89
PLAYBOY	8379	2913	11.4	34.8	108	765	14.5	9.1	137	720	12.2	8.6	116	1429	10.0	17.1	94
POPULAR HOT RODDING	2110	885	3.5	41.9	131	*189	3.6	9.0	135	*250	4.2	11.8	160	445	3.1	21.1	117
POPULAR MECHANICS	4850	1809	7.1	37.3	116	316	6.0	6.5	98	482	8.2	9.9	134	1011	7.1	20.8	115
POPULAR SCIENCE	3397	1146	4.5	33.7	105	*186	3.5	5.5	82	285	4.8	8.4	113	675	4.7	19.9	110
PREVENTION	1720	429	1.7	24.9	78	**92	1.7	5.3	80	*132	2.2	7.7	103	*206	1.4	12.0	66
PSYCHOLOGY TODAY	1344	472	1.9	35.1	109	**69	1.3	5.1	77	**81	1.4	6.0	81	*322	2.3	24.0	133
READER'S DIGEST	16016	5259	20.7	32.8	102	958	18.2	6.0	90	1268	21.5	7.9	107	3033	21.2	18.9	105
REDBOOK	1121	446	1.8	39.8	124	**81	1.5	7.2	109	**130	2.2	11.6	156	*236	1.6	21.1	117
ROAD & TRACK	2161	691	2.7	32.0	100	**160	3.0	7.4	111	*153	2.6	7.1	95	378	2.6	17.5	97
ROLLING STONE	1948	615	2.4	31.6	98	**109	2.1	5.6	84	*198	3.4	10.2	137	308	2.2	15.8	88
RUNNER'S WORLD	899	*367	1.4	40.8	127	**67	1.3	7.5	112	**61	1.0	6.8	91	*239	1.7	26.6	147
SATURDAY EVENING POST	841	313	1.2	37.2	116	**40	0.8	4.8	71	**77	1.3	9.2	123	*196	1.4	23.3	129
SCIENCE 84	841	*199	0.8	23.7	74	**9	0.2	1.1	16	**34	0.6	4.0	54	*156	1.1	18.5	103
SCIENCE DIGEST	1194	325	1.3	27.2	85	**82	1.6	6.9	103	**67	1.1	5.6	76	*176	1.2	14.7	82
SCIENTIFIC AMERICAN	1379	434	1.7	31.5	98	**72	1.4	5.2	78	**77	1.3	5.6	75	*285	2.0	20.7	115
SELF	436	**143	0.6	32.8	102	**15	0.3	3.4	52	**28	0.5	6.4	86	**100	0.7	22.9	127
SEVENTEEN	614	*284	1.1	46.3	144	**3	0.1	0.5	7	**77	1.3	12.5	169	**203	1.4	33.1	183
SKI	910	302	1.2	33.2	103	**61	1.2	6.7	101	**61	1.0	6.7	90	*181	1.3	19.9	110
SMITHSONIAN	2937	922	3.6	31.4	98	*123	2.3	4.2	63	249	4.2	8.5	114	550	3.8	18.7	104
SOAP OPERA DIGEST	545	*249	1.0	45.7	142	**83	1.6	15.2	229	**52	0.9	9.5	128	**114	0.8	20.9	116
SOUTHERN LIVING	2054	691	2.7	33.6	105	**54	1.0	2.6	40	*177	3.0	8.6	116	461	3.2	22.4	124
SPORT	2799	1019	4.0	36.4	113	*282	5.3	10.1	151	*229	3.9	8.2	110	508	3.6	18.1	101
THE SPORTING NEWS	1938	704	2.8	36.3	113	*201	3.8	10.4	156	*166	2.8	8.6	115	337	2.4	17.4	96
SPORTS AFIELD	3125	1141	4.5	36.5	114	*250	4.7	8.0	120	*291	4.9	9.3	125	600	4.2	19.2	106
SPORTS ILLUSTRATED	11159	3575	14.0	32.0	100	906	17.2	8.1	122	750	12.7	6.7	90	1919	13.4	17.2	95
STAR	4095	1435	5.6	35.0	109	361	6.8	8.8	133	447	7.6	10.9	147	627	4.4	15.3	85
SUNDAY	25169	7987	31.4	31.7	99	1611	30.6	6.4	96	1838	31.2	7.3	98	4539	31.7	18.0	100
SUNSET	1294	439	1.7	33.9	106	**60	1.1	4.6	70	**58	1.0	4.5	60	*321	2.2	24.8	137
TV GUIDE	18508	6383	25.1	34.5	107	1442	27.3	7.8	117	1667	28.3	9.0	121	3275	22.9	17.7	98
TENNIS	645	*199	0.8	30.9	96	**15	0.3	2.3	35	**77	1.3	11.9	161	**107	0.7	16.6	92
TIME	12124	3884	15.3	32.0	100	795	15.1	6.6	99	774	13.1	6.4	86	2315	16.2	19.1	106
TOWN & COUNTRY	493	*167	0.7	33.9	105	**24	0.5	4.9	73	**49	0.8	9.9	134	**94	0.7	19.1	106
TRAVEL & LEISURE	1122	363	1.4	32.4	101	**52	1.0	4.6	70	**90	1.5	8.0	108	*221	1.5	19.7	109
TRUE STORY	690	*244	1.0	35.4	110	**30	0.6	4.3	65	**85	1.4	12.3	166	**129	0.9	18.7	104
U.S.NEWS & WORLD REPORT	6571	2124	8.3	32.3	101	307	5.8	4.7	70	536	9.1	8.2	110	1281	9.0	19.5	108
USA TODAY	3120	1112	4.4	35.6	111	*146	2.8	4.7	70	235	4.0	7.5	101	730	5.1	23.4	130
US	1315	452	1.8	34.4	107	**123	2.3	9.4	141	**110	1.9	8.4	113	*218	1.5	16.6	92
VOGUE	632	*180	0.7	28.5	89	**16	0.3	2.5	38	**103	1.7	16.3	219	**61	0.4	9.7	53
WALL STREET JOURNAL	4247	1331	5.2	31.3	98	227	4.3	5.3	80	293	5.0	6.9	93	810	5.7	19.1	106
WEIGHT WATCHERS	398	*124	0.5	31.2	97	**18	0.3	4.5	68	**28	0.5	7.0	95	**79	0.6	19.8	110
WOMAN'S DAY	1139	465	1.8	40.8	127	*174	3.3	15.3	230	**71	1.2	6.2	84	*220	1.5	19.3	107
WORKING MOTHER	*298	**81	0.3	27.2	85	**20	0.4	6.7	101	**10	0.2	3.4	45	**51	0.4	17.1	95
WORKING WOMAN	327	**104	0.4	31.8	99	**16	0.3	4.9	74	**15	0.3	4.6	62	**73	0.5	22.3	124
WORLD TENNIS	397	**125	0.5	31.5	98	**7	0.1	1.8	27	**42	0.7	10.6	142	**77	0.5	19.4	107
ZIFF-DAVIS MAG NETWK (GROSS)	9635	3000	11.8	31.1	97	516	9.8	5.4	81	857	14.6	8.9	120	1628	11.4	16.9	94
BLAIR INSERTS	43762	14399	56.5	32.9	102	2758	52.3	6.3	95	3375	57.3	7.7	104	8266	57.8	18.9	105
DAILY NEWSPAPERS																	
READ ANY	52459	16890	66.3	32.2	100	3368	63.9	6.4	97	3896	66.2	7.4	100	9626	67.3	18.3	102
READ ONE	41891	13182	51.8	31.5	98	2751	52.2	6.6	99	3112	52.9	7.4	100	7319	51.2	17.5	97
READ TWO OR MORE	10568	3708	14.6	35.1	109	616	11.7	5.8	88	784	13.3	7.4	100	2307	16.1	21.8	121
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	17110	67.2	32.9	103	3300	62.6	6.4	96	4010	68.1	7.7	104	9800	68.5	18.9	105
READ ONE	44561	14452	56.7	32.4	101	2859	54.2	6.4	96	3443	58.5	7.7	104	8150	57.0	18.3	101
READ TWO OR MORE	7368	2658	10.4	36.1	112	440	8.3	6.0	90	567	9.6	7.7	104	1651	11.5	22.4	124
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	31.08				25.44				30.82				33.21			
30 DAY REACH	71522	23169	91.0	32.4	101	4740	89.9	6.6	100	5292	89.9	7.4	100	13137	91.8	18.4	102
50 SHWG - 30 DAY AV FREQ	15.55	16.37				13.41				16.24				17.49			
30 DAY REACH	68168	21987	86.3	32.3	100	4491	85.2	6.6	99	5029	85.4	7.4	99	12467	87.1	18.3	101
25 SHWG - 30 DAY AV FREQ	8.43	8.80				7.24				8.74				9.38			
30 DAY REACH	62898	20416	80.2	32.5	101	4147	78.6	6.6	99	4662	79.2	7.4	100	11607	81.1	18.5	102
CABLE TV: HOME WIRED	31664	10988	43.1	34.7	108	2427	46.0	7.7	115	2543	43.2	8.0	108	6018	42.1	19.0	105
HOME NOT WIRED	47599	14478	56.9	30.4	95	2846	54.0	6.0	90	3344	56.8	7.0	95	8289	57.9	17.4	96
HAVE PAY CABLE	17139	6435	25.3	37.5	117	1444	27.4	8.4	127	1527	25.9	8.9	120	3464	24.2	20.2	112

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D IND
TOTAL MALES	79263	25467	100.0	32.1	100	5273	100.0	6.7	100	5887	100.0	7.4	100	14306	100.0	18.0	10
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	16085	63.2	33.8	105	3272	62.1	6.9	103	3709	63.0	7.8	105	9104	63.6	19.1	10
10:00 AM - 3:00 PM	29926	9873	38.8	33.0	103	1991	37.8	6.7	100	2241	38.1	7.5	101	5641	39.4	18.8	10
3:00 PM - 7:00 PM	37666	13040	51.2	34.6	108	2526	47.9	6.7	101	2825	48.0	7.5	101	7689	53.7	20.4	11
7:00 PM - MIDNIGHT	18909	6211	24.4	32.8	102	1306	24.8	6.9	104	1558	26.5	8.2	111	3347	23.4	17.7	9
MIDNIGHT - 6:00 AM	11822	4018	15.8	34.0	106	784	14.9	6.6	100	929	15.8	7.9	106	2305	16.1	19.5	10
6:00 AM - MIDNIGHT	63254	21004	82.5	33.2	103	4291	81.4	6.8	102	4815	81.8	7.6	102	11898	83.2	18.8	10
ENTIRE DAY	64057	21224	83.3	33.1	103	4343	82.4	6.8	102	4887	83.0	7.6	103	11994	83.8	18.7	10
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	5757	22.6	34.7	108	1152	21.8	6.9	104	1324	22.5	8.0	107	3282	22.9	19.8	11
ALL NEWS	3542	1010	4.0	28.5	89	269	5.1	7.6	114	191	3.2	5.4	73	550	3.8	15.5	8
AOR/PROGRESSIVE	7465	2305	9.1	30.9	96	461	8.7	6.2	93	450	7.6	6.0	81	1393	9.7	18.7	10
BEAUTIFUL MUSIC	5061	1731	6.8	34.2	106	259	4.9	5.1	77	501	8.5	9.9	133	971	6.8	19.2	10
BLACK	1914	684	2.7	35.7	111	*221	4.2	11.5	174	*132	2.2	6.9	93	*331	2.3	17.3	9
CLASSICAL	2304	709	2.8	30.8	96	*95	1.8	4.1	62	*199	3.4	8.6	116	416	2.9	18.1	10
CHR/ROCK	10663	3895	15.3	36.5	114	863	16.4	8.1	122	976	16.6	9.2	123	2055	14.4	19.3	10
COUNTRY	13919	4662	18.3	33.5	104	825	15.6	5.9	89	987	16.8	7.1	95	2850	19.9	20.5	11
GOLDEN OLDIES	2040	717	2.8	35.1	109	*181	3.4	8.9	133	**115	2.0	5.6	76	421	2.9	20.6	11
MOR/NOSTALGIA	5105	1564	6.1	30.6	95	285	5.4	5.6	84	386	6.6	7.6	102	893	6.2	17.5	9
NEWS/TALK	4764	1570	6.2	33.0	103	339	6.4	7.1	107	287	4.9	6.0	81	944	6.6	19.8	11
RELIGIOUS	2164	716	2.8	33.1	103	**110	2.1	5.1	76	**182	3.1	8.4	113	424	3.0	19.6	10
SOFT ROCK	623	*199	0.8	31.9	99	**35	0.7	5.6	84	**93	1.6	14.9	201	**71	0.5	11.4	6
URBAN CONTEMPORARY	1331	488	1.9	36.7	114	*182	3.5	13.7	206	**67	1.1	5.0	68	*239	1.7	18.0	9
HIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1166	4.6	36.6	114	*262	5.0	8.2	124	*280	4.8	8.8	118	624	4.4	19.6	10
ABC DIRECTION	2724	975	3.8	35.8	111	*263	5.0	9.7	145	224	3.8	8.2	111	488	3.4	17.9	9
ABC ENTERTAINMENT	5256	1630	6.4	31.0	97	351	6.7	6.7	100	330	5.6	6.3	85	948	6.6	18.0	10
ABC FM	2263	685	2.7	30.3	94	*200	3.8	8.8	133	**132	2.2	5.8	79	353	2.5	15.6	8
ABC INFORMATION	5618	1795	7.0	32.0	99	296	5.6	5.3	79	417	7.1	7.4	100	1082	7.6	19.3	10
ABC ROCK	2857	915	3.6	32.0	100	*206	3.9	7.2	108	*224	3.8	7.8	106	485	3.4	17.0	9
CBS	5953	1860	7.3	31.2	97	353	6.7	5.9	89	372	6.3	6.2	84	1136	7.9	19.1	10
MUTUAL	4979	1656	6.5	33.3	104	354	6.7	7.1	107	440	7.5	8.8	119	862	6.0	17.3	9
NBC	7279	2273	8.9	31.2	97	416	7.9	5.7	86	363	6.2	5.0	67	1494	10.4	20.5	11
RADIORADIO	2389	938	3.7	39.3	122	245	4.6	10.3	154	*151	2.6	6.3	85	542	3.8	22.7	12
RKO ONE	2583	1001	3.9	38.8	121	*187	3.5	7.2	109	*279	4.7	10.8	145	535	3.7	20.7	11
RKO TWO	3674	1131	4.4	30.8	96	261	4.9	7.1	107	223	3.8	6.1	82	647	4.5	17.6	9
THE SOURCE	3514	1197	4.7	34.1	106	262	5.0	7.5	112	*236	4.0	6.7	90	699	4.9	19.9	11
NON-WIRED : BLAIR	9864	3315	13.0	33.6	105	715	13.6	7.2	109	720	12.2	7.3	98	1880	13.1	19.1	10
INTERNET	13522	4372	17.2	32.3	101	903	17.1	6.7	100	844	14.3	6.2	84	2625	18.3	19.4	10
KATZ RADIO GROUP	19321	6523	25.6	33.8	105	1237	23.5	6.4	96	1613	27.4	8.3	112	3674	25.7	19.0	10
SUPERNET	10739	3523	13.8	32.8	102	649	12.3	6.0	91	801	13.6	7.5	100	2074	14.5	19.3	10
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	5106	1664	6.5	32.6	101	319	6.0	6.2	94	433	7.4	8.5	114	913	6.4	17.9	9
MKDAY 9:00 AM - 1:00 PM	5383	1742	6.8	32.4	101	422	8.0	7.8	118	367	6.2	6.8	92	953	6.7	17.7	9
MKDAY 1:00 PM - 4:30 PM	6469	1953	7.7	30.2	94	475	9.0	7.3	110	398	6.8	6.2	83	1080	7.5	16.7	9
MKDAY 4:30 PM - 7:30 PM	19661	6203	24.4	31.5	98	1377	26.1	7.0	105	1451	24.6	7.4	99	3375	23.6	17.2	9
MKDAY 7:30 PM - 8:00 PM	27579	8809	34.6	31.9	99	1880	35.7	6.8	102	2040	34.7	7.4	100	4889	34.2	17.7	9
MKDAY 11:00 PM - 11:30 PM	22964	7525	29.5	32.8	102	1709	32.4	7.4	112	1619	27.5	7.1	95	4197	29.3	18.3	10
MKDAY 11:30 PM - 1:00 AM	8158	2592	10.2	31.8	99	567	10.8	7.0	104	564	9.6	6.9	93	1461	10.2	17.9	9
M-SAT 8-11 PM+SUN 7-11 PM	30140	9895	38.9	32.8	102	2075	39.4	6.9	103	2225	37.8	7.4	99	5595	39.1	18.6	10
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	641	2.5	31.3	97	157	3.0	7.7	115	*128	2.2	6.3	84	356	2.5	17.4	9
ANOTHER WORLD N	1214	320	1.3	26.4	82	*64	1.2	5.3	79	*102	1.7	8.4	113	154	1.1	12.7	7
AS THE WORLD TURNS C	1740	533	2.1	30.6	95	*113	2.1	6.5	98	*59	1.0	3.4	46	361	2.5	20.7	11
CAPITOL C	1016	395	1.6	38.9	121	*74	1.4	7.3	109	**41	0.7	4.0	54	280	2.0	27.6	15
CBS MORN. NEWS 1 C	1203	377	1.5	31.3	98	**65	1.2	5.4	81	*53	0.9	4.4	59	259	1.8	21.5	11
CBS MORN. NEWS 2 C	773	235	0.9	30.4	95	**65	1.2	8.4	126	*50	0.8	6.5	87	120	0.8	15.5	8
DAYS OF OUR LIVES N	1629	441	1.7	27.1	84	*102	1.9	6.3	94	*86	1.5	5.3	71	253	1.8	15.5	8
FACTS OF LIFE - DAYTIME N	961	306	1.2	31.8	99	*72	1.4	7.5	113	**39	0.7	4.1	55	196	1.4	20.4	13
FAMILY FEUD A	1390	480	1.9	34.5	107	*53	1.0	3.8	57	*136	2.3	9.8	132	290	2.0	20.9	13
GENERAL HOSPITAL A	1463	431	1.7	29.5	92	*107	2.0	7.3	110	137	2.3	9.4	126	187	1.3	12.8	7
GOOD MORNING, AMERICA-730 A	1705	561	2.2	32.9	102	*145	2.7	8.5	128	*102	1.7	6.0	81	313	2.2	18.4	10
GOOD MORNING, AMERICA-830 A	889	270	1.1	30.4	95	*57	1.1	6.4	96	**37	0.6	4.2	56	176	1.2	19.8	12
GUIDING LIGHT C	1754	578	2.3	33.0	103	*165	3.1	9.4	141	*71	1.2	4.0	55	342	2.4	19.5	10
ONE LIFE TO LIVE A	1100	297	1.2	27.0	84	*78	1.5	7.1	107	*82	1.4	7.5	100	137	1.0	12.5	6
PRESS YOUR LUCK C	1222	490	1.9	40.1	125	*148	2.8	12.1	182	*112	1.9	9.2	123	229	1.6	18.7	10
PRICE IS RIGHT 1 C	2692	919	3.6	34.1	106	144	2.7	5.3	80	264	4.5	9.8	132	510	3.6	18.9	10
PRICE IS RIGHT 2 C	2764	991	3.9	35.9	112	182	3.5	6.6	99	266	4.5	9.6	130	543	3.8	19.6	10
RYAN'S HOPE A	880	312	1.2	35.5	110	**65	1.2	7.4	111	*66	1.1	7.5	101	*181	1.3	20.6	13
SALE OF THE CENTURY N	926	302	1.2	32.6	102	*61	1.2	6.6	99	**69	1.2	7.5	100	172	1.2	18.6	10
SEARCH FOR TOMORROW N	359	110	0.4	30.6	95	**24	0.5	6.7	100	**22	0.4	6.1	83	*64	0.4	17.8	9
TODAY SHOW 1 N	1890	549	2.2	29.0	90	*46	0.9	2.4	37	187	3.2	9.9	133	316	2.2	16.7	9
TODAY SHOW 2 N	1344	404	1.6	30.1	94	*60	1.1	4.5	67	139	2.4	10.3	139	206	1.4	15.3	8
$25,000 PYRAMID C	1462	617	2.4	42.2	131	200	3.8	13.7	206	*119	2.0	8.1	110	298	2.1	20.4	13
WHEEL OF FORTUNE N	1497	492	1.9	32.9	102	131	2.5	8.8	132	*94	1.6	6.3	85	267	1.9	17.8	9
YOUNG AND THE RESTLESS C	1954	689	2.7	35.3	110	*142	2.7	7.3	109	154	2.6	7.9	106	394	2.8	20.2	13
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	938	3.7	34.0	106	169	3.2	6.1	92	208	3.5	7.5	102	560	3.9	20.3	13
NBA PLAYOFF GAME -1 C	3881	1356	5.3	34.9	109	294	5.6	7.6	114	270	4.6	7.0	94	793	5.5	20.4	13
NBC MAJOR LEAGUE PRE-GAME N	2805	1004	3.9	35.8	111	*205	3.9	7.3	110	*236	4.0	8.4	113	564	3.9	20.1	13
SPORTSWORLD - SUN N	2041	663	2.6	32.5	101	*147	2.8	7.2	108	*94	1.6	4.6	62	421	2.9	20.6	13
SUNDAY MORNING C	2555	808	3.2	31.6	98	*145	2.7	5.7	85	*132	2.2	5.2	70	531	3.7	20.8	13

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(MALES)

0275
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		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL MALES		79263	25467	100.0	32.1	100	5273	100.0	6.7	100	5887	100.0	7.4	100	14306	100.0	18.0	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	7748	30.4	31.9	99	1603	30.4	6.6	99	1872	31.8	7.7	104	4273	29.9	17.6	97
NETWORK AFFILIATES - LATE		17197	5635	22.1	32.8	102	1226	23.3	7.1	107	1214	20.6	7.1	95	3196	22.3	18.6	103
INDEPENDENTS - LATE		2887	987	3.9	34.2	106	194	3.7	6.7	101	294	5.0	10.2	137	499	3.5	17.3	96
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	3667	14.4	32.4	101	691	13.1	6.1	92	943	16.0	8.3	112	2033	14.2	18.0	100
ABC MONDAY NIGHT MOVIE	A	4379	1395	5.5	31.9	99	292	5.5	6.7	100	320	5.4	7.3	98	783	5.5	17.9	99
ABC SUNDAY NIGHT MOVIE	A	9910	3111	12.2	31.4	98	642	12.2	6.5	97	779	13.2	7.9	106	1690	11.8	17.1	94
ABC WORLD NEWS TONIGHT	A	6212	2008	7.9	32.3	101	378	7.2	6.1	91	486	8.3	7.8	105	1143	8.0	18.4	102
AFTERMASH	C	4575	1309	5.1	28.6	89	*272	5.2	5.9	89	*239	4.1	5.2	70	798	5.6	17.4	97
ALICE	C	6777	2379	9.3	35.1	109	566	10.7	8.4	126	484	8.2	7.1	96	1329	9.3	19.6	109
AMERICAN PARADE	C	4868	1472	5.8	30.2	94	322	6.1	6.6	99	292	5.0	6.0	81	857	6.0	17.6	98
BENSON	A	7593	2384	9.4	31.4	98	414	7.9	5.5	82	590	10.0	7.8	105	1381	9.7	18.2	101
BLUE THUNDER	A	6036	1848	7.3	30.6	95	305	5.8	5.1	76	376	6.4	6.2	84	1168	8.2	19.4	107
CAGNEY & LACEY	C	7698	2475	9.7	32.2	100	520	9.9	6.8	102	512	8.7	6.7	90	1443	10.1	18.7	104
CBS EVENING NEWS-DEAN	C	4066	1159	4.6	28.5	89	244	4.6	6.0	90	301	5.1	7.4	100	615	4.3	15.1	84
CBS EVENING NEWS-RATHER	C	8092	2618	10.3	32.4	101	590	11.2	7.3	110	584	9.9	7.2	97	1444	10.1	17.8	99
CBS SAT. NEWS-SCHIEFFER	C	4795	1493	5.9	31.1	97	347	6.6	7.2	109	338	5.7	7.0	95	807	5.6	16.8	93
CBS SATURDAY NIGHT MOVIE	C	6034	1966	7.7	32.6	101	403	7.6	6.7	100	406	6.9	6.7	91	1156	8.1	19.2	106
CBS WEDNESDAY NIGHT MOVIE	C	4993	1601	6.3	32.1	100	292	5.5	5.8	88	436	7.4	8.7	118	873	6.1	17.5	97
CHEERS	N	6976	2453	9.6	35.2	109	446	8.5	6.4	96	588	10.0	8.4	113	1419	9.9	20.3	113
DALLAS	C	13575	4414	17.3	32.5	101	904	17.1	6.7	100	1098	18.7	8.1	109	2412	16.9	17.8	98
DIFF'RENT STROKES	N	3684	1174	4.6	31.9	99	*218	4.1	5.9	89	*283	4.8	7.7	103	672	4.7	18.2	101
DOUBLE TROUBLE	N	4462	1594	6.3	35.7	111	265	5.0	5.9	89	358	6.1	8.0	108	971	6.8	21.8	121
DUCK FACTORY	N	4810	1706	6.7	35.5	110	352	6.7	7.3	110	382	6.5	7.9	107	973	6.8	20.2	112
DUKES OF HAZZARD	C	5951	1884	7.4	31.7	99	389	7.4	6.5	98	426	7.2	7.2	96	1069	7.5	18.0	100
DYNASTY	A	11325	3533	13.9	31.2	97	844	16.0	7.5	112	596	10.1	5.3	71	2093	14.6	18.5	102
FACTS OF LIFE	N	4512	1402	5.5	31.1	97	327	6.2	7.2	109	323	5.5	7.2	96	752	5.3	16.7	92
FALCON CREST	C	9215	3002	11.8	32.6	101	681	12.9	7.4	111	647	11.0	7.0	95	1675	11.7	18.2	101
FALL GUY	A	8604	2949	11.6	34.3	107	603	11.4	7.0	105	716	12.2	8.3	112	1631	11.4	19.0	105
FAMILY TIES	N	4179	1388	5.5	33.2	103	292	5.5	7.0	105	298	5.1	7.1	96	797	5.6	19.1	106
FANTASY ISLAND	A	4781	1694	6.7	35.4	110	357	6.8	7.5	112	367	6.2	7.7	103	970	6.8	20.3	112
FOULUPS,BLEEPS & BLUNDERS	A	6697	2134	8.4	31.9	99	513	9.7	7.7	115	412	7.0	6.2	83	1210	8.5	18.1	100
FOUR SEASONS	C	3873	1142	4.5	29.5	92	*228	4.3	5.9	88	*188	3.2	4.9	65	726	5.1	18.7	104
GIMME A BREAK	N	4310	1403	5.5	32.6	101	260	4.9	6.0	91	338	5.7	7.8	106	805	5.6	18.7	103
HART TO HART	A	5751	1894	7.4	32.9	103	389	7.4	6.8	102	427	7.3	7.4	100	1077	7.5	18.7	104
HILL STREET BLUES	N	8568	2945	11.6	34.4	107	590	11.2	6.9	104	610	10.4	7.1	96	1745	12.2	20.4	113
HOTEL	A	8801	2768	10.9	31.5	98	543	10.3	6.2	93	564	9.6	6.4	86	1661	11.6	18.9	105
JEFFERSONS	C	6978	2318	9.1	33.2	103	556	10.5	8.0	120	472	8.0	6.8	91	1290	9.0	18.5	102
JENNIFER SLEPT HERE	N	3021	925	3.6	30.6	95	*159	3.0	5.3	79	*231	3.9	7.6	103	535	3.7	17.7	98
KATE & ALLIE	C	6811	2203	8.7	32.3	101	444	8.4	6.5	98	462	7.8	6.8	91	1298	9.1	19.1	106
KNIGHT RIDER	N	5256	1891	7.4	36.0	112	433	8.2	8.2	124	374	6.4	7.1	96	1084	7.6	20.6	114
LOVE BOAT	A	7174	2344	9.2	32.7	102	520	9.9	7.2	109	551	9.4	7.7	103	1272	8.9	17.7	98
MAGNUM PI	C	10438	3525	13.8	33.8	105	661	12.5	6.3	95	806	13.7	7.7	104	2058	14.4	19.7	109
MAMA'S FAMILY	N	3488	1316	5.2	37.7	117	250	4.7	7.2	108	253	4.3	7.3	98	814	5.7	23.3	129
MASTER, THE	N	4127	1300	5.1	31.5	98	275	5.2	6.7	100	302	5.1	7.3	99	723	5.1	17.5	97
MATT HOUSTON	A	5978	1912	7.5	32.0	100	372	7.1	6.2	94	436	7.4	7.3	98	1104	7.7	18.5	102
NBC MONDAY NIGHT MOVIE	N	10446	3596	14.1	34.4	107	775	14.7	7.4	112	724	12.3	6.9	93	2096	14.7	20.1	111
NBC NIGHTLY NEWS	N	5571	1660	6.5	29.8	93	298	5.7	5.3	80	394	6.7	7.1	95	968	6.8	17.4	96
NBC NIGHTLY NEWS-SAT	N	3675	1071	4.2	29.1	91	212	4.0	5.8	87	*199	3.4	5.4	73	660	4.6	18.0	100
NBC NIGHTLY NEWS-SUN	N	2905	847	3.3	29.2	91	*184	3.5	6.3	95	*184	3.1	6.3	85	479	3.3	16.5	91
NBC SUNDAY NIGHT MOVIE	N	8352	2726	10.7	32.6	102	547	10.4	6.5	98	584	9.9	7.0	94	1595	11.1	19.1	106
NEWHART	C	6864	2171	8.5	31.6	98	437	8.3	6.4	96	516	8.8	7.5	101	1218	8.5	17.7	98
ONE DAY AT A TIME	C	3866	1168	4.6	30.2	94	*238	4.5	6.2	93	*249	4.2	6.4	87	681	4.8	17.6	98
PEOPLE ARE FUNNY	N	3956	1397	5.5	35.3	110	309	5.9	7.8	117	293	5.0	7.4	100	795	5.6	20.1	111
REAL PEOPLE	N	6305	1905	7.5	30.2	94	396	7.5	6.3	94	472	8.0	7.5	101	1037	7.2	16.4	91
REMINGTON STEELE	N	5884	1962	7.7	33.3	104	421	8.0	7.2	108	407	6.9	6.9	93	1134	7.9	19.3	107
RIPLEY'S BELIEVE IT - NOT	A	5706	1842	7.2	32.3	100	368	7.0	6.4	97	376	6.4	6.6	89	1099	7.7	19.3	107
RIPTIDE	N	6202	2061	8.1	33.2	103	402	7.6	6.5	97	410	7.0	6.6	89	1249	8.7	20.1	112
SCARECROW & MRS. KING	C	6513	2198	8.6	33.7	105	416	7.9	6.4	96	483	8.2	7.4	100	1300	9.1	20.0	111
SIMON & SIMON	C	8593	2790	11.0	32.5	101	592	11.2	6.9	104	578	9.8	6.7	91	1620	11.3	18.9	104
60 MINUTES	C	13342	4139	16.3	31.0	97	904	17.1	6.8	102	927	15.7	6.9	94	2307	16.1	17.3	96
ST. ELSEWHERE	N	6029	2044	8.0	33.9	106	437	8.3	7.2	109	418	7.1	6.9	93	1188	8.3	19.7	109
THREE'S COMPANY	A	8565	2702	10.6	31.5	98	572	10.8	6.7	100	550	9.3	6.4	86	1580	11.0	18.4	102
T.J. HOOKER	A	7400	2411	9.5	32.6	101	494	9.4	6.7	100	691	11.7	9.3	126	1226	8.6	16.6	92
TONIGHT SHOW	N	2433	708	2.8	29.1	91	146	2.8	6.0	90	169	2.9	6.9	94	394	2.8	16.2	90
TRAPPER JOHN, M.D.	C	5958	1947	7.6	32.7	102	405	7.7	6.8	102	478	8.1	8.0	108	1064	7.4	17.9	99
TV BLOOPERS & PRAC. JOKES	N	9086	2884	11.3	31.7	99	541	10.3	6.0	90	682	11.6	7.5	101	1662	11.6	18.3	101
20/20	A	8306	2654	10.4	32.0	99	464	8.8	5.6	84	628	10.7	7.6	102	1562	10.9	18.8	104
WEBSTER	A	6788	2174	8.5	32.0	100	360	6.8	5.3	80	522	8.9	7.7	104	1292	9.0	19.0	105
WORLD NEWS - SUN	A	2036	676	2.7	33.2	103	*143	2.7	7.0	106	*180	3.1	8.8	119	353	2.5	17.3	96
YELLOW ROSE	N	3174	999	3.9	31.5	98	*200	3.8	6.3	95	*246	4.2	7.8	104	553	3.9	17.4	97
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	6361	25.0	39.0	121	1231	23.3	7.5	113	1403	23.8	8.6	116	3727	26.1	22.9	127
BASKETBALL - COLLEGE GAMES		10054	3934	15.4	39.1	122	921	17.5	9.2	138	795	13.5	7.9	106	2218	15.5	22.1	122
BASKETBALL - PRO GAMES		8248	2991	11.7	36.3	113	692	13.1	8.4	126	595	10.1	7.2	97	1704	11.9	20.7	114
BOWLING		5356	1770	7.0	33.0	103	*473	9.0	8.8	133	*406	6.9	7.6	102	891	6.2	16.6	92
BOXING		11255	3991	15.7	35.5	110	809	15.3	7.2	108	1122	19.1	10.0	134	2061	14.4	18.3	101
FOOTBALL - COLLEGE GAMES		14647	5712	22.4	39.0	121	1016	19.3	6.9	104	1214	20.6	8.3	112	3483	24.3	23.8	132
FOOTBALL - PRO GAMES		23581	9000	35.3	38.2	119	1676	31.8	7.1	107	2008	34.1	8.5	115	5316	37.2	22.5	125
GOLF		6145	2379	9.3	38.7	120	*379	7.2	6.2	93	453	7.7	7.4	99	1547	10.8	25.2	139
POST-SEASON COLL. FOOTBALL		12828	5028	19.7	39.2	122	922	17.5	7.2	108	1034	17.6	8.1	109	3073	21.5	24.0	133
POST-SEASON PRO FOOTBALL		15397	5949	23.4	38.6	120	1055	20.0	6.9	103	1121	19.0	7.3	98	3773	26.4	24.5	136
TENNIS		3483	1326	5.2	38.1	118	*246	4.7	7.1	106	*360	6.1	10.3	139	720	5.0	20.7	115
WRESTLING - PROFESSIONAL		6023	2687	10.6	44.6	139	679	12.9	11.3	169	735	12.5	12.2	164	1273	8.9	21.1	117

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL FEMALES	88464	31179	100.0	35.2	100	5819	100.0	6.6	100	6425	100.0	7.3	100	18936	100.0	21.4	100
FEMALE HOMEMAKERS	80986	28199	90.4	34.8	99	5228	89.8	6.5	98	5747	89.4	7.1	98	17224	91.0	21.3	99
EMPLOYED MOTHERS	18702	7267	23.3	38.9	110	1278	22.0	6.8	104	1210	18.8	6.5	89	4780	25.2	25.6	119
18 - 24	14726	5801	18.6	39.4	112	1152	19.8	7.8	119	1248	19.4	8.5	117	3402	18.0	23.1	108
25 - 34	20202	7770	24.9	38.5	109	1240	21.3	6.1	93	1461	22.7	7.2	100	5069	26.8	25.1	117
35 - 44	14781	5795	18.6	39.2	111	1004	17.3	6.8	103	1271	19.8	8.6	118	3520	18.6	23.8	111
45 - 54	11449	4133	13.3	36.1	102	711	12.2	6.2	94	893	13.9	7.8	107	2529	13.4	22.1	103
55 - 64	11846	4122	13.2	34.8	99	891	15.3	7.5	114	741	11.5	6.3	86	2490	13.1	21.0	98
65 OR OLDER	15459	3557	11.4	23.0	65	821	14.1	5.3	81	811	12.6	5.2	72	1925	10.2	12.5	58
18 - 34	34928	13572	43.5	38.9	110	2392	41.1	6.8	104	2709	42.2	7.8	107	8471	44.7	24.3	113
18 - 49	55154	21462	68.8	38.9	110	3725	64.0	6.8	103	4457	69.4	8.1	111	13281	70.1	24.1	112
25 - 54	46433	17698	56.8	38.1	108	2955	50.8	6.4	97	3625	56.4	7.8	107	11119	58.7	23.9	112
35 - 49	20226	7891	25.3	39.0	111	1333	22.9	6.6	100	1748	27.2	8.6	119	4810	25.4	23.8	111
50 OR OLDER	33310	9717	31.2	29.2	83	2094	36.0	6.3	96	1968	30.6	5.9	81	5655	29.9	17.0	79
GRADUATED COLLEGE	12110	4011	12.9	33.1	94	596	10.2	4.9	75	752	11.7	6.2	86	2664	14.1	22.0	103
ATTENDED COLLEGE	15309	5802	18.6	37.9	108	708	12.2	4.6	70	1152	17.9	7.5	104	3942	20.8	25.7	120
GRADUATED HIGH SCHOOL	36912	14074	45.1	38.1	108	2450	42.1	6.6	101	2716	42.3	7.4	101	8908	47.0	24.1	113
DID NOT GRADUATE HIGH SCHOOL	24134	7293	23.4	30.2	86	2066	35.5	8.6	130	1805	28.1	7.5	103	3423	18.1	14.2	66
EMPLOYED FULL-TIME	35457	12389	39.7	34.9	99	2188	37.6	6.2	94	2208	34.4	6.2	86	7992	42.2	22.5	105
EMPLOYED PART-TIME	8514	3228	10.4	37.9	108	*488	8.4	5.7	87	*667	10.4	7.8	108	2073	10.9	24.3	114
NOT EMPLOYED	44494	15562	49.9	35.0	99	3143	54.0	7.1	107	3549	55.2	8.0	110	8870	46.8	19.9	93
PROFESSIONAL/MANAGER	10811	3711	11.9	34.3	97	*626	10.8	5.8	88	*528	8.2	4.9	67	2556	13.5	23.6	110
TECH/CLERICAL/SALES	19640	7450	23.9	37.9	108	1226	21.1	6.2	95	1517	23.6	7.7	106	4707	24.9	24.0	112
PRECISION/CRAFT	1023	*283	0.9	27.7	78	**10	0.2	1.0	15	**65	1.0	6.4	87	**208	1.1	20.3	95
OTHER EMPLOYED	12498	4173	13.4	33.4	95	814	14.0	6.5	99	765	11.9	6.1	84	2594	13.7	20.8	97
SINGLE	15995	6051	19.4	37.8	107	1246	21.4	7.8	118	1387	21.6	8.7	119	3418	18.1	21.4	100
MARRIED	51689	19369	62.1	37.5	106	3441	59.1	6.7	101	3930	61.2	7.6	105	11998	63.4	23.2	108
DIVORCED/SEPARATED/WIDOWED	20780	5760	18.5	27.7	79	1132	19.5	5.4	83	1108	17.2	5.3	73	3520	18.6	16.9	79
PARENTS	33922	13972	44.8	41.2	117	2406	41.3	7.1	108	2918	45.4	8.6	118	8649	45.7	25.5	119
WHITE	76422	27018	86.7	35.4	100	4785	82.2	6.3	95	5450	84.8	7.1	98	16783	88.6	22.0	103
BLACK	10066	3563	11.4	35.4	100	907	15.6	9.0	137	828	12.9	8.2	113	1828	9.7	18.2	85
OTHER	1976	*598	1.9	30.3	86	**127	2.2	6.4	98	**146	2.3	7.4	102	**325	1.7	16.4	77
NORTHEAST-CENSUS	19803	6795	21.8	34.3	97	1879	32.3	9.5	144	1408	21.9	7.1	98	3508	18.5	17.7	83
NORTH CENTRAL	22181	8612	27.6	38.8	110	1433	24.6	6.5	98	1791	27.9	8.1	111	5388	28.5	24.3	113
SOUTH	30082	10678	34.2	35.5	101	1779	30.6	5.9	90	2430	37.8	8.1	111	6469	34.2	21.5	100
WEST	16398	5095	16.3	31.1	88	729	12.5	4.4	68	796	12.4	4.9	67	3571	18.9	21.8	102
NORTHEAST-MKTG.	20163	6747	21.6	33.5	95	1764	30.3	8.7	133	1514	23.6	7.5	103	3469	18.3	17.2	80
EAST CENTRAL	13054	4822	15.5	36.9	105	1086	18.7	8.3	126	849	13.2	6.5	90	2887	15.2	22.1	103
WEST CENTRAL	14993	5906	18.9	39.4	112	785	13.5	5.2	80	1276	19.9	8.5	117	3845	20.3	25.6	120
SOUTH	25785	9364	30.0	36.3	103	1509	25.9	5.9	89	2104	32.7	8.2	112	5751	30.4	22.3	104
PACIFIC	14470	4341	13.9	30.0	85	*675	11.6	4.7	71	681	10.6	4.7	65	2984	15.8	20.6	96
COUNTY SIZE A	36705	12341	39.6	33.6	95	2605	44.8	7.1	108	2640	41.1	7.2	99	7096	37.5	19.3	90
COUNTY SIZE B	26819	9783	31.4	36.5	103	1833	31.5	6.8	104	1945	30.3	7.3	100	6005	31.7	22.4	105
COUNTY SIZE C	13597	5013	16.1	36.9	105	798	13.7	5.9	89	1010	15.7	7.4	102	3206	16.9	23.6	110
COUNTY SIZE D	11344	4042	13.0	35.6	101	584	10.0	5.1	78	829	12.9	7.3	101	2629	13.9	23.2	108
METRO CENTRAL CITY	26825	9667	31.0	36.0	102	2255	38.8	8.4	128	1954	30.4	7.3	100	5458	28.8	20.3	95
METRO SUBURBAN	39912	14038	45.0	35.2	100	2347	40.3	5.9	89	2992	46.6	7.5	103	8699	45.9	21.8	102
NON METRO	21728	7474	24.0	34.4	98	1218	20.9	5.6	85	1478	23.0	6.8	94	4779	25.2	22.0	103
TOP 5 ADI'S	20847	7045	22.6	33.8	96	1763	30.3	8.5	129	1384	21.5	6.6	91	3898	20.6	18.7	87
TOP 10 ADI'S	28719	9275	29.7	32.3	92	1997	34.3	7.0	106	2105	32.8	7.3	101	5172	27.3	18.0	84
TOP 20 ADI'S	40904	13613	43.7	33.3	94	2653	45.6	6.5	99	2940	45.8	7.2	99	8020	42.4	19.6	92
HSHLD INC. $50,000 OR MORE	7931	2684	8.6	33.8	96	**329	5.7	4.1	63	*569	8.9	7.2	99	1786	9.4	22.5	105
$40,000 OR MORE	15233	5399	17.3	35.4	101	910	15.6	6.0	91	1085	16.9	7.1	98	3405	18.0	22.4	104
$30,000 OR MORE	28333	10784	34.6	38.1	108	1750	30.1	6.2	94	2140	33.3	7.6	104	6895	36.4	24.3	114
$25,000 OR MORE	36417	13767	44.2	37.8	107	2171	37.3	6.0	91	2719	42.3	7.5	103	8877	46.9	24.4	114
$20,000 - $24,999	9943	3340	10.7	33.6	95	*501	8.6	5.0	77	554	8.6	5.6	77	2285	12.1	23.0	107
$15,000 - $19,999	9211	3400	10.9	36.9	105	522	9.0	5.7	86	639	9.9	6.9	96	2238	11.8	24.3	114
$10,000 - $14,999	13477	4761	15.3	35.3	100	1075	18.5	8.0	121	943	14.7	7.0	96	2743	14.5	20.4	95
UNDER $10,000	19418	5912	19.0	30.4	86	1550	26.6	8.0	121	1569	24.4	8.1	111	2793	14.7	14.4	67
HOUSEHOLD OF 1 PERSON	11987	2992	9.6	25.0	71	621	10.7	5.2	79	565	8.8	4.7	65	1806	9.5	15.1	70
2 PEOPLE	27046	8575	27.5	31.7	90	1711	29.4	6.3	96	1724	26.8	6.4	88	5140	27.1	19.0	89
3 OR 4 PEOPLE	34251	13532	43.4	39.5	112	2257	38.8	6.6	100	2756	42.9	8.0	111	8519	45.0	24.9	116
5 OR MORE PEOPLE	15180	6081	19.5	40.1	114	1231	21.2	8.1	123	1379	21.5	9.1	125	3471	18.3	22.9	107
NO CHILD IN HSHLD	49819	15485	49.7	31.1	88	2999	51.5	6.0	92	3266	50.8	6.6	90	9219	48.7	18.5	86
CHILD(REN) UNDER 2 YRS	6045	2643	8.5	43.7	124	*436	7.5	7.2	110	668	10.4	11.1	152	1539	8.1	25.5	119
2 - 5 YEARS	15233	6174	19.8	40.5	115	1075	18.5	7.1	107	1334	20.8	8.8	121	3765	19.9	24.7	115
6 - 11 YEARS	16260	7013	22.5	43.1	122	1342	23.1	8.3	125	1434	22.3	8.8	121	4237	22.4	26.1	122
12 - 17 YEARS	19173	7717	24.8	40.2	114	1443	24.8	7.5	114	1526	23.8	8.0	110	4748	25.1	24.8	116
RESIDENCE OWNED	61371	21910	70.3	35.7	101	3560	61.2	5.8	88	4442	69.1	7.2	100	13908	73.4	22.7	106
VALUE: $50,000 OR MORE	35355	12934	41.5	36.6	104	1962	33.7	5.5	84	2501	38.9	7.1	97	8472	44.7	24.0	112
VALUE: UNDER $50,000	26016	8976	28.8	34.5	98	1598	27.5	6.1	93	1941	30.2	7.5	103	5436	28.7	20.9	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY FOUR OR MORE B % DOWN	HEAVY FOUR OR MORE C % ACROSS	HEAVY FOUR OR MORE D INDX	MEDIUM TWO-THREE A '000	MEDIUM TWO-THREE B % DOWN	MEDIUM TWO-THREE C % ACROSS	MEDIUM TWO-THREE D INDX	LIGHT ONE OR LESS A '000	LIGHT ONE OR LESS B % DOWN	LIGHT ONE OR LESS C % ACROSS	LIGHT ONE OR LESS D INDX
TOTAL FEMALES		88464	31179	100.0	35.2	100	5819	100.0	6.6	100	6425	100.0	7.3	100	18936	100.0	21.4	100
MAGAZINES	QUINTILE 1	17988	7265	23.3	40.4	115	1303	22.4	7.2	110	1489	23.2	8.3	114	4474	23.6	24.9	116
	QUINTILE 2	19446	7484	24.0	38.5	109	1377	23.7	7.1	108	1572	24.5	8.1	111	4536	24.0	23.3	109
	QUINTILE 3	14626	4833	15.5	33.0	94	859	14.8	5.9	89	1002	15.6	6.9	94	2972	15.7	20.3	95
	QUINTILE 4	16014	5653	18.1	35.3	100	1048	18.0	6.5	99	996	15.5	6.2	86	3609	19.1	22.5	105
	QUINTILE 5	20389	5944	19.1	29.2	83	1233	21.2	6.0	92	1366	21.3	6.7	92	3345	17.7	16.4	77
NEWSPAPERS	QUINTILE 1	13830	4886	15.7	35.3	100	971	16.7	7.0	107	1047	16.3	7.6	104	2869	15.2	20.7	97
	QUINTILE 2	26350	9530	30.6	36.2	103	1701	29.2	6.5	98	2046	31.8	7.8	107	5783	30.5	21.9	103
	QUINTILE 3	12415	4710	15.1	37.9	108	860	14.8	6.9	105	837	13.0	6.7	93	3013	15.9	24.3	113
	QUINTILE 4	21911	7795	25.0	35.6	101	1349	23.2	6.2	94	1575	24.5	7.2	99	4872	25.7	22.2	104
	QUINTILE 5	13960	4258	13.7	30.5	87	939	16.1	6.7	102	920	14.3	6.6	91	2399	12.7	17.2	80
OUTDOOR	QUINTILE 1	16810	6348	20.4	37.8	107	984	16.9	5.9	89	1296	20.2	7.7	106	4069	21.5	24.2	113
	QUINTILE 2	17101	6425	20.6	37.6	107	1073	18.4	6.3	95	1553	24.2	9.1	125	3800	20.1	22.2	104
	QUINTILE 3	17579	6307	20.2	35.9	102	1126	19.4	6.4	97	1261	19.6	7.2	99	3920	20.7	22.3	104
	QUINTILE 4	18343	6413	20.6	35.0	99	1418	24.4	7.7	118	1140	17.7	6.2	86	3856	20.4	21.0	98
	QUINTILE 5	18631	5687	18.2	30.5	87	1219	20.9	6.5	99	1176	18.3	6.3	87	3292	17.4	17.7	83
RADIO-DRIVE TIME	QUINTILE 1	17390	6176	19.8	35.5	101	1235	21.2	7.1	108	1293	20.1	7.4	102	3648	19.3	21.0	98
	QUINTILE 2	16591	6102	19.6	36.8	104	1137	19.5	6.9	104	1172	18.2	7.1	97	3793	20.0	22.9	107
	QUINTILE 3	16910	6386	20.5	37.8	107	1186	20.4	7.0	107	1399	21.8	8.3	114	3800	20.1	22.5	105
	QUINTILE 4	18002	6192	19.9	34.4	98	1100	18.9	6.1	93	1296	20.2	7.2	99	3796	20.0	21.1	99
	QUINTILE 5	19572	6324	20.3	32.3	92	1161	20.0	5.9	90	1264	19.7	6.5	89	3898	20.6	19.9	93
RADIO-MID-DAY	TERCILE 1	23248	8560	27.5	36.8	104	1688	29.0	7.3	110	1646	25.6	7.1	97	5226	27.6	22.5	105
	TERCILE 2	23667	8563	27.5	36.2	103	1423	24.5	6.0	91	1908	29.7	8.1	111	5232	27.6	22.1	103
	TERCILE 3	41549	14057	45.1	33.8	96	2709	46.6	6.5	99	2870	44.7	6.9	95	8478	44.8	20.4	95
RADIO-TOTAL	QUINTILE 1	17786	6496	20.8	36.5	104	1235	21.2	6.9	106	1493	23.2	8.4	116	3768	19.9	21.2	99
	QUINTILE 2	17316	6438	20.6	37.2	105	1254	21.6	7.2	110	1102	17.2	6.4	88	4082	21.6	23.6	110
	QUINTILE 3	18428	6433	20.6	34.9	99	1195	20.5	6.5	99	1286	20.0	7.0	96	3953	20.9	21.5	100
	QUINTILE 4	17669	6343	20.3	35.9	102	1135	19.5	6.4	98	1478	23.0	8.4	115	3730	19.7	21.1	99
	QUINTILE 5	17265	5470	17.5	31.7	90	1002	17.2	5.8	88	1066	16.6	6.2	85	3402	18.0	19.7	92
TV-PRIME TIME	QUINTILE 1	17416	6178	19.8	35.5	101	1296	22.3	7.4	113	1165	18.1	6.7	92	3716	19.6	21.3	100
	QUINTILE 2	17413	6369	20.4	36.6	104	1477	25.4	8.5	129	1515	23.6	8.7	120	3377	17.8	19.4	91
	QUINTILE 3	17943	6449	20.7	35.9	102	1024	17.6	5.7	87	1431	22.3	8.0	110	3994	21.1	22.3	104
	QUINTILE 4	18442	6273	20.1	34.0	97	1001	17.2	5.4	83	1280	19.9	6.9	96	3992	21.1	21.6	101
	QUINTILE 5	17250	5911	19.0	34.3	97	1021	17.5	5.9	90	1033	16.1	6.0	82	3857	20.4	22.4	104
TV-DAYTIME	TERCILE 1	29966	10797	34.6	36.0	102	2198	37.8	7.3	112	2302	35.8	7.7	106	6296	33.2	21.0	98
	TERCILE 2	29480	10319	33.1	35.0	99	1914	32.9	6.5	99	2332	36.3	7.9	109	6073	32.1	20.6	96
	TERCILE 3	29018	10064	32.3	34.7	98	1707	29.3	5.9	89	1790	27.9	6.2	85	6567	34.7	22.6	106
TV-TOTAL	QUINTILE 1	17740	6092	19.5	34.3	97	1473	25.3	8.3	126	1190	18.5	6.7	92	3430	18.1	19.3	90
	QUINTILE 2	17674	6219	19.9	35.2	100	1250	21.5	7.1	108	1290	20.1	7.3	100	3678	19.4	20.8	97
	QUINTILE 3	17730	6405	20.5	36.1	102	1220	21.0	6.9	105	1500	23.3	8.5	116	3686	19.5	20.8	97
	QUINTILE 4	17563	6341	20.3	36.1	102	969	16.7	5.5	84	1430	22.3	8.1	112	3942	20.8	22.4	105
	QUINTILE 5	17757	6123	19.6	34.5	98	908	15.6	5.1	78	1016	15.8	5.7	79	4199	22.2	23.6	110
MAGAZINES-NEWSPAPERS: DUAL		23278	8809	28.3	37.8	107	1715	29.5	7.4	112	1964	30.6	8.4	116	5131	27.1	22.0	103
MAGAZINE IMPERATIVE		21634	8331	26.7	38.5	109	1394	24.0	6.4	98	1599	24.9	7.4	102	5338	28.2	24.7	115
NEWSPAPER IMPERATIVE		23455	7962	25.5	33.9	96	1424	24.5	6.1	92	1643	25.6	7.0	96	4895	25.9	20.9	97
MAGAZINES-OUTDOOR: DUAL		17482	6792	21.8	38.9	110	880	15.1	5.0	77	1530	23.8	8.8	121	4382	23.1	25.1	117
MAGAZINE IMPERATIVE		28830	10549	33.8	36.6	104	2250	38.7	7.8	119	2086	32.5	7.2	100	6213	32.8	21.6	101
OUTDOOR IMPERATIVE		26119	9085	29.1	34.8	99	1604	27.6	6.1	93	2055	32.0	7.9	108	5426	28.7	20.8	97
MAGAZINES-RADIO: DUAL		20162	7666	24.6	38.0	108	1428	24.5	7.1	108	1700	26.5	8.4	116	4538	24.0	22.5	105
MAGAZINE IMPERATIVE		26292	9912	31.8	37.7	107	1685	29.0	6.4	97	2013	31.3	7.7	105	6214	32.8	23.6	110
RADIO IMPERATIVE		25308	8428	27.0	33.3	94	1655	28.4	6.5	99	1568	24.4	6.2	85	5205	27.5	20.6	96
MAGAZINES-TELEVISION: DUAL		17312	6787	21.8	39.2	111	1375	23.6	7.9	121	1460	22.7	8.4	116	3952	20.9	22.8	107
MAGAZINE IMPERATIVE		29099	11053	35.5	38.0	108	1707	29.3	5.9	89	2339	36.4	8.0	111	7007	37.0	24.1	112
TELEVISION IMPERATIVE		27505	8656	27.8	31.5	89	1898	32.6	6.9	105	1791	27.9	6.5	90	4967	26.2	18.1	84
NEWSPAPERS-OUTDOOR: DUAL		18628	7356	23.6	39.5	112	1256	21.6	6.7	103	1446	22.5	7.8	107	4655	24.6	25.0	117
NEWSPAPER IMPERATIVE		29178	9978	32.0	34.2	97	2057	35.3	7.0	107	2105	32.8	7.2	99	5816	30.7	19.9	93
OUTDOOR IMPERATIVE		25260	9048	29.0	35.8	102	1461	25.1	5.8	88	1962	30.5	7.8	107	5625	29.7	22.3	104
NEWSPAPERS-RADIO: DUAL		19246	7256	23.3	37.7	107	1423	24.5	7.4	112	1583	24.6	8.2	113	4251	22.4	22.1	103
NEWSPAPER IMPERATIVE		28155	9843	31.6	35.0	99	1729	29.7	6.1	93	2048	31.9	7.3	100	6066	32.0	21.5	101
RADIO IMPERATIVE		25308	8881	28.5	35.1	100	1621	27.9	6.4	97	1663	25.9	6.6	90	5597	29.6	22.1	103
NEWSPAPERS-TELEVISION: DUAL		18615	6656	21.3	35.8	101	1443	24.8	7.8	118	1235	19.2	6.6	91	3978	21.0	21.4	100
NEWSPAPER IMPERATIVE		29207	10733	34.4	36.7	104	1761	30.3	6.0	92	2310	36.0	7.9	109	6661	35.2	22.8	107
TELEVISION IMPERATIVE		25472	8758	28.1	34.4	98	1852	31.8	7.3	111	1945	30.3	7.6	105	4961	26.2	19.5	91
OUTDOOR-RADIO: DUAL		17292	6567	21.1	38.0	108	1136	19.5	6.6	100	1494	23.3	8.6	119	3938	20.8	22.8	106
OUTDOOR IMPERATIVE		26915	9811	31.5	36.5	103	1580	27.2	5.9	89	2188	34.1	8.1	112	6042	31.9	22.4	105
RADIO IMPERATIVE		28938	9919	31.8	34.3	97	2135	36.7	7.4	112	1821	28.3	6.3	87	5964	31.5	20.6	96
OUTDOOR-TELEVISION: DUAL		16112	6271	20.1	38.9	110	1216	20.9	7.5	115	1334	20.8	8.3	114	3721	19.7	23.1	108
OUTDOOR IMPERATIVE		28228	10178	32.6	36.1	102	1468	25.2	5.2	79	2186	34.0	7.7	107	6524	34.5	23.1	108
TELEVISION IMPERATIVE		30024	9840	31.6	32.8	93	2341	40.2	7.8	119	1952	30.4	6.5	90	5546	29.3	18.5	86
RADIO-TELEVISION: DUAL		17803	6389	20.5	35.9	102	1486	25.5	8.3	127	1235	19.2	6.9	96	3668	19.4	20.6	96
RADIO IMPERATIVE		28338	10524	33.8	37.1	105	1685	29.0	5.9	90	2099	32.7	7.4	102	6740	35.6	23.8	111
TELEVISION IMPERATIVE		28445	9627	30.9	33.8	96	1951	33.5	6.9	104	2091	32.5	7.4	101	5586	29.5	19.6	92

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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	TOTAL U.S. '000	EAT HEAVY FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	31179	100.0	35.2	100	5819	100.0	6.6	100	6425	100.0	7.3	100	18936	100.0	21.4	100
ATLANTIC MONTHLY	415	*95	0.3	22.9	65	**19	0.3	4.6	70	**3	0.0	0.7	10	**73	0.4	17.6	82
BARRON'S	522	**156	0.5	29.9	85	**28	0.5	5.4	82	**16	0.2	3.1	42	**113	0.6	21.6	101
BETTER HOMES & GARDENS	17429	6973	22.4	40.0	114	1395	24.0	8.0	122	1294	20.1	7.4	102	4285	22.6	24.6	115
BON APPETIT	2772	950	3.0	34.3	97	**124	2.1	4.5	68	**130	2.0	4.7	65	696	3.7	25.1	117
BUSINESS WEEK	1469	538	1.7	36.6	104	**135	2.3	9.2	140	**128	2.0	8.7	120	*275	1.5	18.7	87
CAR AND DRIVER	397	**143	0.5	36.0	102	**37	0.6	9.3	142	**25	0.4	6.3	87	**81	0.4	20.4	95
CBS MAGAZINE NETWORK (GROSS)	1633	743	2.4	45.5	129	**126	2.2	7.7	117	**113	1.8	6.9	95	503	2.7	30.8	144
CHANGING TIMES	1554	565	1.8	36.4	103	**83	1.4	5.3	81	**104	1.6	6.7	92	378	2.0	24.3	114
COLONIAL HOMES	1304	471	1.5	36.1	102	**38	0.7	2.9	44	**133	2.1	10.2	140	299	1.6	22.9	107
CONDE NAST MAG. PKG. (GROSS)	17858	7213	23.1	40.4	115	1214	20.9	6.8	103	1447	22.5	8.1	112	4552	24.0	25.5	119
CONSUMERS DIGEST	1406	632	2.0	45.0	128	**120	2.1	8.5	130	**77	1.2	5.5	75	436	2.3	31.0	145
COSMOPOLITAN	8815	3335	10.7	37.8	107	738	12.7	8.4	127	700	10.9	7.9	109	1897	10.0	21.5	101
COUNTRY LIVING	2636	1008	3.2	38.2	108	**91	1.6	3.5	52	*296	4.6	11.2	155	621	3.3	23.6	110
CUISINE	1554	509	1.6	32.8	93	**69	1.2	4.4	68	**88	1.4	5.7	78	351	1.9	22.6	106
CYCLE WORLD	469	*226	0.7	48.2	137	**53	0.9	11.3	172	**42	0.7	9.0	123	**131	0.7	27.9	130
DCI:CREATIVE IDEAS FOR LIV	2631	1084	3.5	41.2	117	*218	3.7	8.3	126	*209	3.3	7.9	109	656	3.5	24.9	116
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2778	8.9	39.3	112	454	7.8	6.4	98	517	8.0	7.3	101	1807	9.5	25.6	119
DISCOVER	998	340	1.1	34.1	97	**23	0.4	2.3	35	**100	1.6	10.0	138	*217	1.1	21.7	102
EBONY	4289	1673	5.4	39.0	111	385	6.6	9.0	136	366	5.7	8.5	117	922	4.9	21.5	100
ESQUIRE	1176	450	1.4	38.3	109	**86	1.5	7.3	111	*169	2.6	14.4	198	*195	1.0	16.6	77
ESSENCE	2392	1107	3.6	46.3	131	*177	3.0	7.4	112	*299	4.7	12.5	172	630	3.3	26.3	123
FAMILY CIRCLE	17209	6785	21.8	39.4	112	1243	21.4	7.2	110	1486	23.1	8.6	119	4056	21.4	23.6	110
THE FAMILY HANDYMAN	1184	570	1.8	48.1	137	**94	1.6	7.9	121	**65	1.0	5.5	76	412	2.2	34.8	163
FAMILY WEEKLY	12391	4692	15.0	37.9	107	793	13.6	6.4	97	952	14.8	7.7	106	2948	15.6	23.8	111
FIELD & STREAM	2438	1028	3.3	42.2	120	*209	3.6	8.6	130	*234	3.6	9.6	132	585	3.1	24.0	112
FOOD & WINE	614	*258	0.8	42.0	119	**36	0.6	5.9	89	**50	0.8	8.1	112	*172	0.9	28.0	131
FORBES	813	*209	0.7	25.7	73	**18	0.3	2.2	34	**48	0.7	5.9	81	*142	0.7	17.5	82
FORTUNE	1083	340	1.1	31.4	89	**75	1.3	6.9	105	**69	1.1	6.4	88	*197	1.0	18.2	85
GENTLEMEN'S QUARTERLY	1197	469	1.5	39.2	111	**109	1.9	9.1	138	**182	2.8	15.2	209	*177	0.9	14.8	69
GLAMOUR	6625	2826	9.1	42.7	121	480	8.2	7.2	110	554	8.6	8.4	115	1791	9.5	27.0	126
GOLF DIGEST	707	*230	0.7	32.5	92	**42	0.7	5.9	90	**45	0.7	6.4	88	*142	0.7	20.1	94
GOLF DIGEST/TENNIS (GROSS)	1316	459	1.5	34.9	99	**77	1.3	5.9	89	**110	1.7	8.4	115	*272	1.4	20.7	97
GOLF MAGAZINE	469	**164	0.5	35.0	99	**26	0.4	5.5	84	**15	0.2	3.2	44	**123	0.6	26.2	123
GOLF MAGAZINE/SKI (GROSS)	1060	401	1.3	37.8	107	**76	1.3	7.2	109	**61	0.9	5.8	79	*265	1.4	25.0	117
GOOD HOUSEKEEPING	17784	6934	22.2	39.0	111	1104	19.0	6.2	94	1351	21.0	7.6	105	4479	23.7	25.2	118
HARPER'S BAZAAR	2931	1048	3.4	35.8	101	*181	3.1	6.2	94	*269	4.2	9.2	126	599	3.2	20.4	95
HEALTH	2199	904	2.9	41.1	117	*160	2.7	7.3	111	*191	3.0	8.7	120	554	2.9	25.2	118
HEARST MAG CORP. BUY (GROSS)	49148	18951	60.8	38.6	109	3160	54.3	6.4	98	4033	62.8	8.2	113	11758	62.1	23.9	112
HEARST MAN POWER (GROSS)	2113	791	2.5	37.4	106	**113	1.9	5.3	81	*153	2.4	7.2	100	525	2.8	24.8	116
HEARST WOMAN POWER (GROSS)	35062	13748	44.1	39.2	111	2436	41.9	6.9	106	2659	41.4	7.6	104	8653	45.7	24.7	115
HOUSE BEAUTIFUL	3865	1482	4.8	38.3	109	*239	4.1	6.2	94	425	6.6	11.0	151	817	4.3	21.1	99
INC.	315	**127	0.4	40.3	114	**17	0.3	5.4	82	**17	0.3	5.4	74	**94	0.5	29.8	139
JET	3690	1455	4.7	39.4	112	325	5.6	8.8	134	364	5.7	9.9	136	767	4.1	20.8	97
LADIES' HOME JOURNAL	12930	5343	17.1	41.3	117	941	16.2	7.3	111	1198	18.6	9.3	128	3204	16.9	24.8	116
LHJ FAMILY GRP COMBO(GROSS)	18161	7424	23.8	40.9	116	1271	21.8	7.0	106	1569	24.4	8.6	119	4584	24.2	25.2	118
LIFE	5065	1950	6.3	38.5	109	409	7.0	8.1	123	427	6.6	8.4	116	1114	5.9	22.0	103
L.A. TIMES HOME MAGAZINE	1310	390	1.3	29.8	84	**132	2.3	10.1	153	**26	0.4	2.0	27	*232	1.2	17.7	83
MADEMOISELLE	3759	1642	5.3	43.7	124	*275	4.7	7.3	111	379	5.9	10.1	139	987	5.2	26.3	123
MC CALL'S	14658	5821	18.7	39.7	113	1095	17.8	7.1	107	1213	18.9	8.3	114	3573	18.9	24.4	114
MC CALL'S/MRK MOTHER (GROSS)	15857	6457	20.7	40.7	116	1162	20.0	7.3	111	1347	21.0	8.5	117	3948	20.8	24.9	116
MECHANIX ILLUSTRATED	809	357	1.1	44.1	125	**43	0.7	5.3	81	**101	1.6	12.5	172	*214	1.1	26.5	124
METROPOLITAN HOME	1009	347	1.1	34.4	98	**81	1.4	8.0	122	**70	1.1	6.9	96	*196	1.0	19.4	91
MONEY	1707	549	1.8	32.2	91	**79	1.4	4.6	70	**77	1.2	4.5	62	394	2.1	23.1	108
MOTHER EARTH NEWS	1123	479	1.5	42.7	121	**84	1.4	7.5	114	**67	1.0	6.0	82	328	1.7	29.2	136
MS.	932	386	1.2	41.4	118	**84	1.4	9.0	137	**53	0.8	5.7	78	*249	1.3	26.7	125
NATIONAL ENQUIRER	11971	4465	14.3	37.3	106	1021	17.5	8.5	130	858	13.4	7.2	99	2586	13.7	21.6	101
NATIONAL GEOGRAPHIC	10503	3995	12.8	38.0	108	504	8.7	4.8	73	845	13.2	8.0	111	2646	14.0	25.2	118
NATIONAL SUNDAY MAGAZINE PKG	54325	19759	63.4	36.4	103	3709	63.7	6.8	104	3986	62.0	7.3	101	12064	63.7	22.2	104
NATURAL HISTORY	626	*231	0.7	36.9	105	**20	0.3	3.2	49	**45	0.7	7.2	99	*166	0.9	26.5	124
NEW WOMAN	1992	765	2.5	38.4	109	*141	2.4	7.1	108	*124	1.9	6.2	86	499	2.6	25.1	117
NEW YORK INCLUDING CUE	547	*186	0.6	34.0	96	**55	0.9	10.1	153	**56	0.9	10.2	141	**75	0.4	13.7	64
THE NEW YORKER	1380	366	1.2	26.5	75	**92	1.6	6.7	101	**50	0.8	3.6	50	225	1.2	16.3	76
NEWSWEEK	6925	2537	8.1	36.6	104	508	8.7	7.3	112	579	9.0	8.4	115	1450	7.7	20.9	98
THE N.Y. TIMES DAILY EDITION	1363	405	1.3	29.7	84	*150	2.6	11.0	167	*100	1.6	7.3	101	*155	0.8	11.4	53
THE N.Y. TIMES MAGAZINE	2333	656	2.1	28.1	80	*198	3.4	8.5	129	*163	2.5	7.0	96	295	1.6	12.6	59
OMNI	872	283	0.9	32.5	92	**46	0.8	5.3	80	**83	1.3	9.5	131	*155	0.8	17.8	83
ON CABLE	1298	582	1.9	44.8	127	**55	0.9	4.2	64	**198	3.1	15.3	210	330	1.7	25.4	119
1001 HOME IDEAS	3032	1176	3.8	38.8	110	*171	2.9	5.6	86	*180	2.8	5.9	82	826	4.4	27.2	127
ORGANIC GARDENING	1680	653	2.1	38.9	110	*165	2.8	9.8	149	*164	2.6	9.8	134	324	1.7	19.3	90
OUTDOOR LIFE	960	442	1.4	46.0	131	**91	1.6	9.5	144	**110	1.7	11.5	158	241	1.3	25.1	117
PARADE MAGAZINE	26755	9588	30.8	35.8	102	1942	33.4	7.3	110	1911	29.7	7.1	98	5735	30.3	21.4	100

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS
(FEMALES)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL FEMALES	88464	31179	100.0	35.2	100	5819	100.0	6.6	100	6425	100.0	7.3	100	18936	100.0	21.4	100
PARENTS	4173	1925	6.2	46.1	131	302	5.2	7.2	110	392	6.1	9.4	129	1231	6.5	29.5	138
PENTHOUSE	973	358	1.1	36.8	104	**54	0.9	5.5	84	**63	1.0	6.5	89	*241	1.3	24.8	116
PEOPLE	13479	5084	16.3	37.7	107	816	14.0	6.1	92	1221	19.0	9.1	125	3047	16.1	22.6	106
PLAYBOY	2183	832	2.7	38.1	108	*158	2.7	7.2	110	*168	2.6	7.7	106	507	2.7	23.2	109
POPULAR HOT RODDING	388	**140	0.4	36.1	102	**12	0.2	3.1	47	**92	1.4	23.7	326	**35	0.2	9.0	42
POPULAR MECHANICS	1037	325	1.0	31.3	89	**45	0.8	4.3	66	**57	0.9	5.5	76	*223	1.2	21.5	100
POPULAR SCIENCE	920	377	1.2	41.0	116	**86	1.5	9.3	142	**66	1.0	7.2	99	*225	1.2	24.5	114
PREVENTION	4071	1233	4.0	30.3	86	*247	4.2	6.1	92	*195	3.0	4.8	66	791	4.2	19.4	91
PSYCHOLOGY TODAY	1940	743	2.4	38.3	109	**111	1.9	5.7	87	**136	2.1	7.0	97	496	2.6	25.6	119
READER'S DIGEST	24031	8910	28.6	37.1	105	1447	24.9	6.0	92	1883	29.3	7.8	108	5580	29.5	23.2	108
REDBOOK	8464	3479	11.2	41.1	117	594	10.2	7.0	107	608	9.5	7.2	99	2277	12.0	26.9	126
ROAD & TRACK	429	*209	0.7	48.7	138	**25	0.4	5.8	89	**57	0.9	13.3	183	**127	0.7	29.6	138
ROLLING STONE	1355	571	1.8	42.1	120	**97	1.7	7.2	109	**88	1.4	6.5	89	386	2.0	28.5	133
RUNNER'S WORLD	329	*139	0.4	42.2	120	**8	0.1	2.4	37	**27	0.4	8.2	113	**104	0.5	31.6	148
SATURDAY EVENING POST	1268	478	1.5	37.7	107	**55	0.9	4.3	66	**98	1.5	7.7	106	326	1.7	25.7	120
SCIENCE 84	702	*265	0.8	37.7	107	**18	0.3	2.6	39	**24	0.4	3.4	47	*222	1.2	31.6	148
SCIENCE DIGEST	553	*264	0.8	47.7	135	**18	0.3	3.3	49	**54	0.8	9.8	134	*192	1.0	34.7	162
SCIENTIFIC AMERICAN	615	*152	0.5	24.7	70	**28	0.5	4.6	69	**17	0.3	2.8	38	*107	0.6	17.4	81
SELF	2683	1101	3.5	41.0	116	*158	2.7	5.9	90	*169	2.6	6.3	87	774	4.1	28.8	135
SEVENTEEN	3309	1509	4.8	45.6	129	*299	5.1	9.0	137	*237	3.7	7.2	99	973	5.1	29.4	137
SKI	591	*237	0.8	40.1	114	**50	0.9	8.5	129	**45	0.7	7.6	105	*142	0.7	24.0	112
SMITHSONIAN	3039	1107	3.6	36.4	103	*121	2.1	4.0	61	*162	2.5	5.3	73	825	4.4	27.1	127
SOAP OPERA DIGEST	3683	1652	5.3	44.9	127	395	6.8	10.7	163	491	7.6	13.3	184	766	4.0	20.8	97
SOUTHERN LIVING	4434	1694	5.4	38.2	108	*236	4.1	5.3	81	308	4.8	6.9	96	1151	6.1	26.0	121
SPORT	701	370	1.2	52.8	150	**70	1.2	10.0	152	**74	1.2	10.6	145	*226	1.2	32.2	151
THE SPORTING NEWS	518	*266	0.9	51.4	146	**77	1.3	14.9	226	**87	1.4	16.8	231	**102	0.5	19.7	92
SPORTS AFIELD	523	*203	0.7	38.8	110	**50	0.9	9.6	145	**43	0.7	8.2	113	**110	0.6	21.0	98
SPORTS ILLUSTRATED	3325	1496	4.8	45.0	128	*350	6.0	10.5	160	385	6.0	11.6	159	762	4.0	22.9	107
STAR	8567	3376	10.8	39.4	112	873	15.0	10.2	155	636	9.9	7.4	102	1868	9.9	21.8	102
SUNDAY	27630	9869	31.7	35.7	101	1834	31.5	6.6	101	2201	34.3	8.0	110	5835	30.8	21.1	99
SUNSET	2219	823	2.6	37.1	105	**51	0.9	2.3	35	**96	1.5	4.3	60	676	3.6	30.5	142
TV GUIDE	24258	9533	30.6	39.3	112	1814	31.2	7.5	114	1967	30.6	8.1	112	5751	30.4	23.7	111
TENNIS	609	*229	0.7	37.6	107	**35	0.6	5.7	87	**65	1.0	10.7	147	**130	0.7	21.3	100
TIME	9929	3815	12.2	38.4	109	692	11.9	7.0	106	900	14.0	9.1	125	2223	11.7	22.4	105
TOWN & COUNTRY	1062	347	1.1	32.7	93	**56	1.0	5.3	80	**82	1.3	7.7	106	*210	1.1	19.8	92
TRAVEL & LEISURE	1051	351	1.1	33.4	95	**68	1.2	6.5	98	**47	0.7	4.5	62	*236	1.2	22.5	105
TRUE STORY	3946	1637	5.3	41.5	118	305	5.2	7.7	118	411	6.4	10.4	143	920	4.9	23.3	109
U.S.NEWS & WORLD REPORT	3782	1403	4.5	37.1	105	*249	4.3	6.6	100	370	5.8	9.8	135	783	4.1	20.7	97
USA TODAY	1874	848	2.7	45.3	128	**139	2.4	7.4	113	*186	2.9	9.9	137	524	2.8	28.0	131
US	2213	1042	3.3	47.1	134	*169	2.9	7.6	116	*248	3.9	11.2	154	625	3.3	28.2	132
VOGUE	4792	1645	5.3	34.3	97	300	5.2	6.3	95	345	5.4	7.2	99	1000	5.3	20.9	97
WALL STREET JOURNAL	2045	667	2.1	32.6	93	**148	2.5	7.2	110	**128	2.0	6.3	86	391	2.1	19.1	89
WEIGHT WATCHERS	2364	889	2.9	37.6	107	*111	1.9	4.7	71	*152	2.4	6.4	89	626	3.3	26.5	124
WOMAN'S DAY	15182	5885	18.9	38.8	110	1192	20.5	7.9	119	1144	17.8	7.5	104	3548	18.7	23.4	109
WORKING MOTHER	1198	636	2.0	53.1	151	**126	2.2	10.5	160	**134	2.1	11.2	154	375	2.0	31.3	146
WORKING WOMAN	1523	606	1.9	39.8	113	*139	2.4	9.1	139	**122	1.9	8.0	110	345	1.8	22.7	106
WORLD TENNIS	*183	**54	0.2	29.5	84	**3	0.1	1.6	25	**5	0.1	2.7	38	**47	0.2	25.7	120
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1046	3.4	37.7	107	*188	3.2	6.8	103	**136	2.1	4.9	67	722	3.8	26.0	122
BLAIR INSERTS	47909	17256	55.3	36.0	102	3332	57.3	7.0	106	3541	55.1	7.4	102	10383	54.8	21.7	101
DAILY NEWSPAPERS																	
READ ANY	56731	20386	65.4	35.9	102	3755	64.5	6.6	101	4227	65.8	7.5	103	12404	65.5	21.9	102
READ ONE	47696	17205	55.2	36.1	102	3213	55.2	6.7	102	3455	53.8	7.2	100	10537	55.6	22.1	103
READ TWO OR MORE	9034	3180	10.2	35.2	100	542	9.3	6.0	91	772	12.0	8.5	118	1867	9.9	20.7	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	21021	67.4	36.4	103	3908	67.2	6.8	103	4335	67.5	7.5	103	12777	67.5	22.1	103
READ ONE	50513	18430	59.1	36.5	104	3338	57.4	6.6	100	3785	58.9	7.5	103	11307	59.7	22.4	105
READ TWO OR MORE	7219	2591	8.3	35.9	102	570	9.8	7.9	120	550	8.6	7.6	105	1470	7.8	20.4	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.72				26.04				29.84				30.79			
30 DAY REACH	78184	27824	89.2	35.6	101	5132	88.2	6.6	100	5720	89.0	7.3	101	16972	89.6	21.7	101
50 SHWG - 30 DAY AV FREQ	14.80	15.59				13.90				15.53				16.11			
30 DAY REACH	74239	26593	85.3	35.8	102	4800	82.5	6.5	98	5512	85.8	7.4	102	16281	86.0	21.9	102
25 SHWG - 30 DAY AV FREQ	8.05	8.29				7.50				8.29				8.51			
30 DAY REACH	68254	25034	80.3	36.7	104	4458	76.6	6.5	99	5161	80.3	7.6	104	15416	81.4	22.6	106
CABLE TV: HOME WIRED	35215	13784	44.2	39.1	111	2291	39.4	6.5	99	2795	43.5	7.9	109	8698	45.9	24.7	115
HOME NOT WIRED	53250	17396	55.8	32.7	93	3528	60.6	6.6	101	3629	56.5	6.8	94	10238	54.1	19.2	90
HAVE PAY CABLE	17885	7623	24.4	42.6	121	1216	20.9	6.8	103	1589	24.7	8.9	122	4819	25.4	26.9	126

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS (FEMALES)

0280 P-22

	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL FEMALES	88464	31179	100.0	35.2	100	5819	100.0	6.6	100	6425	100.0	7.3	100	18936	100.0	21.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	17090	54.8	35.6	101	3189	54.8	6.6	101	3527	54.9	7.3	101	10374	54.8	21.6	101
10:00 AM - 3:00 PM	33674	12236	39.2	36.3	103	2319	39.9	6.9	105	2455	38.2	7.3	100	7462	39.4	22.2	104
3:00 PM - 7:00 PM	34431	12969	41.6	37.7	107	2361	40.6	6.9	104	2608	40.6	7.6	104	8000	42.2	23.2	109
7:00 PM - MIDNIGHT	17761	6481	20.8	36.5	104	1168	20.1	6.6	100	1285	20.0	7.2	100	4028	21.3	22.7	106
MIDNIGHT - 6:00 AM	10087	3786	12.1	37.5	106	654	11.2	6.5	99	885	13.8	8.8	121	2247	11.9	22.3	104
6:00 AM - MIDNIGHT	64318	23401	75.1	36.4	103	4430	76.1	6.9	105	4789	74.5	7.4	103	14182	74.9	22.0	103
ENTIRE DAY	65181	23686	76.0	36.3	103	4454	76.5	6.8	104	4840	75.3	7.4	102	14391	76.0	22.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	6368	20.4	36.6	104	1021	17.5	5.9	89	1382	21.5	7.9	109	3965	20.9	22.8	106
ALL NEWS	2520	783	2.5	31.1	88	*245	4.2	9.7	148	*95	1.5	3.8	52	443	2.3	17.6	82
AOR/PROGRESSIVE	4419	1584	5.1	35.8	102	*218	3.7	4.9	75	300	4.7	6.8	93	1066	5.6	24.1	113
BEAUTIFUL MUSIC	6119	2255	7.2	36.9	105	514	8.8	8.4	128	435	6.8	7.1	98	1306	6.9	21.3	100
BLACK	2623	1014	3.3	38.7	110	*237	4.1	9.0	137	*245	3.8	9.3	129	532	2.8	20.3	95
CLASSICAL	1553	467	1.5	30.1	85	**84	1.4	5.4	82	**71	1.1	4.6	63	313	1.7	20.2	94
CHR/ROCK	11282	4395	14.1	39.0	111	798	13.7	7.1	108	953	14.8	8.4	116	2644	14.0	23.4	109
COUNTRY	13343	4961	15.9	37.2	105	981	16.9	7.4	112	845	13.2	6.3	87	3135	16.6	23.5	110
GOLDEN OLDIES	1299	420	1.3	32.3	92	**55	0.9	4.2	64	**79	1.2	6.1	84	*286	1.5	22.0	103
MOR/NOSTALGIA	5241	1878	6.0	35.8	102	319	5.5	6.1	93	465	7.2	8.9	122	1095	5.8	20.9	98
NEWS/TALK	4165	1354	4.3	32.5	92	320	5.5	7.7	117	*196	3.1	4.7	65	838	4.4	20.1	94
RELIGIOUS	3324	957	3.1	28.8	82	*185	3.2	5.6	85	**179	2.8	5.4	74	592	3.1	17.8	83
SOFT ROCK	609	*259	0.8	42.5	121	**23	0.4	3.8	57	**60	0.9	9.9	136	*176	0.9	28.9	135
URBAN CONTEMPORARY	1853	694	2.2	37.5	106	*204	3.5	11.0	167	*172	2.7	9.3	128	318	1.7	17.2	80
HIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1484	4.8	39.8	113	291	5.0	7.8	119	381	5.9	10.2	141	811	4.3	21.8	102
ABC DIRECTION	2488	824	2.6	33.1	94	*155	2.7	6.2	95	*117	1.8	4.7	65	553	2.9	22.2	104
ABC ENTERTAINMENT	5129	1846	5.9	36.0	102	409	7.0	8.0	121	355	5.5	6.9	95	1082	5.7	21.1	99
ABC FM	2498	987	3.2	39.5	112	*204	3.5	8.2	124	*211	3.3	8.4	116	572	3.0	22.9	107
ABC INFORMATION	5721	2001	6.4	35.0	99	443	7.6	7.7	118	268	4.2	4.7	64	1291	6.8	22.6	105
ABC ROCK	2021	768	2.5	38.0	108	**75	1.3	3.7	56	*211	3.3	10.4	144	482	2.5	23.8	111
CBS	4756	1634	5.2	34.4	97	*325	5.6	6.8	104	240	3.7	5.0	69	1069	5.6	22.5	105
MUTUAL	5272	2018	6.5	38.3	109	428	7.4	8.1	123	375	5.8	7.1	98	1215	6.4	23.0	108
NBC	4964	1809	5.8	36.4	103	300	5.2	6.0	92	393	6.1	7.9	109	1116	5.9	22.5	105
RADIORADIO	2218	757	2.4	34.1	97	**133	2.3	6.0	91	**150	2.3	6.8	93	475	2.5	21.4	100
RKO ONE	2565	1058	3.4	41.2	117	*267	4.6	10.4	158	**163	2.5	6.4	87	628	3.3	24.5	114
RKO TWO	3640	1186	3.8	32.6	92	*236	4.1	6.5	99	*186	2.9	5.1	70	764	4.0	21.0	98
THE SOURCE	2467	877	2.8	35.5	101	*144	2.5	5.8	89	*172	2.7	7.0	96	561	3.0	22.7	106
NON-WIRED : BLAIR	9466	3422	11.0	36.2	103	526	9.0	5.6	84	727	11.3	7.7	106	2169	11.5	22.9	107
INTERNET	13616	4967	15.9	36.5	104	894	15.4	6.6	100	1043	16.2	7.7	105	3030	16.0	22.3	104
KATZ RADIO GROUP	16998	6061	19.4	35.7	101	1303	22.4	7.7	117	1148	17.9	6.8	93	3610	19.1	21.2	99
SUPERNET	11622	4327	13.9	37.2	106	851	14.6	7.3	111	817	12.7	7.0	97	2660	14.0	22.9	107
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	3115	10.0	33.1	94	689	11.8	7.3	111	566	8.8	6.0	83	1860	9.8	19.7	92
MKDAY 9:00 AM - 1:00 PM	13304	4721	15.1	35.5	101	1105	19.0	8.3	126	960	14.9	7.2	99	2656	14.0	20.0	93
MKDAY 1:00 PM - 4:30 PM	17591	6364	20.4	36.2	103	1361	23.4	7.7	118	1346	20.9	7.7	105	3657	19.3	20.8	97
MKDAY 4:30 PM - 7:30 PM	24418	8065	25.9	33.0	94	1771	30.4	7.3	110	1700	26.5	7.0	96	4594	24.3	18.8	88
MKDAY 7:30 PM - 8:00 PM	34400	11695	37.5	34.0	96	2442	42.0	7.1	108	2407	37.5	7.0	96	6846	36.2	19.9	93
MKDAY 11:00 PM - 11:30 PM	26120	9629	30.9	36.9	105	1909	32.8	7.3	111	1958	30.5	7.5	103	5762	30.4	22.1	103
MKDAY 11:30 PM - 1:00 AM	8402	3208	10.3	38.2	108	669	11.5	8.0	121	642	10.0	7.6	105	1896	10.0	22.6	105
M-SAT 8-11 PM+SUN 7-11 PM	36828	13157	42.2	35.7	101	2643	45.4	7.2	109	2748	42.8	7.5	103	7766	41.0	21.1	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	2763	8.9	38.3	109	645	11.1	8.9	136	556	8.7	7.7	106	1562	8.2	21.6	101
ANOTHER WORLD N	4924	1901	6.1	38.6	110	366	6.3	7.4	113	366	5.7	7.4	102	1169	6.2	23.7	111
AS THE WORLD TURNS C	5966	2038	6.5	34.2	97	424	7.3	7.1	108	439	6.8	7.4	101	1175	6.2	19.7	92
CAPITOL C	3672	1426	4.6	38.8	110	343	5.9	9.3	142	302	4.7	8.2	113	781	4.1	21.3	99
CBS MORN. NEWS 1 C	1590	470	1.5	29.6	84	*98	1.7	6.2	94	*78	1.2	4.9	68	293	1.5	18.4	86
CBS MORN. NEWS 2 C	1298	389	1.2	30.0	85	*102	1.8	7.9	119	*64	1.0	4.9	68	223	1.2	17.2	80
DAYS OF OUR LIVES N	6389	2359	7.6	36.9	105	431	7.4	6.7	103	492	7.7	7.7	106	1436	7.6	22.5	105
FACTS OF LIFE - DAYTIME N	2526	991	3.2	39.2	111	307	5.3	12.2	185	181	2.8	7.2	99	504	2.7	20.0	93
FAMILY FEUD A	3427	1273	4.1	37.1	105	299	5.1	8.7	133	299	4.7	8.7	120	676	3.6	19.7	92
GENERAL HOSPITAL A	6870	2543	8.2	37.0	105	545	9.4	7.9	121	560	8.7	8.2	112	1439	7.6	20.9	98
GOOD MORNING, AMERICA-730 A	3767	1210	3.9	32.1	91	278	4.8	7.4	112	197	3.1	5.2	72	734	3.9	19.5	91
GOOD MORNING, AMERICA-830 A	3076	988	3.2	32.1	91	221	3.8	7.2	109	151	2.4	4.9	68	615	3.2	20.0	93
GUIDING LIGHT C	5789	2020	6.5	34.9	99	448	7.7	7.7	118	411	6.4	7.1	98	1160	6.1	20.0	94
ONE LIFE TO LIVE A	4918	1848	5.9	37.6	107	346	5.9	7.0	107	458	7.1	9.3	128	1044	5.5	21.2	99
PRESS YOUR LUCK C	2367	835	2.7	35.3	100	192	3.3	8.1	123	162	2.5	6.8	94	481	2.5	20.3	95
PRICE IS RIGHT 1 C	4727	1644	5.3	34.8	99	319	5.5	6.7	103	390	6.1	8.3	114	935	4.9	19.8	92
PRICE IS RIGHT 2 C	5511	1810	5.8	32.8	93	313	5.4	5.7	86	396	6.2	7.2	99	1102	5.8	20.0	93
RYAN'S HOPE A	3479	1313	4.2	37.7	107	325	5.6	9.3	142	266	4.1	7.6	105	722	3.8	20.8	97
SALE OF THE CENTURY N	2823	1042	3.3	36.9	105	280	4.8	9.9	151	193	3.0	6.8	94	569	3.0	20.2	94
SEARCH FOR TOMORROW N	2525	951	3.1	37.7	107	183	3.1	7.2	110	*139	2.2	5.5	76	629	3.3	24.9	116
TODAY SHOW 1 N	2979	876	2.8	29.4	83	202	3.5	6.8	103	168	2.6	5.6	78	505	2.7	17.0	79
TODAY SHOW 2 N	2792	908	2.9	32.5	92	198	3.4	7.1	108	209	3.3	7.5	103	501	2.6	17.9	84
$25,000 PYRAMID C	2899	889	2.9	30.7	87	254	4.4	8.8	133	119	1.9	4.1	57	516	2.7	17.8	83
WHEEL OF FORTUNE N	4689	1703	5.5	36.3	103	464	8.0	9.9	150	298	4.6	6.4	88	941	5.0	20.1	94
YOUNG AND THE RESTLESS C	6231	2191	7.0	35.2	100	510	8.8	8.2	124	490	7.6	7.9	108	1191	6.3	19.1	89
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	610	2.0	30.9	88	*115	2.0	5.8	89	*156	2.4	7.9	109	338	1.8	17.1	80
NBA PLAYOFF GAME -1 C	1246	439	1.4	35.2	100	*100	1.7	8.0	122	*134	2.1	10.8	148	205	1.1	16.5	77
NBC MAJOR LEAGUE PRE-GAME N	1140	404	1.3	35.4	101	**118	2.0	10.4	157	**138	2.1	12.1	167	**148	0.8	13.0	61
SPORTSWORLD - SUN N	1328	492	1.6	37.0	105	**124	2.1	9.3	142	*132	2.1	9.9	137	236	1.2	17.8	83
SUNDAY MORNING C	1645	562	1.8	34.2	97	*87	1.5	5.3	80	**84	1.3	5.1	70	391	2.1	23.8	111

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - USAGE IN LAST 30 DAYS (FEMALES)

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		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	HEAVY FOUR OR MORE A '000	HEAVY B % DOWN	HEAVY C % ACROSS	HEAVY D INDX	MEDIUM TWO-THREE A '000	MEDIUM B % DOWN	MEDIUM C % ACROSS	MEDIUM D INDX	LIGHT ONE OR LESS A '000	LIGHT B % DOWN	LIGHT C % ACROSS	LIGHT D INDX
TOTAL FEMALES		88464	31179	100.0	35.2	100	5819	100.0	6.6	100	6425	100.0	7.3	100	18936	100.0	21.4	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	8967	28.8	32.1	91	1918	33.0	6.9	104	1784	27.8	6.4	88	5265	27.8	18.8	88
NETWORK AFFILIATES - LATE		21966	7939	25.5	36.1	103	1626	27.9	7.4	113	1537	23.9	7.0	96	4776	25.2	21.7	102
INDEPENDENTS - LATE		2247	767	2.5	34.1	97	157	2.7	7.0	106	157	2.4	7.0	96	454	2.4	20.2	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	4398	14.1	38.2	108	869	14.9	7.5	115	921	14.3	8.0	110	2608	13.8	22.6	106
ABC MONDAY NIGHT MOVIE	A	6879	2431	7.8	35.3	100	451	7.8	6.6	100	491	7.6	7.1	98	1489	7.9	21.6	101
ABC SUNDAY NIGHT MOVIE	A	13690	5065	16.2	37.0	105	1076	18.5	7.9	119	1068	16.6	7.8	107	2921	15.4	21.3	100
ABC WORLD NEWS TONIGHT	A	6589	2024	6.5	30.7	87	428	7.4	6.5	99	421	6.6	6.4	88	1175	6.2	17.8	83
AFTERMASH	C	6391	2082	6.7	32.6	92	*308	5.3	4.8	73	445	6.9	7.0	96	1328	7.0	20.8	97
ALICE	C	10273	3372	10.8	32.8	93	580	10.0	5.6	86	741	11.5	7.2	99	2051	10.8	20.0	93
AMERICAN PARADE	C	7130	2248	7.2	31.5	89	458	7.9	6.4	98	447	7.0	6.3	86	1343	7.1	18.8	88
BENSON	A	11665	3781	12.1	32.4	92	756	13.0	6.5	99	785	12.2	6.7	93	2239	11.8	19.2	90
BLUE THUNDER	A	5442	1951	6.3	35.9	102	402	6.9	7.4	112	379	5.9	7.0	96	1170	6.2	21.5	100
CAGNEY & LACEY	C	10565	4013	12.9	38.0	108	837	14.4	7.9	120	823	12.8	7.8	107	2354	12.4	22.3	104
CBS EVENING NEWS-DEAN	C	3668	975	3.1	26.6	75	*224	3.8	6.1	93	*184	2.9	5.0	69	567	3.0	15.5	72
CBS EVENING NEWS-RATHER	C	7561	2319	7.4	30.7	87	464	8.0	6.1	93	485	7.5	6.4	88	1370	7.2	18.1	85
CBS SAT. NEWS-SCHIEFFER	C	3948	1116	3.6	28.3	80	212	3.6	5.4	82	197	3.1	5.0	69	706	3.7	17.9	84
CBS SATURDAY NIGHT MOVIE	C	5966	2216	7.1	37.1	105	319	5.5	5.3	81	534	8.3	9.0	123	1363	7.2	22.8	107
CBS WEDNESDAY NIGHT MOVIE	C	6529	2310	7.4	35.4	100	553	9.5	8.5	129	439	6.8	6.7	93	1318	7.0	20.2	94
CHEERS	N	9842	3526	11.3	35.8	102	675	11.6	6.9	104	737	11.5	7.5	103	2114	11.2	21.5	100
DALLAS	C	23935	8629	27.7	36.1	102	1608	27.6	6.7	102	1807	28.1	7.5	104	5213	27.5	21.8	102
DIFF'RENT STROKES	N	7574	2551	8.2	33.7	96	564	9.7	7.4	113	543	8.5	7.2	99	1444	7.6	19.1	89
DOUBLE TROUBLE	N	7786	2811	9.0	36.1	102	605	10.4	7.8	118	597	9.3	7.7	106	1610	8.5	20.7	97
DUCK FACTORY	N	6290	2394	7.7	38.1	108	504	8.7	8.0	122	464	7.2	7.4	102	1426	7.5	22.7	106
DUKES OF HAZZARD	C	6402	2441	7.8	38.1	108	543	9.3	8.5	129	542	8.4	8.5	117	1357	7.2	21.2	99
DYNASTY	A	21955	7915	25.4	36.1	102	1524	26.2	6.9	106	1885	29.3	8.6	118	4506	23.8	20.5	96
FACTS OF LIFE	N	8898	3253	10.4	36.6	104	721	12.4	8.1	123	683	10.6	7.7	106	1848	9.8	20.8	97
FALCON CREST	C	21877	7761	24.9	35.5	101	1429	24.6	6.5	99	1717	26.7	7.8	108	4615	24.4	21.1	99
FALL GUY	A	10045	3831	12.3	38.1	108	826	14.2	8.2	125	740	11.5	7.4	101	2264	12.0	22.5	105
FAMILY TIES	N	8922	3150	10.1	35.3	100	590	10.1	6.6	101	699	10.9	7.8	108	1861	9.8	20.9	97
FANTASY ISLAND	A	8288	2945	9.4	35.5	101	677	11.6	8.2	124	596	9.3	7.2	99	1672	8.8	20.2	94
FOULUPS,BLEEPS & BLUNDERS	A	9891	3328	10.7	33.6	95	680	11.7	6.9	105	640	10.0	6.5	89	2007	10.6	20.3	95
FOUR SEASONS	C	5429	1863	6.0	34.3	97	*249	4.3	4.6	70	387	6.0	7.1	98	1227	6.5	22.6	106
GIMME A BREAK	N	9646	3314	10.6	34.4	97	642	11.0	6.7	101	724	11.3	7.5	103	1949	10.3	20.2	94
HART TO HART	A	9983	3356	10.8	33.6	95	679	11.7	6.8	103	746	11.6	7.5	103	1931	10.2	19.3	90
HILL STREET BLUES	N	9688	3595	11.5	37.1	105	660	11.3	6.8	104	889	13.8	9.2	126	2046	10.8	21.1	99
HOTEL	A	15435	5160	16.5	33.4	95	961	16.5	6.2	95	1271	19.8	8.2	113	2928	15.5	19.0	89
JEFFERSONS	C	10031	3261	10.5	32.5	92	584	10.0	5.8	89	762	11.9	7.6	105	1915	10.1	19.1	89
JENNIFER SLEPT HERE	N	6376	2147	6.9	33.7	96	540	9.3	8.5	129	413	6.4	6.5	89	1193	6.3	18.7	87
KATE & ALLIE	C	9951	3590	11.5	36.1	102	844	14.5	8.5	129	609	9.5	6.1	84	2137	11.3	21.5	100
KNIGHT RIDER	N	7908	2907	9.3	36.8	104	627	10.8	7.9	121	504	7.8	6.4	88	1777	9.4	22.5	105
LOVE BOAT	A	13226	4663	15.0	35.3	100	1112	19.1	8.4	128	950	14.8	7.2	99	2600	13.7	19.7	92
MAGNUM PI	C	12105	4384	14.1	36.2	103	790	13.6	6.5	99	825	12.8	6.8	94	2768	14.6	22.9	107
MAMA'S FAMILY	N	6364	2269	7.3	35.7	101	558	9.6	8.8	133	427	6.6	6.7	92	1285	6.8	20.2	94
MASTER, THE	N	3955	1505	4.8	38.1	108	291	5.0	7.4	112	326	5.1	8.2	113	888	4.7	22.5	105
MATT HOUSTON	A	6903	2614	8.4	37.9	107	578	9.9	8.4	127	480	7.5	7.0	96	1556	8.2	22.5	105
NBC MONDAY NIGHT MOVIE	N	13443	4960	15.9	36.9	105	930	16.0	6.9	105	1041	16.2	7.7	107	2989	15.8	22.2	104
NBC NIGHTLY NEWS	N	5585	1798	5.8	32.2	91	367	6.3	6.6	100	325	5.1	5.8	80	1107	5.8	19.8	93
NBC NIGHTLY NEWS-SAT	N	3688	1106	3.5	30.0	85	283	4.9	7.7	117	*253	3.9	6.9	94	571	3.0	15.5	72
NBC NIGHTLY NEWS-SUN	N	3310	930	3.0	28.1	80	*205	3.5	6.2	94	*177	2.8	5.3	74	548	2.9	16.6	77
NBC SUNDAY NIGHT MOVIE	N	9238	3472	11.1	37.6	107	685	11.8	7.4	113	753	11.7	8.2	112	2033	10.7	22.0	103
NEWHART	C	9876	3723	11.9	37.7	107	857	14.7	8.7	132	714	11.1	7.2	100	2152	11.4	21.8	102
ONE DAY AT A TIME	C	7954	2730	8.8	34.3	97	446	7.7	5.6	85	538	8.4	6.8	93	1747	9.2	22.0	103
PEOPLE ARE FUNNY	N	5182	1849	5.9	35.7	101	439	7.5	8.5	129	336	5.2	6.5	89	1074	5.7	20.7	97
REAL PEOPLE	N	9674	3161	10.1	32.7	93	559	9.6	5.8	88	680	10.6	7.0	97	1922	10.1	19.9	93
REMINGTON STEELE	N	8511	3418	11.0	40.2	114	641	11.0	7.5	114	715	11.1	8.4	116	2063	10.9	24.2	113
RIPLEY'S BELIEVE IT - NOT	A	5656	2163	6.9	38.2	109	385	6.6	6.8	103	452	7.0	8.0	110	1326	7.0	23.4	110
RIPTIDE	N	7718	3248	10.4	42.1	119	578	9.9	7.5	114	716	11.1	9.3	128	1954	10.3	25.3	118
SCARECROW & MRS. KING	C	11058	4062	13.0	36.7	104	794	13.6	7.2	109	754	11.7	6.8	94	2514	13.3	22.7	106
SIMON & SIMON	C	11615	4164	13.4	35.9	102	824	14.2	7.1	108	830	12.9	7.1	98	2509	13.2	21.6	101
60 MINUTES	C	14326	4152	13.3	29.0	82	723	12.4	5.0	77	882	13.7	6.2	85	2547	13.5	17.8	83
ST. ELSEWHERE	N	7670	3028	9.7	39.5	112	548	9.4	7.1	109	619	9.6	8.1	111	1861	9.8	24.3	113
THREE'S COMPANY	A	12068	4219	13.5	35.0	99	759	13.0	6.3	96	914	14.2	7.6	104	2546	13.4	21.1	99
T.J. HOOKER	A	9735	3583	11.5	36.8	104	764	13.1	7.8	119	746	11.6	7.7	106	2073	10.9	21.3	99
TONIGHT SHOW	N	2531	886	2.8	35.0	99	214	3.7	8.5	129	190	3.0	7.5	103	482	2.5	19.0	89
TRAPPER JOHN, M.D.	C	10374	3580	11.5	34.5	98	616	10.6	5.9	90	743	11.6	7.2	99	2221	11.7	21.4	100
TV BLOOPERS & PRAC. JOKES	N	9795	3178	10.2	32.4	92	527	9.1	5.4	82	712	11.1	7.3	100	1939	10.2	19.8	92
20/20	A	10009	3607	11.6	36.0	102	740	12.7	7.4	112	679	10.6	6.8	93	2188	11.6	21.9	102
WEBSTER	A	11934	3899	12.5	32.7	93	716	12.3	6.0	91	825	12.8	6.9	95	2359	12.5	19.8	92
WORLD NEWS - SUN	A	3291	967	3.1	29.4	83	*205	3.5	6.2	95	*171	2.7	5.2	72	591	3.1	18.0	84
YELLOW ROSE	N	5196	1901	6.1	36.6	104	310	5.3	6.0	91	390	6.1	7.5	103	1201	6.3	23.1	108
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	3881	12.4	40.6	115	722	12.4	7.6	115	784	12.2	8.2	113	2375	12.5	24.9	116
BASKETBALL - COLLEGE GAMES		4414	1848	5.9	41.9	119	*326	5.6	7.4	112	*410	6.4	9.3	128	1112	5.9	25.2	118
BASKETBALL - PRO GAMES		3876	1478	4.7	38.1	108	*331	5.7	8.5	130	**245	3.8	6.3	87	903	4.8	23.3	109
BOWLING		4056	1405	4.5	34.6	98	*340	5.8	8.4	127	**193	3.0	4.8	66	873	4.6	21.5	101
BOXING		4154	1680	5.4	40.4	115	*320	5.5	7.7	117	*370	5.8	8.9	123	990	5.2	23.8	111
FOOTBALL - COLLEGE GAMES		6754	3001	9.6	44.4	126	*531	9.1	7.9	120	*549	8.5	8.1	112	1921	10.1	28.4	133
FOOTBALL - PRO GAMES		12364	5623	18.0	45.5	129	680	11.7	5.5	84	1181	18.4	9.6	132	3762	19.9	30.4	142
GOLF		3615	1384	4.4	38.3	109	**142	2.4	3.9	60	**210	3.3	5.8	80	1032	5.4	28.5	133
POST-SEASON COLL. FOOTBALL		5296	2356	7.6	44.5	126	*523	9.0	9.9	150	*455	7.1	8.6	118	1378	7.3	26.0	122
POST-SEASON PRO FOOTBALL		6693	3176	10.2	47.5	135	*595	10.2	8.9	135	*593	9.2	8.9	122	1989	10.5	29.7	139
TENNIS		3281	1358	4.4	41.4	117	**155	2.7	4.7	72	**296	4.6	9.0	124	907	4.8	27.6	129
WRESTLING - PROFESSIONAL		3672	1455	4.7	39.6	112	*427	7.3	11.6	177	*288	4.5	7.8	108	740	3.9	20.2	94

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

	TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS	167727	12333	100.0	7.4	100	10016	100.0	6.0	100	9018	100.0	5.4	100	7582	100.0	4.5	100
MALES	79263	5797	47.0	7.3	99	4626	46.2	5.8	98	4095	45.4	5.2	96	3585	47.3	4.5	100
FEMALES	88464	6536	53.0	7.4	100	5391	53.8	6.1	102	4923	54.6	5.6	104	3997	52.7	4.5	100
18 - 24	28671	2127	17.2	7.4	101	2359	23.6	8.2	138	1635	18.1	5.7	106	1735	22.9	6.1	134
25 - 34	39536	3514	28.5	8.9	121	2586	25.8	6.5	110	2465	27.3	6.2	116	1982	26.1	5.0	111
35 - 44	28978	2274	18.4	7.8	107	1911	19.1	6.6	110	1868	20.7	6.4	120	1195	15.8	4.1	91
45 - 54	22345	1678	13.6	7.5	102	919	9.2	4.1	69	1140	12.6	5.1	95	850	11.2	3.8	84
55 - 64	22224	1465	11.9	6.6	90	1328	13.3	6.0	100	1048	11.6	4.7	88	1096	14.5	4.9	109
65 OR OLDER	25973	1276	10.3	4.9	67	913	9.1	3.5	59	862	9.6	3.3	62	723	9.5	2.8	62
18 - 34	68207	5640	45.7	8.3	112	4945	49.4	7.2	121	4100	45.5	6.0	112	3717	49.0	5.4	121
18 - 49	108058	8885	72.0	8.2	112	7423	74.1	6.9	115	6634	73.6	6.1	114	5395	71.2	5.0	110
25 - 54	90859	7466	60.5	8.2	112	5416	54.1	6.0	100	5473	60.7	6.0	112	4028	53.1	4.4	98
35 - 49	39851	3244	26.3	8.1	111	2478	24.7	6.2	104	2534	28.1	6.4	118	1678	22.1	4.2	93
50 OR OLDER	59669	3449	28.0	5.8	79	2593	25.9	4.3	73	2384	26.4	4.0	74	2187	28.8	3.7	81
GRADUATED COLLEGE	28091	1833	14.9	6.5	89	1490	14.9	5.3	89	1101	12.2	3.9	73	1226	16.2	4.4	97
ATTENDED COLLEGE	28938	1866	15.1	6.4	88	1662	16.6	5.7	96	1627	18.0	5.6	105	1211	16.0	4.2	93
GRADUATED HIGH SCHOOL	65503	5236	42.5	8.0	109	4283	42.8	6.5	109	4041	44.8	6.2	115	3137	41.4	4.8	106
DID NOT GRADUATE HIGH SCHOOL	45195	3398	27.6	7.5	102	2581	25.8	5.7	96	2250	25.0	5.0	93	2008	26.5	4.4	98
EMPLOYED MALES	56429	4108	33.3	7.3	99	3110	31.1	5.5	92	3005	33.3	5.3	99	2455	32.4	4.4	96
EMPLOYED FEMALES	43971	3179	25.8	7.2	98	2463	24.6	5.6	94	2359	26.2	5.4	100	1945	25.7	4.4	98
EMPLOYED FULL-TIME	87773	6288	51.0	7.2	97	4662	46.5	5.3	89	4588	50.9	5.2	97	3810	50.3	4.3	96
EMPLOYED PART-TIME	12627	998	8.1	7.9	107	911	9.1	7.2	121	777	8.6	6.2	114	590	7.8	4.7	103
NOT EMPLOYED	67327	5047	40.9	7.5	102	4443	44.4	6.6	111	3654	40.5	5.4	101	3182	42.0	4.7	105
PROFESSIONAL/MANAGER	25845	1717	13.9	6.6	90	1327	13.2	5.1	86	1196	13.3	4.6	86	982	13.0	3.8	84
TECH/CLERICAL/SALES	30895	2179	17.7	7.1	96	1793	17.9	5.8	97	1692	18.8	5.5	102	1468	19.4	4.8	105
PRECISION/CRAFT	12629	938	7.6	7.4	101	753	7.5	6.0	100	703	7.8	5.6	104	582	7.7	4.6	102
OTHER EMPLOYED	31031	2453	19.9	7.9	108	1700	17.0	5.5	92	1773	19.7	5.7	106	1368	18.0	4.4	98
SINGLE	35557	2714	22.0	7.6	104	2540	25.4	7.1	120	1897	21.0	5.3	99	1975	26.0	5.6	123
MARRIED	103586	7868	63.8	7.6	103	6138	61.3	5.9	99	5894	65.4	5.7	106	4587	60.5	4.4	98
DIVORCED/SEPARATED/WIDOWED	28585	1752	14.2	6.1	83	1338	13.4	4.7	78	1227	13.6	4.3	80	1020	13.5	3.6	79
PARENTS	59295	5138	41.7	8.7	118	4524	45.2	7.6	128	4290	47.6	7.2	135	3293	43.4	5.6	123
WHITE	146081	10193	82.6	7.0	95	8201	81.9	5.6	94	7556	83.8	5.2	96	6430	84.8	4.4	97
BLACK	17974	1923	15.6	10.7	146	1652	16.5	9.2	154	1362	15.1	7.6	141	933	12.3	5.2	115
OTHER	3672	**217	1.8	5.9	80	**163	1.6	4.4	74	**100	1.1	2.7	51	**219	2.9	6.0	132
NORTHEAST-CENSUS	37005	2607	21.1	7.0	96	1751	17.5	4.7	79	1011	11.2	2.7	51	1885	24.9	5.1	113
NORTH CENTRAL	42642	3064	24.8	7.2	98	2696	26.9	6.3	106	2840	31.5	6.7	124	1993	26.3	4.7	103
SOUTH	56777	4306	34.9	7.6	103	3652	36.5	6.4	108	3252	36.1	5.7	107	2185	28.8	3.8	85
WEST	31303	2357	19.1	7.5	102	1917	19.1	6.1	103	1914	21.2	6.1	114	1519	20.0	4.9	107
NORTHEAST-MKTG.	30125	2373	19.2	6.2	85	1616	16.1	4.2	71	1036	11.5	2.7	51	1773	23.4	4.7	103
EAST CENTRAL	24794	1827	14.8	7.4	100	1215	12.1	4.9	82	1028	11.4	4.1	77	1034	13.6	4.2	92
WEST CENTRAL	28511	2125	17.2	7.5	101	2042	20.4	7.2	120	2369	26.3	8.3	155	1505	19.8	5.3	117
SOUTH	48953	3926	31.8	8.0	109	3527	35.2	7.2	121	3022	33.5	6.2	115	1951	25.7	4.0	88
PACIFIC	27344	2082	16.9	7.6	104	1616	16.1	5.9	99	1563	17.3	5.7	106	1318	17.4	4.8	107
COUNTY SIZE A	69301	4606	37.3	6.6	90	3948	39.4	5.7	95	3149	34.9	4.5	85	3022	39.9	4.4	96
COUNTY SIZE B	50633	4005	32.5	7.9	108	3104	31.0	6.1	103	2832	31.4	5.6	104	2522	33.3	5.0	110
COUNTY SIZE C	26259	1939	15.7	7.4	100	1529	15.3	5.8	98	1594	17.7	6.1	113	1162	15.3	4.4	98
COUNTY SIZE D	21534	1783	14.5	8.3	113	1435	14.3	6.7	112	1443	16.0	6.7	125	876	11.6	4.1	90
METRO CENTRAL CITY	50014	3769	30.6	7.5	102	3135	31.3	6.3	105	2897	32.1	5.8	108	2358	31.1	4.7	104
METRO SUBURBAN	76832	5546	45.0	7.2	98	4359	43.5	5.7	95	3729	41.4	4.9	90	3592	47.4	4.7	103
NON METRO	40881	3019	24.5	7.4	100	2522	25.2	6.2	103	2391	26.5	5.8	109	1632	21.5	4.0	88
TOP 5 ADI'S	39550	2776	22.5	7.0	95	2263	22.6	5.7	96	1796	19.9	4.5	84	1972	26.0	5.0	110
TOP 10 ADI'S	54877	3487	28.3	6.4	86	2968	29.6	5.4	91	2281	25.3	4.2	77	2524	33.3	4.6	102
TOP 20 ADI'S	77516	5221	42.3	6.7	92	4244	42.4	5.5	92	3324	36.9	4.3	80	3421	45.1	4.4	98
HSHLD INC. $50,000 OR MORE	17257	1196	9.7	6.9	94	1120	11.2	6.5	109	988	11.0	5.7	106	760	10.0	4.4	97
$40,000 OR MORE	33235	2218	18.0	6.7	91	1785	17.8	5.4	90	1748	19.4	5.3	98	1325	17.5	4.0	88
$30,000 OR MORE	59693	4210	34.1	7.1	96	3265	32.6	5.5	92	3054	33.9	5.1	95	2565	33.8	4.3	95
$25,000 OR MORE	76275	5399	43.8	7.1	96	4338	43.3	5.7	95	4034	44.7	5.3	98	3293	43.4	4.3	96
$20,000 - $24,999	18607	1234	10.0	6.6	90	1130	11.3	6.1	102	977	10.8	5.3	98	923	12.2	5.0	110
$15,000 - $19,999	17175	1323	10.7	7.7	105	984	9.8	5.7	96	1018	11.3	5.9	110	966	12.7	5.6	124
$10,000 - $14,999	24569	1807	14.7	7.4	100	1401	14.0	5.7	95	1210	13.4	4.9	92	873	11.5	3.6	79
UNDER $10,000	31101	2571	20.8	8.3	112	2163	21.6	7.0	116	1779	19.7	5.7	106	1526	20.1	4.9	109
HOUSEHOLD OF 1 PERSON	19441	1085	8.8	5.6	76	790	7.9	4.1	68	772	8.6	4.0	74	540	7.1	2.8	61
2 PEOPLE	51803	3233	26.2	6.2	85	2307	23.0	4.5	75	2221	24.6	4.3	80	1867	24.6	3.6	80
3 OR 4 PEOPLE	66933	5562	45.1	8.3	113	4785	47.8	7.1	120	4072	45.2	6.1	113	3354	44.2	5.0	111
5 OR MORE PEOPLE	29550	2454	19.9	8.3	113	2134	21.3	7.2	121	1953	21.7	6.6	123	1821	24.0	6.2	136
NO CHILD IN HSHLD	96587	6163	50.0	6.4	87	4596	45.9	4.8	80	4109	45.6	4.3	79	3649	48.1	3.8	84
CHILD(REN) UNDER 2 YRS	10844	1123	9.1	10.4	141	1196	11.9	11.0	185	802	8.9	7.4	138	731	9.6	6.7	149
2 - 5 YEARS	26358	2506	20.3	9.5	129	2442	24.4	9.3	155	1926	21.4	7.3	136	1721	22.7	6.5	144
6 - 11 YEARS	30453	2967	24.1	9.7	133	2172	21.7	7.1	119	2255	25.0	7.4	138	1922	25.3	6.3	140
12 - 17 YEARS	36575	3052	24.7	8.3	113	2715	27.1	7.4	124	2760	30.6	7.5	140	1849	24.4	5.1	112
RESIDENCE OWNED	117770	8160	66.2	6.9	94	6881	68.7	5.8	98	6613	73.3	5.6	104	5195	68.5	4.4	98
VALUE: $50,000 OR MORE	70166	4499	36.5	6.4	87	4062	40.6	5.8	97	3873	42.9	5.5	103	3120	41.2	4.4	98
VALUE: UNDER $50,000	47604	3662	29.7	7.7	105	2819	28.1	5.9	99	2741	30.4	5.8	107	2075	27.4	4.4	96

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS		167727	12333	100.0	7.4	100	10016	100.0	6.0	100	9018	100.0	5.4	100	7582	100.0	4.5	100
MAGAZINES	QUINTILE 1	34022	3109	25.2	9.1	124	2348	23.4	6.9	116	2169	24.1	6.4	119	1918	25.3	5.6	125
	QUINTILE 2	34800	2614	21.2	7.5	102	2328	23.2	6.7	112	2114	23.4	6.1	113	1744	23.0	5.0	111
	QUINTILE 3	30514	2316	18.8	7.6	103	1838	18.4	6.0	101	1540	17.1	5.0	94	1282	16.9	4.2	93
	QUINTILE 4	33324	2217	18.0	6.7	90	1883	18.8	5.7	95	1652	18.3	5.0	92	1490	19.7	4.5	99
	QUINTILE 5	35066	2079	16.9	5.9	81	1618	16.2	4.6	77	1543	17.1	4.4	82	1147	15.1	3.3	72
NEWSPAPERS	QUINTILE 1	29107	2082	16.9	7.2	97	1606	16.0	5.5	92	1551	17.2	5.3	99	1490	19.7	5.1	113
	QUINTILE 2	49095	3597	29.2	7.3	100	2955	29.5	6.0	101	2606	28.9	5.3	99	2292	30.2	4.7	103
	QUINTILE 3	28107	1566	12.7	6.8	92	1339	13.4	5.8	97	1114	12.4	4.8	90	837	11.0	3.6	80
	QUINTILE 4	33556	2642	21.4	7.9	107	1864	18.6	5.6	93	1798	19.9	5.4	100	1473	19.4	4.4	97
	QUINTILE 5	32863	2447	19.8	7.4	101	2251	22.5	6.8	115	1950	21.6	5.9	110	1491	19.7	4.5	100
OUTDOOR	QUINTILE 1	33431	2696	21.9	8.1	110	2080	20.8	6.2	104	1994	22.1	6.0	111	1448	19.1	4.3	96
	QUINTILE 2	33478	2551	20.7	7.6	104	1916	19.1	5.7	96	1790	19.8	5.3	99	1507	19.9	4.5	100
	QUINTILE 3	33574	2366	19.2	7.0	96	2045	20.4	6.1	102	1723	19.1	5.1	95	1515	20.0	4.5	100
	QUINTILE 4	33935	2535	20.6	7.5	102	1874	18.7	5.5	92	1717	19.0	5.1	94	1484	19.6	4.4	97
	QUINTILE 5	33310	2185	17.7	6.6	89	2100	21.0	6.3	106	1794	19.9	5.4	100	1628	21.5	4.9	108
RADIO-DRIVE TIME	QUINTILE 1	33136	3019	24.5	9.1	124	2447	24.4	7.4	124	2115	23.5	6.4	119	1789	23.6	5.4	119
	QUINTILE 2	31658	2234	18.1	7.1	96	1939	19.4	6.1	103	1898	21.0	6.0	112	1452	19.2	4.6	101
	QUINTILE 3	32541	2377	19.3	7.3	99	2115	21.1	6.5	109	1911	21.2	5.9	109	1642	21.7	5.0	112
	QUINTILE 4	34247	2533	20.5	7.4	101	1826	18.2	5.3	89	1600	17.7	4.7	87	1405	18.5	4.1	91
	QUINTILE 5	36144	2171	17.6	6.0	82	1689	16.9	4.7	78	1494	16.6	4.1	77	1293	17.1	3.6	79
RADIO-MID-DAY	TERCILE 1	45037	3849	31.2	8.5	116	2988	29.8	6.6	111	2538	28.1	5.6	105	1958	25.8	4.3	96
	TERCILE 2	44819	3200	25.9	7.1	97	2760	27.6	6.2	103	2261	25.1	5.0	94	2385	31.5	5.3	118
	TERCILE 3	77872	5285	42.9	6.8	92	4267	42.6	5.5	92	4219	46.8	5.4	101	3238	42.7	4.2	92
RADIO-TOTAL	QUINTILE 1	33763	2951	23.9	8.7	119	2408	24.0	7.1	119	2050	22.7	6.1	113	1728	22.8	5.1	113
	QUINTILE 2	33240	2741	22.2	8.2	112	2193	21.9	6.6	110	2005	22.2	6.0	112	1615	21.3	4.9	107
	QUINTILE 3	33408	1979	16.0	5.9	81	1855	18.5	5.6	93	1683	18.7	5.0	94	1405	18.5	4.2	93
	QUINTILE 4	34792	2623	21.3	7.5	103	1960	19.6	5.6	94	1806	20.0	5.2	97	1582	20.9	4.5	101
	QUINTILE 5	32524	2040	16.5	6.3	85	1599	16.0	4.9	82	1474	16.3	4.5	84	1252	16.5	3.8	85
TV-PRIME TIME	QUINTILE 1	33090	2561	20.8	7.7	105	1896	18.9	5.7	96	1868	20.7	5.6	105	1450	19.1	4.4	97
	QUINTILE 2	33357	2345	19.0	7.0	96	2117	21.1	6.3	106	1665	18.5	5.0	93	1505	19.8	4.5	100
	QUINTILE 3	33980	2817	22.8	8.3	113	1987	19.8	5.8	98	1734	19.2	5.1	95	1645	21.7	4.8	107
	QUINTILE 4	33854	2295	18.6	6.8	92	1952	19.5	5.8	97	1769	19.6	5.2	97	1473	19.4	4.4	96
	QUINTILE 5	33444	2316	18.8	6.9	94	2065	20.6	6.2	103	1983	22.0	5.9	110	1509	19.9	4.5	100
TV-DAYTIME	TERCILE 1	49121	3626	29.4	7.4	100	3089	30.8	6.3	105	2647	29.4	5.4	100	2141	28.2	4.4	96
	TERCILE 2	48823	3757	30.5	7.7	105	3054	30.5	6.3	105	2801	31.1	5.7	107	2590	34.2	5.3	117
	TERCILE 3	69782	4951	40.1	7.1	96	3873	38.7	5.6	93	3570	39.6	5.1	95	2851	37.6	4.1	90
TV-TOTAL	QUINTILE 1	33584	2560	20.8	7.6	104	2150	21.5	6.4	107	1671	18.5	5.0	93	1542	20.3	4.6	102
	QUINTILE 2	33441	2265	18.4	6.8	92	1970	19.7	5.9	99	1668	18.5	5.0	93	1334	17.6	4.0	88
	QUINTILE 3	33505	2447	19.8	7.3	99	1873	18.7	5.6	94	1878	20.8	5.6	104	1694	22.3	5.1	112
	QUINTILE 4	33466	2732	22.2	8.2	111	2070	20.7	6.2	104	1947	21.6	5.8	108	1536	20.3	4.6	102
	QUINTILE 5	33731	2329	18.9	6.9	94	1951	19.5	5.8	97	1855	20.6	5.5	102	1476	19.5	4.4	97
MAGAZINES-NEWSPAPERS: DUAL		44503	3645	29.6	8.2	111	3039	30.3	6.8	114	2750	30.5	6.2	115	2409	31.8	5.4	120
MAGAZINE IMPERATIVE		39363	3388	27.5	8.6	117	2646	26.4	6.7	113	2427	26.9	6.2	115	1905	25.1	4.8	107
NEWSPAPER IMPERATIVE		46441	2744	22.2	5.9	80	2280	22.8	4.9	82	1927	21.4	4.1	77	1776	23.4	3.8	85
MAGAZINES-OUTDOOR: DUAL		33726	2714	22.0	8.0	109	1983	19.8	5.9	98	2048	22.7	6.1	113	1729	22.8	5.1	113
MAGAZINE IMPERATIVE		52846	4120	33.4	7.8	106	3522	35.2	6.7	112	2936	32.6	5.6	103	2712	35.8	5.1	114
OUTDOOR IMPERATIVE		52140	3663	29.7	7.0	96	2952	29.5	5.7	95	2506	27.8	4.8	89	1959	25.8	3.8	83
MAGAZINES-RADIO: DUAL		37081	3377	27.4	9.1	124	2647	26.4	7.1	120	2394	26.5	6.5	120	2246	29.6	6.1	134
MAGAZINE IMPERATIVE		49747	3634	29.5	7.3	99	2946	29.4	5.9	99	2671	29.6	5.4	100	2204	29.1	4.4	98
RADIO IMPERATIVE		49208	3461	28.1	7.0	96	2820	28.2	5.7	96	2479	27.5	5.0	94	1846	24.3	3.8	83
MAGAZINES-TELEVISION: DUAL		33103	2477	20.1	7.5	102	2322	23.2	7.0	117	1753	19.4	5.3	98	1620	21.4	4.9	108
MAGAZINE IMPERATIVE		54575	4628	37.5	8.5	115	3589	35.8	6.6	110	3539	39.2	6.5	121	2796	36.9	5.1	113
TELEVISION IMPERATIVE		53249	3465	28.1	6.5	88	2659	26.5	5.0	84	2356	26.1	4.4	82	2014	26.6	3.8	84
NEWSPAPERS-OUTDOOR: DUAL		36255	2799	22.7	7.7	105	2141	21.4	5.9	99	2043	22.7	5.6	105	1529	20.2	4.2	93
NEWSPAPER IMPERATIVE		55591	3768	30.6	6.8	92	3217	32.1	5.8	97	2725	30.2	4.9	91	2722	35.9	4.9	108
OUTDOOR IMPERATIVE		48319	3597	29.2	7.4	101	2930	29.3	6.1	102	2643	29.3	5.5	102	2070	27.3	4.3	95
NEWSPAPERS-RADIO: DUAL		37242	3061	24.8	8.2	112	2440	24.4	6.6	110	2167	24.0	5.8	108	1953	25.8	5.2	116
NEWSPAPER IMPERATIVE		54423	3479	28.2	6.4	87	2820	28.2	5.2	87	2600	28.8	4.8	89	2278	30.0	4.2	93
RADIO IMPERATIVE		46650	3657	29.7	7.8	107	3183	31.8	6.8	114	2748	30.5	5.9	110	2106	27.8	4.5	100
NEWSPAPERS-TELEVISION: DUAL		35974	2496	20.2	6.9	94	2238	22.3	6.2	104	1752	19.4	4.9	91	1698	22.4	4.7	104
NEWSPAPER IMPERATIVE		56095	4080	33.1	7.3	99	3155	31.5	5.6	94	3088	34.2	5.5	102	2621	34.6	4.7	103
TELEVISION IMPERATIVE		47170	3487	28.3	7.4	101	2762	27.6	5.9	98	2501	27.7	5.3	99	1972	26.0	4.2	92
OUTDOOR-RADIO: DUAL		33748	2809	22.8	8.3	113	2247	22.4	6.7	111	2166	24.0	6.4	119	1612	21.3	4.8	106
OUTDOOR IMPERATIVE		52785	3653	29.6	6.9	94	2862	28.6	5.4	91	2598	28.8	4.9	92	2224	29.3	4.2	93
RADIO IMPERATIVE		52882	3958	32.1	7.5	102	3456	34.5	6.5	109	2831	31.4	5.4	100	2527	33.3	4.8	106
OUTDOOR-TELEVISION: DUAL		32030	2586	21.0	8.1	110	2102	21.0	6.6	110	1852	20.5	5.8	108	1630	21.5	5.1	113
OUTDOOR IMPERATIVE		54626	3984	32.3	7.3	99	3143	31.4	5.8	96	2967	32.9	5.4	101	2224	29.3	4.1	90
TELEVISION IMPERATIVE		54874	3573	29.0	6.5	89	3194	31.9	5.8	97	2626	29.1	4.8	89	2362	31.2	4.3	95
RADIO-TELEVISION: DUAL		33386	2769	22.5	8.3	113	2358	23.5	7.1	118	1955	21.7	5.9	109	1675	22.1	5.0	111
RADIO IMPERATIVE		53810	4228	34.3	7.9	107	3460	34.5	6.4	108	3227	35.8	6.0	112	2565	33.8	4.8	105
TELEVISION IMPERATIVE		54023	3460	28.1	6.4	87	2817	28.1	5.2	87	2420	26.8	4.5	83	2246	29.6	4.2	92

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS	167727	12333	100.0	7.4	100	10016	100.0	6.0	100	9018	100.0	5.4	100	7582	100.0	4.5	100
ATLANTIC MONTHLY	867	**77	0.6	8.9	121	**71	0.7	8.2	137	**63	0.7	7.3	135	**40	0.5	4.6	102
BARRON'S	1580	**69	0.6	4.4	59	**68	0.7	4.3	72	**107	1.2	6.8	126	**43	0.6	2.7	60
BETTER HOMES & GARDENS	22203	1789	14.5	8.1	110	1717	17.1	7.7	129	1568	17.4	7.1	131	1223	16.1	5.5	122
BON APPETIT	3810	239	1.9	6.3	85	*160	1.6	4.2	70	*238	2.6	6.2	116	*149	2.0	3.9	87
BUSINESS WEEK	4663	314	2.5	6.7	92	325	3.2	7.0	117	*274	3.0	5.9	109	*177	2.3	3.8	84
CAR AND DRIVER	3102	*199	1.6	6.4	87	*108	1.1	3.5	58	*117	1.3	3.8	70	*163	2.1	5.3	116
CBS MAGAZINE NETWORK (GROSS)	7311	634	5.1	8.7	118	466	4.7	6.4	107	391	4.3	5.3	99	291	3.8	4.0	88
CHANGING TIMES	3400	*272	2.2	8.0	109	*223	2.2	6.6	110	*224	2.5	6.6	123	*197	2.6	5.8	128
COLONIAL HOMES	1796	*145	1.2	8.1	110	**167	1.7	9.3	156	*140	1.6	7.8	145	*189	2.5	10.5	233
CONDE NAST MAG. PKG. (GROSS)	19924	1775	14.4	8.9	121	1457	14.5	7.3	122	1427	15.8	7.2	133	1228	16.2	6.2	136
CONSUMERS DIGEST	3125	*282	2.3	9.0	123	*166	1.7	5.3	89	*204	2.3	6.5	121	*157	2.1	5.0	111
COSMOPOLITAN	10577	929	7.5	8.8	119	740	7.4	7.0	117	637	7.1	6.0	112	612	8.1	5.8	128
COUNTRY LIVING	3746	*249	2.0	6.6	90	*240	2.4	6.4	107	*177	2.0	4.7	88	**157	2.1	4.2	93
CUISINE	2214	*128	1.0	5.8	79	**83	0.8	3.7	63	**94	1.0	4.2	79	**99	1.3	4.5	99
CYCLE WORLD	2394	*253	2.1	10.6	144	*164	1.6	6.9	115	*182	2.0	7.6	141	**130	1.7	5.4	120
DCI:CREATIVE IDEAS FOR LIV	3068	*216	1.8	7.0	96	*186	1.9	6.1	102	*164	1.8	5.3	99	*230	3.0	7.5	166
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	541	4.4	5.7	77	572	5.7	6.0	100	544	6.0	5.7	106	579	7.6	6.1	134
DISCOVER	2277	*180	1.5	7.9	108	**121	1.2	5.3	89	*168	1.9	7.4	137	**151	2.0	6.6	147
EBONY	7187	854	6.9	11.9	162	681	6.8	9.5	159	580	6.4	8.1	150	459	6.1	6.4	141
ESQUIRE	2560	*199	1.6	7.8	106	*183	1.8	7.1	120	*206	2.3	8.0	150	*163	2.1	6.4	141
ESSENCE	3242	419	3.4	12.9	176	363	3.6	11.2	188	340	3.8	10.5	195	*260	3.4	8.0	177
FAMILY CIRCLE	19639	1605	13.0	8.2	111	1336	13.3	6.8	114	1298	14.4	6.6	123	1142	15.1	5.8	129
THE FAMILY HANDYMAN	3540	431	3.5	12.2	166	316	3.2	8.9	149	*243	2.7	6.9	128	*187	2.5	5.3	117
FAMILY WEEKLY	23924	1940	15.7	8.1	110	1172	11.7	4.9	82	1205	13.4	5.0	94	1192	15.7	5.0	110
FIELD & STREAM	9883	994	8.1	10.1	137	800	8.0	8.1	136	589	6.5	6.0	111	478	6.3	4.8	107
FOOD & WINE	1030	**69	0.6	6.7	91	**58	0.6	5.6	94	**84	0.9	8.2	152	**69	0.9	6.7	148
FORBES	2679	*149	1.2	5.6	76	*158	1.6	5.9	99	*164	1.8	6.1	114	**134	1.8	5.0	111
FORTUNE	2931	*175	1.4	6.0	81	*219	2.2	7.5	125	*205	2.3	7.0	130	*115	1.5	3.9	87
GENTLEMEN'S QUARTERLY	3481	*271	2.2	7.8	106	*313	3.1	9.0	151	*215	2.4	6.2	115	*198	2.6	5.7	126
GLAMOUR	7163	608	4.9	8.5	115	538	5.4	7.5	126	550	6.1	7.7	143	481	6.3	6.7	149
GOLF DIGEST	2355	*157	1.3	6.7	91	*141	1.4	6.0	100	*172	1.9	7.3	136	**77	1.0	3.3	72
GOLF DIGEST/TENNIS (GROSS)	3610	218	1.8	6.0	82	213	2.1	5.9	99	*238	2.6	6.6	123	*156	2.1	4.3	96
GOLF MAGAZINE	2046	**130	1.1	6.4	86	*144	1.4	7.0	118	**131	1.5	6.4	119	**71	0.9	3.5	77
GOLF MAGAZINE/SKI (GROSS)	3547	*249	2.0	7.0	95	*232	2.3	6.5	110	*242	2.7	6.8	127	*154	2.0	4.3	96
GOOD HOUSEKEEPING	20353	1396	11.3	6.9	93	1207	12.1	5.9	99	1408	15.6	6.9	129	947	12.5	4.7	103
HARPER'S BAZAAR	3362	337	2.7	10.0	136	*275	2.7	8.2	137	*304	3.4	9.0	168	*205	2.7	6.1	135
HEALTH	2987	364	3.0	12.2	166	*154	1.5	5.2	86	*207	2.3	6.9	129	*214	2.8	7.2	158
HEARST MAG CORP. BUY (GROSS)	67928	5338	43.3	7.9	107	4366	43.6	6.4	108	4376	48.5	6.4	120	3520	46.4	5.2	115
HEARST MAN POWER (GROSS)	11282	891	7.2	7.9	107	619	6.2	5.5	92	609	6.8	5.4	100	469	6.2	4.2	92
HEARST WOMAN POWER (GROSS)	40514	3189	25.9	7.9	107	2630	26.3	6.5	109	2735	30.3	6.8	126	2101	27.7	5.2	115
HOUSE BEAUTIFUL	4885	362	2.9	7.4	101	*311	3.1	6.4	107	300	3.3	6.1	114	*284	3.7	5.8	129
INC.	1308	**54	0.4	4.1	56	**57	0.6	4.4	73	**54	0.6	4.1	77	**69	0.9	5.3	117
JET	6498	739	6.0	11.4	155	645	6.4	9.9	166	532	5.9	8.2	152	380	5.0	5.8	129
LADIES' HOME JOURNAL	14797	1232	10.0	8.3	113	1204	12.0	8.1	136	1253	13.9	8.5	157	932	12.3	6.3	139
LHJ FAMILY GRP COMBO(GROSS)	21743	1976	16.0	9.1	124	1678	16.8	7.7	129	1782	19.8	8.2	152	1395	18.4	6.4	142
LIFE	9881	860	7.0	8.7	118	824	8.2	8.3	140	717	8.0	7.3	135	493	6.5	5.0	110
L.A. TIMES HOME MAGAZINE	2775	*215	1.7	7.7	105	*144	1.4	5.2	87	**136	1.5	4.9	91	**47	0.6	1.7	37
MADEMOISELLE	4219	419	3.4	9.9	135	*303	3.0	7.2	120	*311	3.4	7.4	137	*195	2.6	4.6	102
MC CALL'S	16422	1302	10.6	7.9	108	1259	12.6	7.7	128	1315	14.6	8.0	149	854	11.3	5.2	115
MC CALL'S/MRK MOTHER (GROSS)	17919	1486	12.0	8.3	113	1437	14.3	8.0	134	1550	17.2	8.7	161	977	12.9	5.5	121
MECHANIX ILLUSTRATED	4433	417	3.4	9.4	128	285	2.8	6.4	108	*211	2.3	4.8	89	*173	2.3	3.9	86
METROPOLITAN HOME	1504	**128	1.0	8.5	116	**101	1.0	6.7	112	**68	0.8	4.5	84	**103	1.4	6.8	151
MONEY	4723	328	2.7	6.9	94	272	2.7	5.8	96	*189	2.1	4.0	74	*219	2.9	4.6	103
MOTHER EARTH NEWS	2325	*190	1.5	8.2	111	*185	1.8	8.0	133	*202	2.2	8.7	162	**109	1.4	4.7	104
MS.	1189	**118	1.0	9.9	135	**131	1.3	11.0	185	**111	1.2	9.3	174	**117	1.5	9.8	218
NATIONAL ENQUIRER	18892	1663	13.5	8.8	120	1184	11.8	6.3	105	1174	13.0	6.2	116	1020	13.5	5.4	119
NATIONAL GEOGRAPHIC	22129	1768	14.3	8.0	109	1439	14.4	6.5	109	1251	13.9	5.7	105	1120	14.8	5.1	112
NATIONAL SUNDAY MAGAZINE PKG	103750	7581	61.5	7.3	99	6094	60.8	5.9	98	5568	61.7	5.4	100	4775	63.0	4.6	102
NATURAL HISTORY	1379	**120	1.0	8.7	118	**109	1.1	7.9	132	**95	1.1	6.9	128	**60	0.8	4.4	96
NEW WOMAN	2289	*217	1.8	9.5	129	*179	1.8	7.8	131	*200	2.2	8.7	163	**76	1.0	3.3	73
NEW YORK INCLUDING CUE	1088	**61	0.5	5.6	76	**65	0.6	6.0	100	**47	0.5	4.3	80	**54	0.7	5.0	110
THE NEW YORKER	2459	*186	1.5	7.6	103	*193	1.9	7.8	131	*157	1.7	6.4	119	*112	1.5	4.6	101
NEWSWEEK	16527	1323	10.7	8.0	109	1149	11.5	7.0	116	926	10.3	5.6	104	715	9.4	4.3	96
THE N.Y. TIMES DAILY EDITION	2739	*120	1.0	4.4	60	**120	1.2	4.4	73	**37	0.4	1.4	25	*169	2.2	6.2	136
THE N.Y. TIMES MAGAZINE	4443	216	1.8	4.9	66	*223	2.2	5.0	84	**81	0.9	1.8	34	*210	2.8	4.7	105
OMNI	2799	*234	1.9	8.4	114	*230	2.3	8.2	138	*190	2.1	6.8	126	*136	1.8	4.9	107
ON CABLE	2209	*152	1.2	6.9	94	*171	1.7	7.7	130	*138	1.5	6.2	116	*187	2.5	8.5	187
1001 HOME IDEAS	3959	380	3.1	9.6	131	320	3.2	8.1	135	321	3.6	8.1	151	*249	3.3	6.3	139
ORGANIC GARDENING	3111	346	2.8	11.1	151	**122	1.2	3.9	66	*223	2.5	7.2	133	*196	2.6	6.3	139
OUTDOOR LIFE	5024	508	4.1	10.1	138	366	3.7	7.3	122	290	3.2	5.8	107	258	3.4	5.1	114
PARADE MAGAZINE	51292	3907	31.7	7.6	104	3125	31.2	6.1	102	2728	30.3	5.3	99	2291	30.2	4.5	99

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS	167727	12333	100.0	7.4	100	10016	100.0	6.0	100	9018	100.0	5.4	100	7582	100.0	4.5	100
PARENTS	5298	607	4.9	11.5	156	573	5.7	10.8	181	417	4.6	7.9	146	444	5.9	8.4	185
PENTHOUSE	5129	382	3.1	7.4	101	336	3.4	6.6	110	282	3.1	5.5	102	272	3.6	5.3	117
PEOPLE	21070	1430	11.6	6.8	92	1336	13.3	6.3	106	1165	12.9	5.5	103	946	12.5	4.5	99
PLAYBOY	10562	785	6.4	7.4	101	660	6.6	6.2	105	566	6.3	5.4	100	591	7.8	5.6	124
POPULAR HOT RODDING	2498	*236	1.9	9.4	128	*180	1.8	7.2	121	**109	1.2	4.4	81	**120	1.6	4.8	106
POPULAR MECHANICS	5887	463	3.8	7.9	107	292	2.9	5.0	83	348	3.9	5.9	110	*251	3.3	4.3	94
POPULAR SCIENCE	4317	310	2.5	7.2	98	297	3.0	6.9	115	*251	2.8	5.8	108	*183	2.4	4.2	94
PREVENTION	5792	344	2.8	5.9	81	353	3.5	6.1	102	273	3.0	4.7	88	*130	1.7	2.2	50
PSYCHOLOGY TODAY	3284	238	1.9	7.2	99	*215	2.1	6.5	110	*214	2.4	6.5	121	*140	1.8	4.3	94
READER'S DIGEST	40046	3064	24.8	7.7	104	2464	24.6	6.2	103	2268	25.1	5.7	105	1904	25.1	4.8	105
REDBOOK	9584	864	7.0	9.0	123	682	6.8	7.1	119	690	7.7	7.2	134	542	7.1	5.7	125
ROAD & TRACK	2590	*146	1.2	5.6	77	**111	1.1	4.3	72	**56	0.6	2.2	40	**56	0.7	2.2	48
ROLLING STONE	3302	*235	1.9	7.1	97	*261	2.6	7.9	132	*219	2.4	6.6	123	**132	1.7	4.0	88
RUNNER'S WORLD	1229	**100	0.8	8.1	111	**70	0.7	5.7	95	**29	0.3	2.4	44	**58	0.8	4.7	104
SATURDAY EVENING POST	2110	*144	1.2	6.8	93	**124	1.2	5.9	98	**149	1.7	7.1	131	*128	1.7	6.1	134
SCIENCE 84	1543	**111	0.9	7.2	98	**55	0.5	3.6	60	**68	0.8	4.4	82	**58	0.8	3.8	83
SCIENCE DIGEST	1747	**103	0.8	5.9	80	**104	1.0	6.0	100	*112	1.2	6.4	119	**51	0.7	2.9	65
SCIENTIFIC AMERICAN	1994	**110	0.9	5.5	75	**114	1.1	5.7	96	**105	1.2	5.3	98	**78	1.0	3.9	87
SELF	3119	338	2.7	10.8	147	*225	2.2	7.2	121	*240	2.7	7.7	143	*198	2.6	6.3	140
SEVENTEEN	3923	329	2.7	8.4	114	439	4.4	11.2	187	384	4.3	9.8	182	*403	5.3	10.3	227
SKI	1501	**119	1.0	7.9	108	**88	0.9	5.9	98	**110	1.2	7.3	136	**83	1.1	5.5	122
SMITHSONIAN	5976	337	2.7	5.6	77	320	3.2	5.4	90	274	3.0	4.6	85	254	3.4	4.3	94
SOAP OPERA DIGEST	4228	461	3.7	10.9	148	371	3.7	8.8	147	368	4.1	8.7	162	362	4.8	8.6	189
SOUTHERN LIVING	6488	325	2.6	5.0	68	386	3.9	5.9	100	380	4.2	5.9	109	*349	4.6	5.4	119
SPORT	3500	339	2.7	9.7	132	266	2.7	7.6	127	249	2.8	7.1	132	*165	2.2	4.7	104
THE SPORTING NEWS	2456	284	2.3	11.6	157	*198	2.0	8.1	135	*178	2.0	7.2	135	*195	2.6	7.9	176
SPORTS AFIELD	3648	325	2.6	8.9	121	*223	2.2	6.1	102	*149	1.7	4.1	76	*167	2.2	4.6	101
SPORTS ILLUSTRATED	14484	1116	9.0	7.7	105	910	9.1	6.3	105	806	8.9	5.6	103	778	10.3	5.4	119
STAR	12661	1237	10.0	9.8	133	779	7.8	6.2	103	707	7.8	5.6	104	760	10.0	6.0	133
SUNDAY	52799	3605	29.2	6.8	93	3126	31.2	5.9	99	2624	29.1	5.0	92	2326	30.7	4.4	97
SUNSET	3513	*338	2.7	9.6	131	*247	2.5	7.0	118	*313	3.5	8.9	166	*224	3.0	6.4	141
TV GUIDE	42766	3657	29.7	8.6	116	2826	28.2	6.6	111	2636	29.2	6.2	115	2168	28.6	5.1	112
TENNIS	1254	**61	0.5	4.9	66	**72	0.7	5.7	96	**66	0.7	5.3	98	**79	1.0	6.3	139
TIME	22054	1679	13.6	7.6	104	1358	13.6	6.2	103	1061	11.8	4.8	89	1014	13.4	4.6	102
TOWN & COUNTRY	1555	**128	1.0	8.2	112	**101	1.0	6.5	109	**86	1.0	5.5	103	**86	1.1	5.5	122
TRAVEL & LEISURE	2173	*113	0.9	5.2	71	*111	1.1	5.1	86	**92	1.0	4.2	79	*151	2.0	6.9	154
TRUE STORY	4636	570	4.6	12.3	167	434	4.3	9.4	157	442	4.9	9.5	177	442	5.8	9.5	211
U.S.NEWS & WORLD REPORT	10353	706	5.7	6.8	93	743	7.4	7.2	120	518	5.7	5.0	93	354	4.7	3.4	76
USA TODAY	4994	346	2.8	6.9	94	373	3.7	7.5	125	295	3.3	5.9	110	*180	2.4	3.6	80
US	3528	309	2.5	8.8	119	*246	2.5	7.0	117	*292	3.2	8.3	154	*244	3.2	6.9	153
VOGUE	5424	410	3.3	7.6	103	392	3.9	7.2	121	326	3.6	6.0	112	355	4.7	6.5	145
WALL STREET JOURNAL	6292	337	2.7	5.4	73	372	3.7	5.9	99	413	4.6	6.6	122	265	3.5	4.2	93
WEIGHT WATCHERS	2762	*207	1.7	7.5	102	*180	1.8	6.5	109	*225	2.5	8.1	152	*143	1.9	5.2	115
WOMAN'S DAY	16320	1205	9.8	7.4	100	1116	11.1	6.8	115	999	11.1	6.1	114	919	12.1	5.6	125
WORKING MOTHER	1496	*184	1.5	12.3	167	**178	1.8	11.9	199	**235	2.6	15.7	292	**123	1.6	8.2	182
WORKING WOMAN	1851	*166	1.3	9.0	122	*183	1.8	9.9	166	**159	1.8	8.6	160	**123	1.6	6.6	147
WORLD TENNIS	580	**34	0.3	5.9	80	**37	0.4	6.4	107	**26	0.3	4.5	83	**26	0.3	4.5	99
ZIFF-DAVIS MAG NETWK (GROSS)	12412	869	7.0	7.0	95	650	6.5	5.2	88	634	7.0	5.1	95	668	8.8	5.4	119
BLAIR INSERTS	91671	6532	53.0	7.1	97	5432	54.2	5.9	99	4917	54.5	5.4	100	4180	55.1	4.6	101
DAILY NEWSPAPERS																	
READ ANY	109190	7910	64.1	7.2	99	6326	63.2	5.8	97	5674	62.9	5.2	97	5012	66.1	4.6	102
READ ONE	89587	6408	52.0	7.2	97	5285	52.8	5.9	99	4666	51.7	5.2	97	4036	53.2	4.5	100
READ TWO OR MORE	19602	1502	12.2	7.7	104	1041	10.4	5.3	89	1008	11.2	5.1	96	976	12.9	5.0	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	8019	65.0	7.3	99	6452	64.4	5.9	99	5886	65.3	5.4	100	5082	67.0	4.6	103
READ ONE	95074	6991	56.7	7.4	100	5690	56.8	6.0	100	5104	56.6	5.4	100	4324	57.0	4.5	101
READ TWO OR MORE	14588	1028	8.3	7.0	96	763	7.6	5.2	88	782	8.7	5.4	100	758	10.0	5.2	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.74				30.29				31.15				27.81			
30 DAY REACH	149706	11111	90.1	7.4	101	8952	89.4	6.0	100	8029	89.0	5.4	100	6692	88.3	4.5	99
50 SHWG - 30 DAY AV FREQ	15.16	16.22				16.14				16.39				14.76			
30 DAY REACH	142406	10550	85.5	7.4	101	8424	84.1	5.9	99	7647	84.8	5.4	100	6309	83.2	4.4	98
25 SHWG - 30 DAY AV FREQ	8.23	8.70				8.82				8.88				7.97			
30 DAY REACH	131152	9836	79.8	7.5	102	7707	76.9	5.9	98	7057	78.3	5.4	100	5823	76.8	4.4	98
CABLE TV: HOME WIRED	66879	5204	42.2	7.8	106	4038	40.3	6.0	101	3772	41.8	5.6	105	3118	41.1	4.7	103
HOME NOT WIRED	100848	7129	57.8	7.1	96	5977	59.7	5.9	99	5246	58.2	5.2	97	4464	58.9	4.4	98
HAVE PAY CABLE	35024	3196	25.9	9.1	124	2178	21.7	6.2	104	2001	22.2	5.7	106	1748	23.1	5.0	110

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS		167727	12333	100.0	7.4	100	10016	100.0	6.0	100	9018	100.0	5.4	100	7582	100.0	4.5	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		95620	7493	60.8	7.8	107	5998	59.9	6.3	105	5523	61.2	5.8	107	4590	60.5	4.8	106
10:00 AM - 3:00 PM		63599	5156	41.8	8.1	110	4117	41.1	6.5	108	3416	37.9	5.4	100	3065	40.4	4.8	107
3:00 PM - 7:00 PM		72097	5741	46.5	8.0	108	4709	47.0	6.5	109	4310	47.8	6.0	111	3600	47.5	5.0	110
7:00 PM - MIDNIGHT		36670	2730	22.1	7.4	101	2527	25.2	6.9	115	1995	22.1	5.4	101	1714	22.6	4.7	103
MIDNIGHT - 6:00 AM		21908	1702	13.8	7.8	106	1260	12.6	5.8	96	991	11.0	4.5	84	955	12.6	4.4	96
6:00 AM - MIDNIGHT		127571	9776	79.3	7.7	104	7980	79.7	6.3	105	7175	79.6	5.6	105	6045	79.7	4.7	105
ENTIRE DAY		129239	9859	79.9	7.6	104	8044	80.3	6.2	104	7237	80.3	5.6	104	6081	80.2	4.7	104
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		34009	2645	21.4	7.8	106	2000	20.0	5.9	98	1890	21.0	5.6	103	1636	21.6	4.8	106
ALL NEWS		6062	449	3.6	7.4	101	379	3.8	6.3	105	*215	2.4	3.5	66	269	3.5	4.4	98
AOR/PROGRESSIVE		11884	906	7.3	7.6	104	701	7.0	5.9	99	600	6.7	5.0	94	534	7.0	4.5	99
BEAUTIFUL MUSIC		11180	821	6.7	7.3	100	799	8.0	7.1	120	592	6.6	5.3	98	552	7.3	4.9	109
BLACK		4538	532	4.3	11.7	159	434	4.3	9.6	160	352	3.9	7.8	144	326	4.3	7.2	159
CLASSICAL		3857	303	2.5	7.9	107	*162	1.6	4.2	70	*159	1.8	4.1	77	*131	1.7	3.4	75
CHR/ROCK		21946	1697	13.8	7.7	105	1552	15.5	7.1	118	1292	14.3	5.9	109	1100	14.5	5.0	111
COUNTRY		27262	2023	16.4	7.4	101	1533	15.3	5.6	94	1700	18.9	6.2	116	1385	18.3	5.1	112
GOLDEN OLDIES		3339	*241	2.0	7.2	98	*194	1.9	5.8	97	*131	1.5	3.9	73	*155	2.0	4.6	103
MOR/NOSTALGIA		10346	521	4.2	5.0	68	564	5.6	5.5	91	598	6.6	5.8	108	448	5.9	4.3	96
NEWS/TALK		8929	535	4.3	6.0	81	475	4.7	5.3	89	374	4.1	4.2	78	419	5.5	4.7	104
RELIGIOUS		5488	456	3.7	8.3	113	303	3.0	5.5	92	*259	2.9	4.7	88	*268	3.5	4.9	108
SOFT ROCK		1232	**101	0.8	8.2	111	**94	0.9	7.6	128	**87	1.0	7.1	131	**8	0.1	0.6	14
URBAN CONTEMPORARY		3184	307	2.5	9.6	131	*309	3.1	9.7	163	*240	2.7	7.5	140	*212	2.8	6.7	147
WIRED NETWORKS:																		
ABC CONTEMPORARY		6911	496	4.0	7.2	98	420	4.2	6.1	102	327	3.6	4.7	88	*254	3.4	3.7	81
ABC DIRECTION		5212	480	3.9	9.2	125	477	4.8	9.2	153	388	4.3	7.4	138	435	5.7	8.3	185
ABC ENTERTAINMENT		10385	579	4.7	5.6	76	519	5.2	5.0	84	469	5.2	4.5	84	499	6.6	4.8	106
ABC FM		4762	290	2.4	6.1	83	*265	2.6	5.6	93	*307	3.4	6.4	120	*246	3.2	5.2	114
ABC INFORMATION		11339	693	5.6	6.1	83	562	5.6	5.0	83	657	7.3	5.8	108	554	7.3	4.9	108
ABC ROCK		4878	396	3.2	8.1	110	322	3.2	6.6	111	*248	2.8	5.1	95	*177	2.3	3.6	80
CBS		10709	798	6.5	7.5	101	659	6.6	6.2	103	522	5.8	4.9	91	429	5.7	4.0	89
MUTUAL		10251	594	4.8	5.8	79	566	5.7	5.5	92	607	6.7	5.9	110	450	5.9	4.4	97
NBC		12243	951	7.7	7.8	106	616	6.2	5.0	84	563	6.2	4.6	86	550	7.3	4.5	99
RADIORADIO		4606	455	3.7	9.9	134	379	3.8	8.2	138	366	4.1	7.9	148	*238	3.1	5.2	114
RKO ONE		5148	388	3.1	7.5	103	424	4.2	8.2	138	300	3.3	5.8	108	375	4.9	7.3	161
RKO TWO		7313	391	3.2	5.3	73	391	3.9	5.3	90	310	3.4	4.2	79	365	4.8	5.0	110
THE SOURCE		5981	473	3.8	7.9	108	*346	3.5	5.8	97	*294	3.3	4.9	91	*278	3.7	4.6	103
NON-WIRED : BLAIR		19329	1346	10.9	7.0	95	1277	12.7	6.6	111	1086	12.0	5.6	104	886	11.7	4.6	101
INTERNET		27139	2136	17.3	7.9	107	1729	17.3	6.4	107	1514	16.8	5.6	104	1464	19.3	5.4	119
KATZ RADIO GROUP		36319	2435	19.7	6.7	91	2110	21.1	5.8	97	1708	18.9	4.7	87	1722	22.7	4.7	105
SUPERNET		22361	1753	14.2	7.8	107	1509	15.1	6.7	113	1473	16.3	6.6	123	1096	14.5	4.9	108
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM		14532	1062	8.6	7.3	99	815	8.1	5.6	94	740	8.2	5.1	95	727	9.6	5.0	111
MKDAY 9:00 AM - 1:00 PM		18688	1453	11.8	7.8	106	1210	12.1	6.5	108	969	10.7	5.2	96	904	11.9	4.8	107
MKDAY 1:00 PM - 4:30 PM		24061	1856	15.0	7.7	105	1587	15.8	6.6	110	1261	14.0	5.2	97	1110	14.6	4.6	102
MKDAY 4:30 PM - 7:30 PM		44079	3197	25.9	7.3	99	2588	25.8	5.9	98	2138	23.7	4.9	90	1974	26.0	4.5	99
MKDAY 7:30 PM - 8:00 PM		61979	4444	36.0	7.2	98	3714	37.1	6.0	100	3159	35.0	5.1	95	2761	36.4	4.5	99
MKDAY 11:00 PM - 11:30 PM		49084	3447	27.9	7.0	96	3024	30.2	6.2	103	2788	30.9	5.7	106	2229	29.4	4.5	100
MKDAY 11:30 PM - 1:00 AM		16560	1178	9.6	7.1	97	1006	10.0	6.1	102	981	10.9	5.9	110	725	9.6	4.4	97
M-SAT 8-11 PM+SUN 7-11 PM		66967	5003	40.6	7.5	102	3982	39.8	5.9	100	3557	39.4	5.3	99	2997	39.5	4.5	99
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	9269	810	6.6	8.7	119	755	7.5	8.1	136	534	5.9	5.8	107	484	6.4	5.2	116
ANOTHER WORLD	N	6138	447	3.6	7.3	99	536	5.4	8.7	146	301	3.3	4.9	91	312	4.1	5.1	112
AS THE WORLD TURNS	C	7707	535	4.3	6.9	94	464	4.6	6.0	101	410	4.5	5.3	99	325	4.3	4.2	93
CAPITOL	C	4688	446	3.6	9.5	129	356	3.6	7.6	127	260	2.9	5.5	103	222	2.9	4.7	105
CBS MORN. NEWS 1	C	2792	143	1.2	5.1	70	139	1.4	5.0	83	117	1.3	4.2	78	121	1.6	4.3	96
CBS MORN. NEWS 2	C	2071	127	1.0	6.1	83	*88	0.9	4.2	71	*65	0.7	3.1	58	*78	1.0	3.8	83
DAYS OF OUR LIVES	N	8018	609	4.9	7.6	103	568	5.7	7.1	119	453	5.0	5.6	105	488	6.4	6.1	135
FACTS OF LIFE - DAYTIME	N	3487	274	2.2	7.9	107	187	1.9	5.4	90	168	1.9	4.8	90	140	1.8	4.0	89
FAMILY FEUD	A	4817	392	3.2	8.1	111	308	3.1	6.4	107	261	2.9	5.4	101	201	2.7	4.2	92
GENERAL HOSPITAL	A	8333	665	5.4	8.0	109	560	5.6	6.7	113	494	5.5	5.9	110	451	5.9	5.4	120
GOOD MORNING, AMERICA-730	A	5472	366	3.0	6.7	91	332	3.3	6.1	102	386	4.3	7.1	131	292	3.9	5.3	118
GOOD MORNING, AMERICA-830	A	3965	261	2.1	6.6	90	247	2.5	6.2	104	229	2.5	5.8	107	203	2.7	5.1	113
GUIDING LIGHT	C	7542	563	4.6	7.5	102	447	4.5	5.9	99	378	4.2	5.0	93	295	3.9	3.9	87
ONE LIFE TO LIVE	A	6018	553	4.5	9.2	125	426	4.3	7.1	119	330	3.7	5.5	102	315	4.2	5.2	116
PRESS YOUR LUCK	C	3589	256	2.1	7.1	97	273	2.7	7.6	127	222	2.5	6.2	115	168	2.2	4.7	104
PRICE IS RIGHT 1	C	7418	615	5.0	8.3	113	498	5.0	6.7	112	355	3.9	4.8	89	325	4.3	4.4	97
PRICE IS RIGHT 2	C	8276	669	5.4	8.1	110	563	5.6	6.8	114	389	4.3	4.7	87	398	5.2	4.8	106
RYAN'S HOPE	A	4358	449	3.6	10.3	140	399	4.0	9.2	153	287	3.2	6.6	122	201	2.7	4.6	102
SALE OF THE CENTURY	N	3749	305	2.5	8.1	111	254	2.5	6.8	113	196	2.2	5.2	97	160	2.1	4.3	94
SEARCH FOR TOMORROW	N	2884	231	1.9	8.0	109	258	2.6	8.9	150	141	1.6	4.9	91	*194	2.6	6.7	149
TODAY SHOW 1	N	4869	344	2.8	7.1	96	169	1.7	3.5	58	157	1.7	3.2	60	221	2.9	4.5	100
TODAY SHOW 2	N	4135	265	2.1	6.4	87	169	1.7	4.1	68	158	1.8	3.8	71	183	2.4	4.4	98
$25,000 PYRAMID	C	4361	312	2.5	7.2	97	277	2.8	6.4	106	224	2.5	5.1	96	204	2.7	4.7	103
WHEEL OF FORTUNE	N	6187	508	4.1	8.2	112	386	3.9	6.2	104	325	3.6	5.3	98	330	4.4	5.3	118
YOUNG AND THE RESTLESS	C	8186	574	4.7	7.0	95	511	5.1	6.2	105	446	4.9	5.4	101	345	4.6	4.2	93
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	4727	259	2.1	5.5	75	269	2.7	5.7	95	217	2.4	4.6	85	185	2.4	3.9	87
NBA PLAYOFF GAME -1	C	5127	457	3.7	8.9	121	372	3.7	7.3	122	265	2.9	5.2	96	213	2.8	4.2	92
NBC MAJOR LEAGUE PRE-GAME	N	3945	*385	3.1	9.8	133	*270	2.7	6.8	115	*300	3.3	7.6	141	*278	3.7	7.0	156
SPORTSWORLD - SUN	N	3370	366	3.0	10.9	148	216	2.2	6.4	107	245	2.7	7.3	135	*157	2.1	4.7	103
SUNDAY MORNING	C	4200	311	2.5	7.4	101	210	2.1	5.0	84	*135	1.5	3.2	60	*182	2.4	4.3	96

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0287
P-22

		TOTAL U.S. '000	ALMOND JOY A '000	ALMOND JOY B % DOWN	ALMOND JOY C % ACROSS	ALMOND JOY D INDX	BABY RUTH A '000	BABY RUTH B % DOWN	BABY RUTH C % ACROSS	BABY RUTH D INDX	BUTTERFINGER A '000	BUTTERFINGER B % DOWN	BUTTERFINGER C % ACROSS	BUTTERFINGER D INDX	HERSHEY - ALMOND A '000	HERSHEY - ALMOND B % DOWN	HERSHEY - ALMOND C % ACROSS	HERSHEY - ALMOND D INDX
TOTAL ADULTS		167727	12333	100.0	7.4	100	10016	100.0	6.0	100	9018	100.0	5.4	100	7582	100.0	4.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	3527	28.6	6.7	92	3065	30.6	5.9	98	2575	28.6	4.9	92	2286	30.2	4.4	97
NETWORK AFFILIATES - LATE		39164	2679	21.7	6.8	93	2383	23.8	6.1	102	2216	24.6	5.7	105	1709	22.5	4.4	97
INDEPENDENTS - LATE		5133	418	3.4	8.1	111	305	3.0	5.9	100	231	2.6	4.5	84	225	3.0	4.4	97
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2207	17.9	9.7	131	1521	15.2	6.7	112	1363	15.1	6.0	111	1157	15.3	5.1	112
ABC MONDAY NIGHT MOVIE	A	11258	907	7.4	8.1	110	645	6.4	5.7	96	609	6.8	5.4	101	496	6.5	4.4	97
ABC SUNDAY NIGHT MOVIE	A	23600	1796	14.6	7.6	103	1388	13.9	5.9	98	1378	15.3	5.8	109	973	12.8	4.1	91
ABC WORLD NEWS TONIGHT	A	12801	958	7.8	7.5	102	800	8.0	6.2	105	631	7.0	4.9	92	555	7.3	4.3	96
AFTERMASH	C	10966	792	6.4	7.2	98	606	6.1	5.5	93	480	5.3	4.4	81	448	5.9	4.1	90
ALICE	C	17050	1262	10.2	7.4	101	1078	10.8	6.3	106	1009	11.2	5.9	110	777	10.2	4.6	101
AMERICAN PARADE	C	11998	896	7.3	7.5	102	704	7.0	5.9	98	574	6.4	4.8	89	489	6.4	4.1	90
BENSON	A	19258	1195	9.7	6.2	84	971	9.7	5.0	84	862	9.6	4.5	83	709	9.4	3.7	81
BLUE THUNDER	A	11478	804	6.5	7.0	95	641	6.4	5.6	94	524	5.8	4.6	85	414	5.5	3.6	80
CAGNEY & LACEY	C	18263	1289	10.5	7.1	96	1103	11.0	6.0	101	945	10.5	5.2	96	817	10.8	4.5	99
CBS EVENING NEWS-DEAN	C	7733	431	3.5	5.6	76	362	3.6	4.7	78	279	3.1	3.6	67	312	4.1	4.0	89
CBS EVENING NEWS-RATHER	C	15653	916	7.4	5.9	80	848	8.5	5.4	91	759	8.4	4.8	90	528	7.0	3.4	75
CBS SAT. NEWS-SCHIEFFER	C	8744	529	4.3	6.0	82	412	4.1	4.7	79	416	4.6	4.8	88	375	4.9	4.3	95
CBS SATURDAY NIGHT MOVIE	C	12000	883	7.2	7.4	100	724	7.2	6.0	101	688	7.6	5.7	107	449	5.9	3.7	83
CBS WEDNESDAY NIGHT MOVIE	C	11522	865	7.0	7.5	102	644	6.4	5.6	94	692	7.7	6.0	112	383	5.1	3.3	74
CHEERS	N	16818	1394	11.3	8.3	113	885	8.8	5.3	88	955	10.6	5.7	106	742	9.8	4.4	98
DALLAS	C	37510	2889	23.4	7.7	105	2569	25.6	6.8	115	2110	23.4	5.6	105	1694	22.3	4.5	100
DIFF'RENT STROKES	N	11258	781	6.3	6.9	94	630	6.3	5.6	94	570	6.3	5.1	94	556	7.3	4.9	109
DOUBLE TROUBLE	N	12248	939	7.6	7.7	104	719	7.2	5.9	98	743	8.2	6.1	113	541	7.1	4.4	98
DUCK FACTORY	N	11100	980	7.9	8.8	120	665	6.6	6.0	100	737	8.2	6.6	123	547	7.2	4.9	109
DUKES OF HAZZARD	C	12353	940	7.6	7.6	103	781	7.8	6.3	106	651	7.2	5.3	98	465	6.1	3.8	83
DYNASTY	A	33279	2605	21.1	7.8	106	2236	22.3	6.7	113	1880	20.8	5.6	105	1551	20.5	4.7	103
FACTS OF LIFE	N	13410	961	7.8	7.2	97	772	7.7	5.8	96	769	8.5	5.7	107	596	7.9	4.4	98
FALCON CREST	C	31093	2060	16.7	6.6	90	1976	19.7	6.4	106	1715	19.0	5.5	103	1344	17.7	4.3	96
FALL GUY	A	18649	1559	12.6	8.4	114	1188	11.9	6.4	107	1132	12.6	6.1	113	820	10.8	4.4	97
FAMILY TIES	N	13101	1082	8.8	8.3	112	752	7.5	5.7	96	707	7.8	5.4	100	588	7.8	4.5	99
FANTASY ISLAND	A	13069	905	7.3	6.9	94	780	7.8	6.0	100	639	7.1	4.9	91	614	8.1	4.7	104
FOULUPS,BLEEPS & BLUNDERS	A	16588	1033	8.4	6.2	85	937	9.4	5.6	95	881	9.8	5.3	99	641	8.5	3.9	85
FOUR SEASONS	C	9302	621	5.0	6.7	91	439	4.4	4.7	79	382	4.2	4.1	76	317	4.2	3.4	75
GIMME A BREAK	N	13955	1093	8.9	7.8	107	787	7.9	5.6	94	689	7.6	4.9	92	610	8.0	4.4	97
HART TO HART	A	15735	995	8.1	6.3	86	866	8.6	5.5	92	808	9.0	5.1	96	639	8.4	4.1	90
HILL STREET BLUES	N	18257	1479	12.0	8.1	110	1109	11.1	6.1	102	1093	12.1	6.0	111	781	10.3	4.3	95
HOTEL	A	24236	1706	13.8	7.0	96	1353	13.5	5.6	93	1182	13.1	4.9	91	1039	13.7	4.3	95
JEFFERSONS	C	17010	1212	9.8	7.1	97	1023	10.2	6.0	101	971	10.8	5.7	106	768	10.1	4.5	100
JENNIFER SLEPT HERE	N	9397	717	5.8	7.6	104	514	5.1	5.5	92	454	5.0	4.8	90	397	5.2	4.2	93
KATE & ALLIE	C	16762	1075	8.7	6.4	87	874	8.7	5.2	87	923	10.2	5.5	102	814	10.7	4.9	107
KNIGHT RIDER	N	13164	1159	9.4	8.8	120	827	8.3	6.3	105	722	8.0	5.5	102	608	8.0	4.6	102
LOVE BOAT	A	20400	1477	12.0	7.2	98	1140	11.4	5.6	94	995	11.0	4.9	91	836	11.0	4.1	91
MAGNUM PI	C	22543	1597	12.9	7.1	96	1401	14.0	6.2	104	1112	12.3	4.9	92	931	12.3	4.1	91
MAMA'S FAMILY	N	9852	737	6.0	7.5	102	578	5.8	5.9	98	562	6.2	5.7	106	565	7.5	5.7	127
MASTER, THE	N	8082	601	4.9	7.4	101	460	4.6	5.7	95	425	4.7	5.3	98	322	4.2	4.0	88
MATT HOUSTON	A	12881	998	8.1	7.7	105	784	7.8	6.1	102	538	6.0	4.2	78	458	6.0	3.6	79
NBC MONDAY NIGHT MOVIE	N	23889	2041	16.5	8.5	116	1502	15.0	6.3	105	1440	16.0	6.0	112	1117	14.7	4.7	103
NBC NIGHTLY NEWS	N	11156	742	6.0	6.7	90	740	7.4	6.6	111	495	5.5	4.4	83	451	5.9	4.0	89
NBC NIGHTLY NEWS-SAT	N	7363	483	3.9	6.6	89	398	4.0	5.4	91	358	4.0	4.9	90	363	4.8	4.9	109
NBC NIGHTLY NEWS-SUN	N	6214	428	3.5	6.9	94	370	3.7	6.0	100	283	3.1	4.6	85	307	4.0	4.9	109
NBC SUNDAY NIGHT MOVIE	N	17590	1531	12.4	8.7	118	1287	12.8	7.3	123	1082	12.0	6.2	114	877	11.6	5.0	110
NEWHART	C	16740	1126	9.1	6.7	91	1014	10.1	6.1	101	916	10.2	5.5	102	860	11.3	5.1	114
ONE DAY AT A TIME	C	11820	790	6.4	6.7	91	691	6.9	5.8	98	610	6.8	5.2	96	492	6.5	4.2	92
PEOPLE ARE FUNNY	N	9138	759	6.2	8.3	113	565	5.6	6.2	104	536	5.9	5.9	109	564	7.4	6.2	137
REAL PEOPLE	N	15979	1092	8.9	6.8	93	774	7.7	4.8	81	832	9.2	5.2	97	707	9.3	4.4	98
REMINGTON STEELE	N	14395	1168	9.5	8.1	110	933	9.3	6.5	109	904	10.0	6.3	117	708	9.3	4.9	109
RIPLEY'S BELIEVE IT - NOT	A	11362	923	7.5	8.1	110	576	5.8	5.1	85	540	6.0	4.8	88	547	7.2	4.8	107
RIPTIDE	N	13920	1267	10.3	9.1	124	1005	10.0	7.2	121	881	9.8	6.3	118	837	11.0	6.0	133
SCARECROW & MRS. KING	C	17571	1394	11.3	7.9	108	1037	10.4	5.9	99	932	10.3	5.3	99	808	10.7	4.6	102
SIMON & SIMON	C	20208	1551	12.6	7.7	104	1254	12.5	6.2	104	1005	11.1	5.0	92	847	11.2	4.2	93
60 MINUTES	C	27668	1718	13.9	6.2	84	1461	14.6	5.3	88	1228	13.6	4.4	83	1229	16.2	4.4	98
ST. ELSEWHERE	N	13699	1226	9.9	8.9	122	967	9.7	7.1	118	895	9.9	6.5	122	706	9.3	5.2	114
THREE'S COMPANY	A	20632	1393	11.3	6.8	92	1333	13.3	6.5	108	1184	13.1	5.7	107	950	12.5	4.6	102
T.J. HOOKER	A	17136	1344	10.9	7.8	107	959	9.6	5.6	94	819	9.1	4.8	89	658	8.7	3.8	85
TONIGHT SHOW	N	4963	285	2.3	5.7	78	270	2.7	5.4	91	275	3.0	5.5	103	231	3.0	4.7	103
TRAPPER JOHN, M.D.	C	16332	1195	9.7	7.3	100	889	8.9	5.4	91	893	9.9	5.5	102	618	8.2	3.8	84
TV BLOOPERS & PRAC. JOKES	N	18881	1456	11.8	7.7	105	923	9.2	4.9	82	926	10.3	4.9	91	793	10.5	4.2	93
20/20	A	18315	1373	11.1	7.5	102	994	9.9	5.4	91	985	10.9	5.4	100	751	9.9	4.1	91
WEBSTER	A	18722	1173	9.5	6.3	85	1005	10.0	5.4	90	895	9.9	4.8	89	736	9.7	3.9	87
WORLD NEWS - SUN	A	5327	329	2.7	6.2	84	273	2.7	5.1	86	*255	2.8	4.8	89	*245	3.2	4.6	102
YELLOW ROSE	N	8370	667	5.4	8.0	108	481	4.8	5.7	96	469	5.2	5.6	104	424	5.6	5.1	112
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1968	16.0	7.6	104	1647	16.4	6.4	107	1531	17.0	5.9	110	1262	16.6	4.9	108
BASKETBALL - COLLEGE GAMES		14468	1242	10.1	8.6	117	815	8.1	5.6	94	894	9.9	6.2	115	594	7.8	4.1	91
BASKETBALL - PRO GAMES		12124	1023	8.3	8.4	115	779	7.8	6.4	108	759	8.4	6.3	116	532	7.0	4.4	97
BOWLING		9412	837	6.8	8.9	121	578	5.8	6.1	103	619	6.9	6.6	122	*413	5.4	4.4	97
BOXING		15409	1494	12.1	9.7	132	988	9.9	6.4	107	833	9.2	5.4	101	681	9.0	4.4	98
FOOTBALL - COLLEGE GAMES		21400	1893	15.3	8.8	120	1603	16.0	7.5	125	1482	16.4	6.9	129	1152	15.2	5.4	119
FOOTBALL - PRO GAMES		35944	3004	24.4	8.4	114	2570	25.7	7.2	120	2144	23.8	6.0	111	1812	23.9	5.0	112
GOLF		9759	845	6.9	8.7	118	*574	5.7	5.9	98	*490	5.4	5.0	93	*522	6.9	5.3	118
POST-SEASON COLL. FOOTBALL		18123	1853	15.0	10.2	139	1630	16.3	9.0	151	1346	14.9	7.4	138	982	13.0	5.4	120
POST-SEASON PRO FOOTBALL		22091	1945	15.8	8.8	120	1712	17.1	7.7	130	1412	15.7	6.4	119	1051	13.9	4.8	105
TENNIS		6764	*468	3.8	6.9	94	*334	3.3	4.9	83	*294	3.3	4.3	81	*432	5.7	6.4	141
WRESTLING - PROFESSIONAL		9695	1293	10.5	13.3	181	828	8.3	8.5	143	856	9.5	8.8	164	571	7.5	5.9	130

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

	TOTAL U.S. '000	HERSHEY KISSES A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MINIATURES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	16804	100.0	10.0	100	5639	100.0	3.4	100	7378	100.0	4.4	100	8971	100.0	5.3	100
MALES	79263	7141	42.5	9.0	90	2548	45.2	3.2	96	3639	49.3	4.6	104	3624	40.4	4.6	85
FEMALES	88464	9663	57.5	10.9	109	3091	54.8	3.5	104	3739	50.7	4.2	96	5346	59.6	6.0	113
18 - 24	28671	3405	20.3	11.9	119	1294	22.9	4.5	134	1592	21.6	5.6	126	1748	19.5	6.1	114
25 - 34	39536	4615	27.5	11.7	117	1567	27.8	4.0	118	1893	25.7	4.8	109	2351	26.2	5.9	111
35 - 44	28978	3128	18.6	10.8	108	1080	19.2	3.7	111	1210	16.4	4.2	95	1851	20.6	6.4	119
45 - 54	22345	2083	12.4	9.3	93	828	14.7	3.7	110	1030	14.0	4.6	105	1123	12.5	5.0	94
55 - 64	22224	2243	13.3	10.1	101	*495	8.8	2.2	66	900	12.2	4.0	92	1184	13.2	5.3	100
65 OR OLDER	25973	1330	7.9	5.1	51	*374	6.6	1.4	43	753	10.2	2.9	66	714	8.0	2.7	51
18 - 34	68207	8020	47.7	11.8	117	2861	50.7	4.2	125	3484	47.2	5.1	116	4099	45.7	6.0	112
18 - 49	108058	12224	72.7	11.3	113	4359	77.3	4.0	120	5319	72.1	4.9	112	6631	73.9	6.1	115
25 - 54	90859	9826	58.5	10.8	108	3475	61.6	3.8	114	4133	56.0	4.5	103	5325	59.4	5.9	110
35 - 49	39851	4204	25.0	10.5	105	1497	26.5	3.8	112	1835	24.9	4.6	105	2532	28.2	6.4	119
50 OR OLDER	59669	4580	27.3	7.7	77	1280	22.7	2.1	64	2059	27.9	3.5	78	2340	26.1	3.9	73
GRADUATED COLLEGE	28091	2914	17.3	10.4	104	861	15.3	3.1	91	1120	15.2	4.0	91	1380	15.4	4.9	92
ATTENDED COLLEGE	28938	2954	17.6	10.2	102	876	15.5	3.0	90	1405	19.0	4.9	110	2195	24.5	7.6	142
GRADUATED HIGH SCHOOL	65503	7074	42.1	10.8	108	2476	43.9	3.8	112	2987	40.5	4.6	104	3784	42.2	5.8	108
DID NOT GRADUATE HIGH SCHOOL	45195	3863	23.0	8.5	85	1426	25.3	3.2	94	1866	25.3	4.1	94	1613	18.0	3.6	67
EMPLOYED MALES	56429	5271	31.4	9.3	93	1947	34.5	3.5	103	2476	33.6	4.4	100	2668	29.7	4.7	88
EMPLOYED FEMALES	43971	4942	29.4	11.2	112	1586	28.1	3.6	107	1730	23.4	3.9	89	2745	30.6	6.2	117
EMPLOYED FULL-TIME	87773	8594	51.1	9.8	98	3068	54.4	3.5	104	3488	47.3	4.0	90	4684	52.2	5.3	100
EMPLOYED PART-TIME	12627	1619	9.6	12.8	128	*465	8.2	3.7	110	719	9.7	5.7	129	729	8.1	5.8	108
NOT EMPLOYED	67327	6591	39.2	9.8	98	2106	37.3	3.1	93	3172	43.0	4.7	107	3558	39.7	5.3	99
PROFESSIONAL/MANAGER	25845	2652	15.8	10.3	102	800	14.2	3.1	92	1023	13.9	4.0	90	1484	16.5	5.7	107
TECH/CLERICAL/SALES	30895	3214	19.1	10.4	104	1154	20.5	3.7	111	1380	18.7	4.5	102	1911	21.3	6.2	116
PRECISION/CRAFT	12629	1345	8.0	10.7	106	*418	7.4	3.3	98	*454	6.2	3.6	82	567	6.3	4.5	84
OTHER EMPLOYED	31031	3002	17.9	9.7	97	1161	20.6	3.7	111	1350	18.3	4.4	99	1450	16.2	4.7	87
SINGLE	35557	3703	22.0	10.4	104	1444	25.6	4.1	121	1842	25.0	5.2	118	1901	21.2	5.3	100
MARRIED	103585	10863	64.6	10.5	105	3617	64.1	3.5	104	4634	62.8	4.5	102	6061	67.6	5.9	109
DIVORCED/SEPARATED/WIDOWED	28585	2239	13.3	7.8	78	578	10.3	2.0	60	902	12.2	3.2	72	1009	11.2	3.5	66
PARENTS	59295	7639	45.5	12.9	129	2770	49.1	4.7	139	3196	43.3	5.4	123	4026	44.9	6.8	127
WHITE	146081	14798	88.1	10.1	101	4940	87.6	3.4	101	6395	86.7	4.4	100	8116	90.5	5.6	104
BLACK	17974	1620	9.6	9.0	90	598	10.6	3.3	99	793	10.7	4.4	100	674	7.5	3.7	70
OTHER	3672	**387	2.3	10.5	105	**101	1.8	2.8	82	**190	2.6	5.2	118	**181	2.0	4.9	92
NORTHEAST-CENSUS	37005	4256	25.3	11.5	115	1133	20.1	3.1	91	1788	24.2	4.8	110	1994	22.2	5.4	101
NORTH CENTRAL	42642	4186	24.9	9.8	98	1546	27.4	3.6	108	1940	26.3	4.5	103	2491	27.8	5.8	109
SOUTH	56777	5618	33.4	9.9	99	2058	36.5	3.6	108	2281	30.9	4.0	91	2712	30.2	4.8	89
WEST	31303	2744	16.3	8.8	87	902	16.0	2.9	86	1368	18.5	4.4	99	1774	19.8	5.7	106
NORTHEAST-MKTG.	38125	3901	23.2	10.2	102	1123	19.9	2.9	88	1673	22.7	4.4	100	1940	21.6	5.1	95
EAST CENTRAL	24794	2612	15.5	10.5	105	760	13.5	3.1	91	1088	14.7	4.4	100	1398	15.6	5.6	105
WEST CENTRAL	28511	2816	16.8	9.9	99	1212	21.5	4.3	126	1433	19.4	5.0	114	1764	19.7	6.2	116
SOUTH	48953	5174	30.8	10.6	105	1875	33.3	3.8	114	1996	27.1	4.1	93	2421	27.0	4.9	92
PACIFIC	27344	2301	13.7	8.4	84	*670	11.9	2.5	73	1188	16.1	4.3	99	1448	16.1	5.3	99
COUNTY SIZE A	69301	7141	42.5	10.3	103	2057	36.5	3.0	88	2973	40.3	4.3	98	3908	43.6	5.6	105
COUNTY SIZE B	50633	5404	32.2	10.7	107	1980	35.1	3.9	116	2494	33.8	4.9	112	2697	30.1	5.3	100
COUNTY SIZE C	26259	2615	15.6	10.0	99	893	15.8	3.4	101	1061	14.4	4.0	92	1392	15.5	5.3	99
COUNTY SIZE D	21534	1644	9.8	7.6	76	709	12.6	3.3	98	850	11.5	3.9	90	974	10.9	4.5	85
METRO CENTRAL CITY	50014	5102	30.4	10.2	102	1643	29.1	3.3	98	2276	30.8	4.6	103	2579	28.7	5.2	96
METRO SUBURBAN	76832	8078	48.1	10.5	105	2575	45.7	3.4	100	3449	46.7	4.5	102	4421	49.3	5.8	108
NON METRO	40881	3625	21.6	8.9	89	1421	25.2	3.5	103	1653	22.4	4.0	92	1971	22.0	4.8	90
TOP 5 ADI'S	39550	4281	25.5	10.8	108	1094	19.4	2.8	82	1841	25.0	4.7	106	2476	27.6	6.3	117
TOP 10 ADI'S	54877	5535	32.9	10.1	101	1532	27.2	2.8	83	2374	32.2	4.3	98	3090	34.4	5.6	105
TOP 20 ADI'S	77516	7981	47.5	10.3	103	2287	40.6	3.0	88	3304	44.8	4.3	97	4245	47.3	5.5	102
HSHLD INC. $50,000 OR MORE	17257	1952	11.6	11.3	113	*602	10.7	3.5	104	757	10.3	4.4	100	1191	13.3	6.9	129
$40,000 OR MORE	33235	3472	20.7	10.4	104	1039	18.4	3.1	93	1337	18.1	4.0	91	1808	20.2	5.4	102
$30,000 OR MORE	59693	6417	38.2	10.8	107	1906	33.8	3.2	95	2576	34.9	4.3	98	3888	43.3	6.5	122
$25,000 OR MORE	76275	8092	48.2	10.6	106	2498	44.3	3.3	97	3422	46.4	4.5	102	4812	53.6	6.3	118
$20,000 - $24,999	18607	1771	10.5	9.5	95	681	12.1	3.7	109	684	9.3	3.7	84	1056	11.8	5.7	106
$15,000 - $19,999	17175	1964	11.7	11.4	114	709	12.6	4.1	123	905	12.3	5.3	120	1102	12.3	6.4	120
$10,000 - $14,999	24569	2260	13.4	9.2	92	678	12.0	2.8	82	1002	13.6	4.1	93	950	10.6	3.9	72
UNDER $10,000	31101	2717	16.2	8.7	87	1072	19.0	3.4	103	1364	18.5	4.4	100	1051	11.7	3.4	63
HOUSEHOLD OF 1 PERSON	19441	1191	7.1	6.1	61	347	6.2	1.8	53	450	6.1	2.3	53	588	6.6	3.0	57
2 PEOPLE	51803	4179	24.9	8.1	81	1358	24.1	2.6	78	1830	24.8	3.5	80	2104	23.5	4.1	76
3 OR 4 PEOPLE	66933	7856	46.8	11.7	117	2529	44.8	3.8	112	3442	46.7	5.1	117	4351	48.5	6.5	122
5 OR MORE PEOPLE	29550	3578	21.3	12.1	121	1406	24.9	4.8	142	1656	22.4	5.6	127	1928	21.5	6.5	122
NO CHILD IN HSHLD	96587	7920	47.1	8.2	82	2433	43.1	2.5	75	3556	48.2	3.7	84	4213	47.0	4.4	82
CHILD(REN) UNDER 2 YRS	10844	1541	9.2	14.2	142	*582	10.3	5.4	160	632	8.6	5.8	132	704	7.8	6.5	121
2 - 5 YEARS	26358	3563	21.2	13.5	135	1268	22.5	4.8	143	1580	21.4	6.0	136	1959	21.8	7.4	139
6 - 11 YEARS	30453	3989	23.7	13.1	131	1481	26.3	4.9	145	1794	24.3	5.9	134	2158	24.1	7.1	132
12 - 17 YEARS	36575	4279	25.5	11.7	117	1750	31.0	4.8	142	2043	27.7	5.6	127	2390	26.6	6.5	122
RESIDENCE OWNED	117770	11598	69.0	9.8	98	3961	70.2	3.4	100	5152	69.8	4.4	99	6778	75.6	5.8	108
VALUE: $50,000 OR MORE	70166	7138	42.5	10.2	102	2299	40.8	3.3	97	3383	45.9	4.8	110	4333	48.3	6.2	115
VALUE: UNDER $50,000	47604	4460	26.5	9.4	94	1662	29.5	3.5	104	1769	24.0	3.7	84	2445	27.3	5.1	96

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0289
P-22

		TOTAL U.S. '000	HERSHEY KISSES A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MINIATURES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	16804	100.0	10.0	100	5639	100.0	3.4	100	7378	100.0	4.4	100	8971	100.0	5.3	100
MAGAZINES	QUINTILE 1	34022	4214	25.1	12.4	124	1278	22.7	3.8	112	1851	25.1	5.4	124	2201	24.5	6.5	121
	QUINTILE 2	34800	3721	22.1	10.7	107	1191	21.1	3.4	102	1450	19.7	4.2	95	2407	26.8	6.9	129
	QUINTILE 3	30514	2738	16.3	9.0	90	939	16.7	3.1	92	1180	16.0	3.9	88	1368	15.2	4.5	84
	QUINTILE 4	33324	3451	20.5	10.4	103	1169	20.7	3.5	104	1527	20.7	4.6	104	1681	18.7	5.0	94
	QUINTILE 5	35066	2681	16.0	7.6	76	1062	18.8	3.0	90	1370	18.6	3.9	89	1314	14.6	3.7	70
NEWSPAPERS	QUINTILE 1	29107	3147	18.7	10.8	108	1002	17.8	3.4	102	1541	20.9	5.3	120	1944	21.7	6.7	125
	QUINTILE 2	49095	5158	30.7	10.5	105	1495	26.5	3.0	91	2037	27.6	4.1	94	2743	30.6	5.6	104
	QUINTILE 3	23107	2317	13.8	10.0	100	777	13.8	3.4	100	893	12.1	3.9	88	1191	13.3	5.2	96
	QUINTILE 4	33556	3298	19.6	9.8	98	1225	21.7	3.7	109	1428	19.4	4.3	97	1663	18.5	5.0	93
	QUINTILE 5	32863	2884	17.2	8.8	88	1140	20.2	3.5	103	1480	20.1	4.5	102	1430	15.9	4.4	81
OUTDOOR	QUINTILE 1	33431	3911	23.3	11.7	117	1405	24.9	4.2	125	1848	25.0	5.5	126	1930	21.5	5.8	108
	QUINTILE 2	33478	3288	19.6	9.8	98	1167	20.7	3.5	104	1382	18.7	4.1	94	1926	21.5	5.8	108
	QUINTILE 3	33574	3174	18.9	9.5	94	1154	20.5	3.4	102	1478	20.0	4.4	100	1679	18.7	5.0	93
	QUINTILE 4	33935	3462	20.6	10.2	102	983	17.4	2.9	86	1327	18.0	3.9	89	1765	19.7	5.2	97
	QUINTILE 5	33310	2969	17.7	8.9	89	930	16.5	2.8	83	1343	18.2	4.0	92	1671	18.6	5.0	94
RADIO-DRIVE TIME	QUINTILE 1	33136	3341	19.9	10.1	101	1163	20.6	3.5	104	1560	21.1	4.7	107	1803	20.1	5.4	102
	QUINTILE 2	31658	3363	20.0	10.6	106	1069	19.0	3.4	100	1475	20.0	4.7	106	1830	20.4	5.8	108
	QUINTILE 3	32541	3499	20.8	10.8	107	1402	24.9	4.3	128	1675	22.7	5.1	117	1918	21.4	5.9	110
	QUINTILE 4	34247	3442	20.5	10.1	100	950	16.8	2.8	83	1323	17.9	3.9	88	1708	19.0	5.0	93
	QUINTILE 5	36144	3159	18.8	8.7	87	1055	18.7	2.9	87	1344	18.2	3.7	85	1711	19.1	4.7	89
RADIO-MID-DAY	TERCILE 1	45037	4508	26.8	10.0	100	1363	24.2	3.0	90	1766	23.9	3.9	89	2528	28.2	5.6	105
	TERCILE 2	44819	4841	28.8	10.8	108	1619	28.7	3.6	107	2094	28.4	4.7	106	2493	27.8	5.6	104
	TERCILE 3	77872	7455	44.4	9.6	96	2657	47.1	3.4	101	3518	47.7	4.5	103	3950	44.0	5.1	95
RADIO-TOTAL	QUINTILE 1	33763	3584	21.3	10.6	106	1062	18.8	3.1	94	1442	19.5	4.3	97	1945	21.7	5.8	108
	QUINTILE 2	33240	3546	21.1	10.7	106	1383	24.5	4.2	124	1756	23.8	5.3	120	1811	20.2	5.4	102
	QUINTILE 3	33408	3336	19.9	10.0	100	933	16.5	2.8	83	1345	18.2	4.0	92	1836	20.5	5.5	103
	QUINTILE 4	34792	3550	21.1	10.2	102	1401	24.8	4.0	120	1575	21.3	4.5	103	1834	20.4	5.3	99
	QUINTILE 5	32524	2788	16.6	8.6	86	860	15.3	2.6	79	1260	17.1	3.9	88	1545	17.2	4.8	89
TV-PRIME TIME	QUINTILE 1	33090	3348	19.9	10.1	101	1179	20.9	3.6	106	1581	21.4	4.8	109	1846	20.6	5.6	104
	QUINTILE 2	33357	3949	23.5	11.8	118	990	17.6	3.0	88	1511	20.5	4.5	103	1807	20.1	5.4	101
	QUINTILE 3	33980	3380	20.1	9.9	99	1225	21.7	3.6	107	1418	19.2	4.2	95	2061	23.0	6.1	113
	QUINTILE 4	33854	3260	19.4	9.6	96	1153	20.4	3.4	101	1422	19.3	4.2	95	1779	19.8	5.3	98
	QUINTILE 5	33444	2866	17.1	8.6	86	1092	19.4	3.3	97	1447	19.6	4.3	98	1477	16.5	4.4	83
TV-DAYTIME	TERCILE 1	49121	5105	30.4	10.4	104	1518	26.9	3.1	92	2046	27.7	4.2	95	2404	26.8	4.9	92
	TERCILE 2	48823	4951	29.5	10.1	101	1879	33.3	3.8	114	2300	31.2	4.7	107	2909	32.4	6.0	111
	TERCILE 3	69782	6748	40.2	9.7	97	2242	39.8	3.2	96	3031	41.1	4.3	99	3658	40.8	5.2	98
TV-TOTAL	QUINTILE 1	33584	3641	21.7	10.8	108	1001	17.8	3.0	89	1517	20.6	4.5	103	1647	18.4	4.9	92
	QUINTILE 2	33441	3256	19.4	9.7	97	1067	18.9	3.2	95	1338	18.1	4.0	91	1710	19.1	5.1	96
	QUINTILE 3	33505	3479	20.7	10.4	104	1209	21.4	3.6	107	1569	21.3	4.7	106	1904	21.2	5.7	106
	QUINTILE 4	33466	3253	19.4	9.7	97	1303	23.1	3.9	116	1390	18.8	4.2	94	1933	21.5	5.8	108
	QUINTILE 5	33731	3176	18.9	9.4	94	1059	18.8	3.1	93	1565	21.2	4.6	105	1777	19.8	5.3	98
MAGAZINES-NEWSPAPERS: DUAL		44503	5165	30.7	11.6	116	1539	27.3	3.5	103	2035	27.6	4.6	104	2819	31.4	6.3	118
MAGAZINE IMPERATIVE		39363	4097	24.4	10.4	104	1451	25.7	3.7	110	1794	24.3	4.6	104	2364	26.4	6.0	112
NEWSPAPER IMPERATIVE		46441	4351	25.9	9.4	94	1351	24.0	2.9	87	2015	27.3	4.3	99	2433	27.1	5.2	98
MAGAZINES-OUTDOOR: DUAL		33726	3591	21.4	10.6	106	1191	21.1	3.5	105	1664	22.6	4.9	112	2059	23.0	6.1	114
MAGAZINE IMPERATIVE		52846	5807	34.6	11.0	110	1757	31.2	3.3	99	2215	30.0	4.2	95	3259	36.3	6.2	115
OUTDOOR IMPERATIVE		52140	4998	29.7	9.6	96	1922	34.1	3.7	110	2295	31.1	4.4	100	2415	26.9	4.6	87
MAGAZINES-RADIO: DUAL		37081	4220	25.1	11.4	114	1522	27.0	4.1	122	1992	27.0	5.4	122	2631	29.3	7.1	133
MAGAZINE IMPERATIVE		49747	5305	31.6	10.7	106	1496	26.5	3.0	89	1969	26.7	4.0	90	2846	31.7	5.7	107
RADIO IMPERATIVE		49208	4606	27.4	9.4	93	1474	26.1	3.0	89	1953	26.5	4.0	90	2061	23.0	4.2	78
MAGAZINES-TELEVISION: DUAL		33103	3625	21.6	11.0	109	968	17.2	2.9	87	1264	17.1	3.8	87	1923	21.4	5.8	109
MAGAZINE IMPERATIVE		54575	5950	35.4	10.9	109	2104	37.3	3.9	115	2642	35.8	4.8	110	3446	38.4	6.3	118
TELEVISION IMPERATIVE		53249	4854	28.9	9.1	91	1656	29.4	3.1	93	2291	31.1	4.3	98	2258	25.2	4.2	79
NEWSPAPERS-OUTDOOR: DUAL		36255	4021	23.9	11.1	111	1365	24.2	3.8	112	1614	21.9	4.5	101	2193	24.4	6.0	113
NEWSPAPER IMPERATIVE		55591	5586	33.2	10.0	100	1555	27.6	2.8	83	2426	32.9	4.4	99	3144	35.0	5.7	106
OUTDOOR IMPERATIVE		48319	4806	28.6	9.9	99	1840	32.6	3.8	113	2219	30.1	4.6	104	2351	26.2	4.9	91
NEWSPAPERS-RADIO: DUAL		37242	4117	24.5	11.1	110	1337	23.7	3.6	107	2014	27.3	5.4	123	2217	24.7	6.0	111
NEWSPAPER IMPERATIVE		54423	5457	32.5	10.0	100	1603	28.4	2.9	88	2123	28.8	3.9	89	3134	34.9	5.8	108
RADIO IMPERATIVE		46650	4507	26.8	9.7	96	1639	29.1	3.5	105	1858	25.2	4.0	91	2289	25.5	4.9	92
NEWSPAPERS-TELEVISION: DUAL		35974	3843	22.9	10.7	107	1071	19.0	3.0	89	1648	22.3	4.6	104	2130	23.7	5.9	111
NEWSPAPER IMPERATIVE		56095	5880	35.0	10.5	105	1863	33.0	3.3	99	2513	34.1	4.5	102	3361	37.5	6.0	112
TELEVISION IMPERATIVE		47170	4586	27.3	9.7	97	1616	28.7	3.4	102	1939	26.3	4.1	93	2138	23.8	4.5	85
OUTDOOR-RADIO: DUAL		33748	3609	21.5	10.7	107	1386	24.6	4.1	122	1734	23.5	5.1	117	1933	21.5	5.7	107
OUTDOOR IMPERATIVE		52785	5340	31.8	10.1	101	1899	33.7	3.6	107	2251	30.5	4.3	97	2796	31.2	5.3	99
RADIO IMPERATIVE		52882	5352	31.8	10.1	101	1569	27.8	3.0	88	2218	30.1	4.2	95	2929	32.6	5.5	104
OUTDOOR-TELEVISION: DUAL		32030	3508	20.9	11.0	109	1260	22.3	3.9	117	1502	20.4	4.7	107	1737	19.4	5.4	101
OUTDOOR IMPERATIVE		54626	5478	32.6	10.0	100	1955	34.7	3.6	106	2566	34.8	4.7	107	3041	33.9	5.6	104
TELEVISION IMPERATIVE		54874	5249	31.2	9.6	95	1478	26.2	2.7	80	2242	30.4	4.1	93	2700	30.1	4.9	92
RADIO-TELEVISION: DUAL		33386	3982	23.7	11.9	119	1159	20.6	3.5	103	1570	21.3	4.7	107	1898	21.2	5.7	106
RADIO IMPERATIVE		53810	5290	31.5	9.8	98	1956	34.7	3.6	108	2592	35.1	4.8	110	3118	34.8	5.8	108
TELEVISION IMPERATIVE		54023	5012	29.8	9.3	93	1662	29.5	3.1	92	2288	31.0	4.2	96	2614	29.1	4.8	90

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0290
P-22

	TOTAL U.S. '000	HERSHEY KISSES A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MINIATURES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	16804	100.0	10.0	100	5639	100.0	3.4	100	7378	100.0	4.4	100	8971	100.0	5.3	100
ATLANTIC MONTHLY	867	**108	0.6	12.5	124	**13	0.2	1.5	45	**30	0.4	3.5	79	**18	0.2	2.1	39
BARRON'S	1580	**172	1.0	10.9	109	**52	0.9	3.3	98	**59	0.8	3.7	85	**57	0.6	3.6	67
BETTER HOMES & GARDENS	22203	2702	16.1	12.2	121	746	13.2	3.4	100	942	12.8	4.2	96	1506	16.8	6.8	127
BON APPETIT	3810	384	2.3	10.1	101	**113	2.0	3.0	88	*182	2.5	4.8	109	254	2.8	6.7	125
BUSINESS WEEK	4663	444	2.6	9.5	95	**102	1.8	2.2	65	*192	2.6	4.1	94	*171	1.9	3.7	69
CAR AND DRIVER	3102	328	2.0	10.6	106	*165	2.9	5.3	158	*186	2.5	6.0	136	**113	1.3	3.6	68
CBS MAGAZINE NETWORK (GROSS)	7311	858	5.1	11.7	117	298	5.3	4.1	121	381	5.2	5.2	118	*276	3.1	3.8	71
CHANGING TIMES	3400	409	2.4	12.0	120	**100	1.8	2.9	87	*220	3.0	6.5	147	*192	2.1	5.6	106
COLONIAL HOMES	1796	*262	1.6	14.6	146	**93	1.6	5.2	154	**122	1.7	6.8	154	*163	1.8	9.1	170
CONDE NAST MAG. PKG. (GROSS)	19924	2593	15.4	13.0	130	743	13.2	3.7	111	1130	15.3	5.7	129	1634	18.2	8.2	153
CONSUMERS DIGEST	3125	380	2.3	12.2	121	**53	0.9	1.7	50	**120	1.6	3.8	87	*191	2.1	6.1	114
COSMOPOLITAN	10577	1441	8.6	13.6	136	500	8.9	4.7	141	554	7.5	5.2	119	904	10.1	8.5	160
COUNTRY LIVING	3746	383	2.3	10.2	102	**149	2.6	4.0	118	**124	1.7	3.3	75	*195	2.2	5.2	97
CUISINE	2214	*267	1.6	12.1	120	**82	1.5	3.7	110	**106	1.4	4.8	109	**116	1.3	5.2	98
CYCLE WORLD	2394	*239	1.4	10.0	100	**90	1.6	3.8	112	**151	2.0	6.3	143	**108	1.2	4.5	84
DCI:CREATIVE IDEAS FOR LIV	3068	410	2.4	13.4	133	**126	2.2	4.1	122	*173	2.3	5.6	128	*209	2.3	6.8	127
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1128	6.7	11.8	118	*341	6.0	3.6	106	407	5.5	4.3	97	527	5.9	5.5	103
DISCOVER	2277	*262	1.6	11.5	115	**100	1.8	4.4	131	*168	2.3	7.4	168	**148	1.6	6.5	122
EBONY	7187	702	4.2	9.8	97	*241	4.3	3.4	100	371	5.0	5.2	117	359	4.0	5.0	93
ESQUIRE	2560	*242	1.4	9.5	94	**90	1.6	3.5	105	*144	2.0	5.6	128	**108	1.2	4.2	79
ESSENCE	3242	335	2.0	10.3	103	**138	2.4	4.3	127	*208	2.8	6.4	146	*185	2.1	5.7	107
FAMILY CIRCLE	19639	2634	15.7	13.4	134	756	13.4	3.8	114	984	13.3	5.0	114	1557	17.4	7.9	148
THE FAMILY HANDYMAN	3540	400	2.4	11.3	113	**122	2.2	3.4	103	*242	3.3	6.8	155	*223	2.5	6.3	118
FAMILY WEEKLY	23924	2485	14.8	10.4	104	872	15.5	3.6	108	1042	14.1	4.4	99	1473	16.4	6.2	115
FIELD & STREAM	9883	1098	6.5	11.1	111	377	6.7	3.8	113	472	6.4	4.8	109	646	7.2	6.5	122
FOOD & WINE	1030	**109	0.6	10.6	106	**25	0.4	2.4	72	**71	1.0	6.9	157	**36	0.4	3.5	65
FORBES	2679	282	1.7	10.5	105	**87	1.5	3.2	97	*125	1.7	4.7	106	**87	1.0	3.2	61
FORTUNE	2931	284	1.7	9.7	97	**57	1.0	1.9	58	*154	2.1	5.3	119	**81	0.9	2.8	52
GENTLEMEN'S QUARTERLY	3481	399	2.4	11.5	114	**121	2.1	3.5	103	*166	2.2	4.8	108	*133	1.5	3.8	71
GLAMOUR	7163	1018	6.1	14.2	142	*307	5.4	4.3	127	477	6.5	6.7	151	712	7.9	9.9	186
GOLF DIGEST	2355	319	1.9	13.5	135	**64	1.1	2.7	81	**125	1.7	5.3	121	**129	1.4	5.5	102
GOLF DIGEST/TENNIS (GROSS)	3610	420	2.5	11.6	116	**133	2.4	3.7	110	*197	2.7	5.5	124	*205	2.3	5.7	106
GOLF MAGAZINE	2046	*233	1.4	11.4	114	**39	0.7	1.9	57	**92	1.2	4.5	102	**108	1.2	5.3	99
GOLF MAGAZINE/SKI (GROSS)	3547	453	2.7	12.8	127	**68	1.2	1.9	57	*208	2.8	5.9	133	*218	2.4	6.1	115
GOOD HOUSEKEEPING	20353	2603	15.5	12.8	128	707	12.5	3.5	103	786	10.7	3.9	88	1400	15.6	6.9	129
HARPER'S BAZAAR	3362	452	2.7	13.4	134	*130	2.3	3.9	115	*207	2.8	6.2	140	*235	2.6	7.0	131
HEALTH	2987	*331	2.0	11.1	111	**96	1.7	3.2	96	*182	2.5	6.1	139	*237	2.6	7.9	148
HEARST MAG CORP. BUY (GROSS)	67928	8499	50.6	12.5	125	2703	47.9	4.0	118	3221	43.7	4.7	108	4682	52.2	6.9	129
HEARST MAN POWER (GROSS)	11282	1038	6.2	9.2	92	351	6.2	3.1	93	529	7.2	4.7	107	640	7.1	5.7	106
HEARST WOMAN POWER (GROSS)	40514	5459	32.5	13.5	134	1751	31.1	4.3	129	1868	25.3	4.6	105	3097	34.5	7.6	143
HOUSE BEAUTIFUL	4885	643	3.8	13.2	131	*183	3.2	3.7	111	*277	3.8	5.7	129	*235	2.6	4.8	90
INC.	1308	**135	0.8	10.3	103	**55	1.0	4.2	125	**104	1.4	8.0	181	**39	0.4	3.0	56
JET	6498	513	3.1	7.9	79	*217	3.8	3.3	99	*269	3.6	4.1	94	270	3.0	4.2	78
LADIES' HOME JOURNAL	14797	2115	12.6	14.3	143	686	12.2	4.6	138	845	11.5	5.7	130	1080	12.0	7.3	136
LHJ FAMILY GRP COMBO(GROSS)	21743	2891	17.2	13.3	133	896	15.9	4.1	123	1203	16.3	5.5	126	1543	17.2	7.1	133
LIFE	9881	1084	6.5	11.0	110	304	5.4	3.1	92	471	6.4	4.8	108	504	5.6	5.1	95
L.A. TIMES HOME MAGAZINE	2775	255	1.5	9.2	92	**35	0.6	1.3	38	**96	1.3	3.5	79	*162	1.8	5.8	109
MADEMOISELLE	4219	534	3.2	12.7	126	*166	2.9	3.9	117	*204	2.8	4.8	110	*334	3.7	7.9	148
MC CALL'S	16422	2037	12.1	12.4	124	663	11.8	4.0	120	858	11.6	5.2	119	1196	13.3	7.3	136
MC CALL'S/WRK MOTHER (GROSS)	17919	2285	13.6	12.8	127	743	13.2	4.1	123	962	13.0	5.4	122	1332	14.8	7.4	139
MECHANIX ILLUSTRATED	4433	350	2.1	7.9	79	*109	1.9	2.5	73	*185	2.5	4.2	95	245	2.7	5.5	103
METROPOLITAN HOME	1504	*155	0.9	10.3	103	**37	0.7	2.5	73	**83	1.1	5.5	125	**100	1.1	6.6	124
MONEY	4723	455	2.7	9.6	96	*135	2.4	2.9	85	*246	3.3	5.2	118	*253	2.8	5.4	100
MOTHER EARTH NEWS	2325	*285	1.7	12.3	122	**84	1.5	3.6	107	**125	1.7	5.4	122	*181	2.0	7.8	146
MS.	1189	*175	1.0	14.7	147	**32	0.6	2.7	80	**102	1.4	8.6	195	**71	0.8	6.0	112
NATIONAL ENQUIRER	18892	2042	12.2	10.8	108	668	11.8	3.5	105	983	13.3	5.2	118	1068	11.9	5.7	106
NATIONAL GEOGRAPHIC	22129	2331	13.9	10.5	105	823	14.6	3.7	111	997	13.5	4.5	102	1427	15.9	6.4	121
NATIONAL SUNDAY MAGAZINE PKG	103750	10965	65.3	10.6	105	3556	63.1	3.4	102	4613	62.5	4.4	101	6025	67.2	5.8	109
NATURAL HISTORY	1379	*172	1.0	12.5	124	**21	0.4	1.5	45	**97	1.3	7.0	160	**96	1.1	7.0	130
NEW WOMAN	2289	406	2.4	17.7	177	**102	1.8	4.5	133	**96	1.3	4.2	95	*205	2.3	9.0	167
NEW YORK INCLUDING CUE	1088	**103	0.6	9.5	94	**25	0.4	2.3	68	**43	0.6	4.0	90	**42	0.5	3.9	72
THE NEW YORKER	2459	308	1.8	12.5	125	**77	1.4	3.1	93	*98	1.3	4.0	91	**103	1.1	4.2	78
NEWSWEEK	16527	1675	10.0	10.1	101	533	9.5	3.2	96	776	10.5	4.7	107	873	9.7	5.3	99
THE N.Y. TIMES DAILY EDITION	2739	294	1.7	10.7	107	**89	1.6	3.2	97	*115	1.6	4.2	95	*191	2.1	7.0	130
THE N.Y. TIMES MAGAZINE	4443	398	2.4	9.0	89	**120	2.1	2.7	80	213	2.9	4.8	109	253	2.8	5.7	106
OMNI	2799	389	2.3	13.9	139	**99	1.8	3.5	105	*159	2.2	5.7	129	*130	1.4	4.6	87
ON CABLE	2209	*244	1.5	11.0	110	**100	1.8	4.5	135	*99	1.3	4.5	102	*164	1.8	7.4	139
1001 HOME IDEAS	3959	445	2.6	11.2	112	**113	2.0	2.9	85	*176	2.4	4.4	101	*225	2.5	5.7	106
ORGANIC GARDENING	3111	251	1.5	8.1	81	**101	1.8	3.2	97	**128	1.7	4.1	94	*210	2.3	6.8	126
OUTDOOR LIFE	5024	490	2.9	9.8	97	*166	2.9	3.3	98	289	3.9	5.8	131	260	2.9	5.2	97
PARADE MAGAZINE	51292	5699	33.9	11.1	111	1781	31.6	3.5	103	2348	31.8	4.6	104	2866	31.9	5.6	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0291
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	TOTAL U.S. '000	HERSHEY KISSES A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MINIATURES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	16804	100.0	10.0	100	5639	100.0	3.4	100	7378	100.0	4.4	100	8971	100.0	5.3	100
PARENTS	5298	807	4.8	15.2	152	*202	3.6	3.8	113	341	4.6	6.4	146	418	4.7	7.9	148
PENTHOUSE	5129	523	3.1	10.2	102	*169	3.0	3.3	98	303	4.1	5.9	134	*206	2.3	4.0	75
PEOPLE	21070	2653	15.8	12.6	126	685	12.1	3.3	97	1037	14.1	4.9	112	1394	15.5	6.6	124
PLAYBOY	10562	1033	6.1	9.8	98	346	6.1	3.3	97	606	8.2	5.7	130	599	6.7	5.7	106
POPULAR HOT RODDING	2498	*276	1.6	11.0	110	**80	1.4	3.2	95	*238	3.2	9.5	217	*144	1.6	5.8	108
POPULAR MECHANICS	5887	549	3.3	9.3	93	*226	4.0	3.8	114	*261	3.5	4.4	101	357	4.0	6.1	113
POPULAR SCIENCE	4317	493	2.9	11.4	114	*141	2.5	3.3	97	*155	2.1	3.6	82	*208	2.3	4.8	90
PREVENTION	5792	483	2.9	8.3	83	**159	2.8	2.7	82	*226	3.1	3.9	89	*264	2.9	4.6	85
PSYCHOLOGY TODAY	3284	405	2.4	12.3	123	**41	0.7	1.2	37	**96	1.3	2.9	66	*165	1.8	5.0	94
READER'S DIGEST	40046	4138	24.6	10.3	103	1301	23.1	3.2	97	1803	24.4	4.5	102	2616	29.2	6.5	122
REDBOOK	9584	1415	8.4	14.8	147	544	9.6	5.7	169	528	7.2	5.5	125	793	8.8	8.3	155
ROAD & TRACK	2590	*301	1.8	11.6	116	**131	2.3	5.1	150	**91	1.2	3.5	80	**116	1.3	4.5	84
ROLLING STONE	3302	492	2.9	14.9	149	**115	2.0	3.5	104	**172	2.3	5.2	118	*274	3.1	8.3	155
RUNNER'S WORLD	1229	*179	1.1	14.6	145	**57	1.0	4.6	138	**61	0.8	5.0	113	**50	0.6	4.1	76
SATURDAY EVENING POST	2110	317	1.9	15.0	150	**122	2.2	5.8	172	**140	1.9	6.6	151	*139	1.5	6.6	123
SCIENCE 84	1543	**148	0.9	9.6	96	**44	0.8	2.9	85	**56	0.8	3.6	83	**154	1.7	10.0	187
SCIENCE DIGEST	1747	**168	1.0	9.6	96	**36	0.6	2.1	61	**128	1.7	7.3	167	**63	0.7	3.6	67
SCIENTIFIC AMERICAN	1994	*142	0.8	7.1	71	**45	0.8	2.3	67	**83	1.1	4.2	95	**69	0.8	3.5	65
SELF	3119	432	2.6	13.9	138	**90	1.6	2.9	86	**147	2.0	4.7	107	*233	2.6	7.5	140
SEVENTEEN	3923	757	4.5	19.3	193	*255	4.5	6.5	193	*347	4.7	8.8	201	462	5.1	11.8	220
SKI	1501	*220	1.3	14.7	146	**29	0.5	1.9	57	**116	1.6	7.7	176	**110	1.2	7.3	137
SMITHSONIAN	5976	710	4.2	11.9	119	*168	3.0	2.8	84	356	4.8	6.0	135	377	4.2	6.3	118
SOAP OPERA DIGEST	4228	626	3.7	14.8	148	*276	4.9	6.5	194	*284	3.8	6.7	153	332	3.7	7.9	147
SOUTHERN LIVING	6488	718	4.3	11.1	110	*215	3.8	3.3	99	*234	3.2	3.6	82	317	3.5	4.9	91
SPORT	3500	380	2.3	10.9	108	*133	2.4	3.8	113	*215	2.9	6.1	140	*208	2.3	5.9	111
THE SPORTING NEWS	2456	*262	1.6	10.7	106	**117	2.1	4.8	142	*168	2.3	6.8	156	*158	1.8	6.4	120
SPORTS AFIELD	3648	322	1.9	8.8	88	**89	1.6	2.4	73	*140	1.9	3.8	87	*221	2.5	6.1	113
SPORTS ILLUSTRATED	14484	1398	8.3	9.7	96	494	8.8	3.4	101	768	10.4	5.3	121	944	10.5	6.5	122
STAR	12661	1381	8.2	10.9	109	386	6.8	3.0	91	627	8.5	5.0	113	712	7.9	5.6	105
SUNDAY	52799	5472	32.6	10.4	103	1719	30.5	3.3	97	2480	33.6	4.7	107	3033	33.8	5.7	107
SUNSET	3513	502	3.0	14.3	143	**199	3.5	5.7	168	*240	3.3	6.8	155	*333	3.8	9.6	180
TV GUIDE	42766	5102	30.4	11.9	119	1510	26.8	3.5	105	2159	29.3	5.0	115	2781	31.0	6.5	122
TENNIS	1254	**100	0.6	8.0	80	**70	1.2	5.6	166	**71	1.0	5.7	129	**76	0.8	6.1	113
TIME	22054	2635	15.7	11.9	119	716	12.7	3.2	97	1054	14.3	4.8	109	1315	14.7	6.0	111
TOWN & COUNTRY	1585	*181	1.1	11.6	116	**35	0.6	2.3	67	**48	0.7	3.1	70	**85	0.9	5.5	102
TRAVEL & LEISURE	2173	*223	1.3	10.3	102	**64	1.1	2.9	88	*99	1.3	4.6	104	**109	1.2	5.0	94
TRUE STORY	4636	618	3.7	13.3	133	*253	4.5	5.5	162	426	5.8	9.2	209	*293	3.3	6.3	118
U.S.NEWS & WORLD REPORT	10353	1091	6.5	10.5	105	*273	4.8	2.6	78	465	6.3	4.5	102	477	5.3	4.6	86
USA TODAY	4994	551	3.3	11.0	110	**145	2.6	2.9	86	*182	2.5	3.6	83	270	3.0	5.4	101
US	3528	548	3.3	15.5	155	*210	3.7	6.0	177	*246	3.3	7.0	159	*225	2.5	6.4	119
VOGUE	5424	609	3.6	11.2	112	*180	3.2	3.3	99	*303	4.1	5.6	127	355	4.0	6.5	122
WALL STREET JOURNAL	6292	497	3.0	7.9	79	*154	2.7	2.4	73	281	3.8	4.5	102	259	2.9	4.1	77
WEIGHT WATCHERS	2762	370	2.2	13.4	134	**35	0.6	1.3	38	**69	0.9	2.5	57	*195	2.2	7.1	132
WOMAN'S DAY	16320	2156	12.8	13.2	132	625	11.1	3.8	114	833	11.3	5.1	116	1239	13.8	7.6	142
WORKING MOTHER	1496	*248	1.5	16.6	165	**79	1.4	5.3	157	**104	1.4	7.0	158	**136	1.5	9.1	170
WORKING WOMAN	1851	*210	1.2	11.3	113	**96	1.7	5.2	154	**112	1.5	6.1	138	**104	1.2	5.6	105
WORLD TENNIS	580	**95	0.6	16.4	163	**16	0.3	2.8	82	**43	0.6	7.4	169	**9	0.1	1.6	29
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1271	7.6	10.2	102	546	9.7	4.4	131	811	11.0	6.5	149	544	6.1	4.4	82
BLAIR INSERTS	91671	9737	57.9	10.6	106	3085	54.7	3.4	100	4171	56.5	4.5	103	5338	59.5	5.8	109
DAILY NEWSPAPERS																	
READ ANY	109190	11123	66.2	10.2	102	3433	60.9	3.1	94	4737	64.2	4.3	99	6136	68.4	5.6	105
READ ONE	89587	8970	53.4	10.0	100	2831	50.2	3.2	94	3769	51.1	4.2	96	4861	54.2	5.4	101
READ TWO OR MORE	19602	2154	12.8	11.0	110	602	10.7	3.1	91	968	13.1	4.9	112	1275	14.2	6.5	122
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109461	11595	69.0	10.6	106	3757	66.6	3.4	102	4951	67.1	4.5	103	6410	71.5	5.8	109
READ ONE	95074	9895	58.9	10.4	104	3232	57.3	3.4	101	4144	56.2	4.4	99	5450	60.8	5.7	107
READ TWO OR MORE	14388	1699	10.1	11.6	116	525	9.3	3.6	107	807	10.9	5.5	126	960	10.7	6.6	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.27				33.26				31.94				30.82			
30 DAY REACH	149706	15210	90.5	10.2	101	5149	91.3	3.4	102	6719	91.1	4.5	102	8028	89.5	5.4	100
50 SHWG - 30 DAY AV FREQ	15.16	16.32				17.63				16.91				16.06			
30 DAY REACH	142406	14600	86.9	10.3	102	4867	86.3	3.4	102	6362	86.2	4.5	102	7704	85.9	5.4	101
25 SHWG - 30 DAY AV FREQ	8.23	8.85				9.26				9.09				8.65			
30 DAY REACH	131152	13474	80.2	10.3	103	4642	82.3	3.5	105	5913	80.1	4.5	102	7153	79.7	5.5	102
CABLE TV: HOME WIRED	66879	7304	43.5	10.9	109	2420	42.9	3.6	108	3041	41.2	4.5	103	4092	45.6	6.1	114
HOME NOT WIRED	100848	9500	56.5	9.4	94	3219	57.1	3.2	95	4337	58.8	4.3	98	4878	54.4	4.8	90
HAVE PAY CABLE	35024	4110	24.5	11.7	117	1413	25.1	4.0	120	1892	25.6	5.4	123	2538	28.3	7.2	135

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0292
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	TOTAL U.S. '000	HERSHEY KISSES A '000	B % ACROSS DOWN	C %	D INDX	HERSHEY KRACKLE A '000	B % ACROSS DOWN	C %	D INDX	HERSHEY MILK CHOCOLATE A '000	B % ACROSS DOWN	C %	D INDX	HERSHEY MINIATURES A '000	B % ACROSS DOWN	C %	D INDX
TOTAL ADULTS	167727	16804	100.0	10.0	100	5639	100.0	3.4	100	7378	100.0	4.4	100	8971	100.0	5.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	9923	59.1	10.4	104	3461	61.4	3.6	108	4356	59.0	4.6	104	5265	58.7	5.5	103
10:00 AM - 3:00 PM	63599	6716	40.0	10.6	105	2124	37.7	3.3	99	2787	37.8	4.4	100	3649	40.7	5.7	107
3:00 PM - 7:00 PM	72097	7582	45.1	10.5	105	2602	46.1	3.6	107	3589	48.6	5.0	113	4197	46.8	5.8	109
7:00 PM - MIDNIGHT	36670	4089	24.3	11.2	111	1304	23.1	3.6	106	1703	23.1	4.6	106	2046	22.8	5.6	104
MIDNIGHT - 6:00 AM	21908	2399	14.3	11.0	109	691	12.3	3.2	94	979	13.3	4.5	102	1047	11.7	4.8	89
6:00 AM - MIDNIGHT	127571	13389	79.7	10.5	105	4597	81.5	3.6	107	5820	78.9	4.6	104	7123	79.4	5.6	104
ENTIRE DAY	129239	13551	80.6	10.5	105	4633	82.2	3.6	107	5863	79.5	4.5	103	7162	79.8	5.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3627	21.6	10.7	106	1183	21.0	3.5	103	1582	21.4	4.7	106	1908	21.3	5.6	105
ALL NEWS	6062	560	3.3	9.2	92	*123	2.2	2.0	60	236	3.2	3.9	89	347	3.9	5.7	107
AOR/PROGRESSIVE	11884	1154	6.9	9.7	97	363	6.4	3.1	91	451	6.1	3.8	86	548	6.1	4.6	86
BEAUTIFUL MUSIC	11180	1204	7.2	10.8	107	415	7.4	3.7	110	599	8.1	5.4	122	661	7.4	5.9	111
BLACK	4538	571	3.4	12.6	126	*231	4.1	5.1	151	*294	4.0	6.5	147	*292	3.3	6.4	120
CLASSICAL	3857	341	2.0	8.8	88	**37	0.7	1.0	29	*179	2.4	4.6	106	*197	2.2	5.1	95
CHR/ROCK	21946	2733	16.3	12.5	124	973	17.3	4.4	132	1178	16.0	5.4	122	1397	15.6	6.4	119
COUNTRY	27262	2782	16.6	10.2	102	1089	19.3	4.0	119	1205	16.3	4.4	100	1447	16.1	5.3	99
GOLDEN OLDIES	3339	324	1.9	9.7	97	**129	2.3	3.9	115	*97	1.3	2.9	66	**102	1.1	3.1	57
MOR/NOSTALGIA	10346	1055	6.3	10.2	102	*323	5.7	3.1	93	479	6.5	4.6	105	606	6.8	5.9	110
NEWS/TALK	8829	850	5.1	9.5	95	*264	4.7	3.0	88	395	5.4	4.4	101	513	5.7	5.7	107
RELIGIOUS	5488	484	2.9	8.8	88	*225	4.0	4.1	122	*241	3.3	4.4	100	*399	4.4	7.3	136
SOFT ROCK	1232	**134	0.8	10.9	109	**66	1.2	5.4	159	**73	1.0	5.9	135	**45	0.5	3.7	68
URBAN CONTEMPORARY	3184	344	2.0	10.8	108	**105	1.9	3.3	98	*105	1.4	3.3	75	*113	1.3	3.5	66
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	895	5.3	13.0	129	*270	4.8	3.9	116	314	4.3	4.5	103	361	4.0	5.2	98
ABC DIRECTION	5212	751	4.5	14.4	144	*284	5.0	5.4	162	364	4.9	7.0	159	480	5.4	9.2	172
ABC ENTERTAINMENT	10365	1006	6.0	9.7	97	372	6.6	3.6	107	408	5.5	3.9	89	616	6.9	5.9	111
ABC FM	4762	493	2.9	10.4	103	**198	3.5	4.2	124	*190	2.6	4.0	91	*203	2.3	4.3	80
ABC INFORMATION	11339	1162	6.9	10.2	102	342	6.1	3.0	90	447	6.1	3.9	90	631	7.0	5.6	104
ABC ROCK	4878	497	3.0	10.2	102	*180	3.2	3.7	110	*199	2.7	4.1	93	*224	2.5	4.6	86
CBS	10709	947	5.6	8.8	88	327	5.7	3.0	89	467	6.3	4.4	99	550	6.1	5.1	96
MUTUAL	10251	1002	6.0	9.8	98	*338	6.0	3.3	98	500	6.8	4.9	111	628	7.0	6.1	115
NBC	12243	1178	7.0	9.6	96	359	6.4	2.9	87	498	6.7	4.1	92	737	8.2	6.0	113
RADIORADIO	4806	464	2.8	10.1	101	*192	3.4	4.2	124	*243	3.3	5.3	120	*232	2.6	5.0	94
RKO ONE	5148	610	3.6	11.8	118	*219	3.9	4.3	127	*250	3.4	4.9	110	284	3.2	5.5	103
RKO TWO	7313	633	3.8	8.7	86	*205	3.6	2.8	83	*269	3.6	3.7	84	405	4.5	5.5	104
THE SOURCE	5981	661	3.9	11.1	110	*225	4.0	3.8	112	*235	3.2	3.9	89	*293	3.3	4.9	92
NON-WIRED : BLAIR	19329	2032	12.1	10.5	105	682	12.1	3.5	105	730	9.9	3.8	86	1068	11.9	5.5	103
INTERNET	27139	2833	16.9	10.4	104	1100	19.5	4.1	121	1237	16.8	4.6	104	1592	17.7	5.9	110
KATZ RADIO GROUP	36319	3610	21.5	9.9	99	1204	21.4	3.3	99	1744	23.6	4.8	109	1896	21.1	5.2	98
SUPERNET	22361	2374	14.1	10.6	106	842	14.9	3.8	112	1011	13.7	4.5	103	1249	13.9	5.6	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1453	8.6	10.0	100	497	8.8	3.4	102	698	9.5	4.8	109	815	9.1	5.6	105
MKDAY 9:00 AM - 1:00 PM	18688	2000	11.9	10.7	107	606	10.7	3.2	96	823	11.2	4.4	100	978	10.9	5.2	98
MKDAY 1:00 PM - 4:30 PM	24061	2579	15.3	10.7	107	763	13.5	3.2	94	959	13.0	4.0	91	1121	12.5	4.7	87
MKDAY 4:30 PM - 7:30 PM	44079	4443	26.4	10.1	101	1302	23.1	3.0	88	1895	25.7	4.3	98	2142	23.9	4.9	91
MKDAY 7:30 PM - 8:00 PM	61979	6221	37.0	10.0	100	1927	34.2	3.1	92	2610	35.4	4.2	96	3019	33.7	4.9	91
MKDAY 11:00 PM - 11:30 PM	49084	5200	30.9	10.6	106	1613	28.6	3.3	98	2145	29.1	4.4	99	2838	31.6	5.8	108
MKDAY 11:30 PM - 1:00 AM	16560	1779	10.6	10.7	107	540	9.6	3.3	97	678	9.2	4.1	93	989	11.0	6.0	112
M-SAT 8-11 PM+SUN 7-11 PM	66967	7055	42.0	10.5	105	2218	39.3	3.3	99	2999	40.6	4.5	102	3736	41.6	5.6	104
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1129	6.7	12.2	122	330	5.9	3.6	106	435	5.9	4.7	107	442	4.9	4.8	89
ANOTHER WORLD N	6138	702	4.2	11.4	114	290	5.1	4.7	141	264	3.6	4.3	98	274	3.1	4.5	83
AS THE WORLD TURNS C	7707	676	4.0	8.8	88	194	3.4	2.5	75	147	2.0	1.9	43	263	2.9	3.4	64
CAPITOL C	4688	478	2.8	10.2	102	*154	2.7	3.3	98	*107	1.5	2.3	52	169	1.9	3.6	67
CBS MORN. NEWS 1 C	2792	234	1.4	8.4	84	*59	1.0	2.1	63	*95	1.3	3.4	77	*106	1.2	3.8	71
CBS MORN. NEWS 2 C	2071	210	1.2	10.1	101	*47	0.8	2.3	68	*69	0.9	3.3	76	*92	1.0	4.4	83
DAYS OF OUR LIVES N	8018	827	4.9	10.3	103	412	7.3	5.1	153	383	5.2	4.8	109	537	6.0	6.7	125
FACTS OF LIFE - DAYTIME N	3487	377	2.2	10.8	108	*86	1.5	2.5	73	132	1.8	3.8	86	135	1.5	3.9	72
FAMILY FEUD A	4817	451	2.7	9.4	93	*158	2.8	3.3	98	195	2.6	4.0	92	219	2.4	4.5	85
GENERAL HOSPITAL A	8333	1049	6.2	12.6	126	220	3.9	2.6	79	407	5.5	4.9	111	361	4.0	4.3	81
GOOD MORNING, AMERICA-730 A	5472	526	3.1	9.6	96	246	4.4	4.5	134	287	3.9	5.2	119	264	2.9	4.8	90
GOOD MORNING, AMERICA-830 A	3965	426	2.5	10.7	107	104	1.8	2.6	78	204	2.8	5.1	117	208	2.3	5.2	98
GUIDING LIGHT C	7542	805	4.8	10.7	107	234	4.1	3.1	92	206	2.8	2.7	62	292	3.3	3.9	72
ONE LIFE TO LIVE A	6018	693	4.1	11.5	115	185	3.3	3.1	91	251	3.4	4.2	95	221	2.5	3.7	69
PRESS YOUR LUCK C	3589	428	2.5	11.9	119	*129	2.3	3.6	107	134	1.8	3.7	85	228	2.5	6.4	119
PRICE IS RIGHT 1 C	7418	810	4.8	10.9	109	183	3.2	2.5	73	305	4.1	4.1	93	379	4.2	5.1	96
PRICE IS RIGHT 2 C	8276	930	5.5	11.2	112	236	4.2	2.9	85	383	5.2	4.6	105	424	4.7	5.1	96
RYAN'S HOPE A	4358	507	3.0	11.6	116	*110	2.0	2.5	75	188	2.5	4.3	98	233	2.6	5.3	100
SALE OF THE CENTURY N	3749	433	2.6	11.5	115	*96	1.7	2.6	76	116	1.6	3.1	70	190	2.1	5.1	95
SEARCH FOR TOMORROW N	2884	430	2.6	14.9	149	*144	2.6	5.0	149	*160	2.2	5.5	126	222	2.5	7.7	144
TODAY SHOW 1 N	4869	500	3.0	10.3	102	*132	2.3	2.7	81	194	2.6	4.0	91	330	3.7	6.8	127
TODAY SHOW 2 N	4135	366	2.2	8.9	88	*129	2.3	3.1	93	187	2.5	4.5	103	264	2.9	6.4	119
$25,000 PYRAMID C	4361	447	2.7	10.2	102	*157	2.8	3.6	107	150	2.0	3.4	78	174	1.9	4.0	75
WHEEL OF FORTUNE N	6187	598	3.6	9.7	96	148	2.6	2.4	71	281	3.8	4.5	103	279	3.1	4.5	84
YOUNG AND THE RESTLESS C	8186	872	5.2	10.7	106	211	3.7	2.6	77	267	3.6	3.3	74	396	4.4	4.8	90
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	426	2.5	9.0	90	*132	2.3	2.8	83	173	2.3	3.7	83	170	1.9	3.6	67
NBA PLAYOFF GAME -1 C	5127	538	3.2	10.5	105	*117	2.1	2.3	68	142	1.9	2.8	63	250	2.8	4.9	91
NBC MAJOR LEAGUE PRE-GAME N	3945	532	3.2	13.5	135	*194	3.4	4.9	146	*241	3.3	6.1	139	**197	2.2	5.0	93
SPORTSWORLD - SUN N	3370	307	1.8	9.1	91	*114	2.0	3.4	101	*135	1.8	4.0	91	*162	1.8	4.8	90
SUNDAY MORNING C	4200	498	3.0	11.9	118	**71	1.3	1.7	50	*151	2.0	3.6	82	238	2.7	5.7	106

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0293
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	TOTAL U.S. '000	HERSHEY KISSES A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY KRACKLE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY MINIATURES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	16804	100.0	10.0	100	5639	100.0	3.4	100	7378	100.0	4.4	100	8971	100.0	5.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	5074	30.2	9.7	97	1582	28.1	3.0	90	2365	32.1	4.5	103	2540	28.3	4.9	91
NETWORK AFFILIATES - LATE	39164	4063	24.2	10.4	104	1284	22.8	3.3	98	1658	22.5	4.2	96	2229	24.8	5.7	106
INDEPENDENTS - LATE	5133	583	3.5	11.4	113	163	2.9	3.2	94	276	3.7	5.4	122	322	3.6	6.3	117
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	22825	2517	15.0	11.0	110	927	16.4	4.1	121	968	13.1	4.2	96	1336	14.9	5.9	109
ABC MONDAY NIGHT MOVIE A	11258	1051	6.3	9.3	93	366	6.5	3.3	97	531	7.2	4.7	107	604	6.7	5.4	100
ABC SUNDAY NIGHT MOVIE A	23600	2383	14.2	10.1	101	861	15.3	3.6	109	987	13.4	4.2	95	1338	14.9	5.7	106
ABC WORLD NEWS TONIGHT A	12801	1346	8.0	10.5	105	384	6.8	3.0	89	581	7.9	4.5	103	537	6.0	4.2	78
AFTERMASH C	10966	1051	6.3	9.6	96	*340	6.0	3.1	92	577	7.8	5.3	120	644	7.2	5.9	110
ALICE C	17050	1705	10.1	10.0	100	643	11.4	3.8	112	847	11.5	5.0	113	834	9.3	4.9	91
AMERICAN PARADE C	11998	1110	6.6	9.3	92	372	6.6	3.1	92	482	6.5	4.0	91	494	5.5	4.1	77
BENSON A	19258	1792	10.7	9.3	93	410	7.3	2.1	63	690	9.4	3.6	81	900	10.0	4.7	87
BLUE THUNDER A	11478	1135	6.8	9.9	99	340	6.0	3.0	88	505	6.8	4.4	100	640	7.1	5.6	104
CAGNEY & LACEY C	18263	1884	11.2	10.3	103	545	9.7	3.0	89	706	9.6	3.9	88	1052	11.7	5.8	108
CBS EVENING NEWS-DEAN C	7733	593	3.5	7.7	77	*181	3.2	2.3	70	*309	4.2	4.0	91	*271	3.0	3.5	66
CBS EVENING NEWS-RATHER C	15653	1427	8.5	9.1	91	411	7.3	2.6	78	521	7.1	3.3	76	654	7.3	4.2	78
CBS SAT. NEWS-SCHIEFFER C	8744	781	4.6	8.9	89	257	4.6	2.9	87	402	5.4	4.6	105	471	5.3	5.4	101
CBS SATURDAY NIGHT MOVIE C	12000	1218	7.2	10.1	101	306	5.4	2.5	76	471	6.4	3.9	89	703	7.8	5.9	110
CBS WEDNESDAY NIGHT MOVIE C	11522	1037	6.2	9.0	90	320	5.7	2.8	83	357	4.8	3.1	70	541	6.0	4.7	88
CHEERS N	16818	1887	11.2	11.2	112	556	9.9	3.3	98	690	9.4	4.1	93	1054	11.7	6.3	117
DALLAS C	37510	4245	25.3	11.3	113	1224	21.7	3.3	97	1571	21.3	4.2	95	2257	25.2	6.0	112
DIFF'RENT STROKES N	11258	1173	7.0	10.4	104	477	8.5	4.2	126	480	6.5	4.3	97	571	6.4	5.1	95
DOUBLE TROUBLE N	12248	1549	9.2	12.6	126	556	9.9	4.5	135	626	8.5	5.1	116	867	9.7	7.1	132
DUCK FACTORY N	11100	1282	7.6	11.5	115	392	7.0	3.5	105	462	6.3	4.2	95	632	7.0	5.7	106
DUKES OF HAZZARD C	12353	1214	7.2	9.8	98	427	7.6	3.5	103	476	6.5	3.9	88	527	5.9	4.3	80
DYNASTY A	33279	3545	21.1	10.7	106	1067	18.9	3.2	95	1384	18.8	4.2	95	1549	17.3	4.7	87
FACTS OF LIFE N	13410	1537	9.1	11.5	114	549	9.7	4.1	122	662	9.0	4.9	112	868	9.7	6.5	121
FALCON CREST C	31093	3599	21.4	11.6	116	1008	17.9	3.2	96	1312	17.8	4.2	96	1860	20.7	6.0	112
FALL GUY A	18649	2125	12.6	11.4	114	700	12.4	3.8	112	754	10.2	4.0	92	958	10.7	5.1	96
FAMILY TIES N	13101	1444	8.6	11.0	110	566	10.0	4.3	129	545	7.4	4.2	95	733	8.2	5.6	105
FANTASY ISLAND A	13069	1248	7.4	9.5	95	436	7.7	3.3	99	616	8.3	4.7	107	682	7.6	5.2	98
FOULUPS,BLEEPS & BLUNDERS A	16588	1592	9.5	9.6	96	374	6.6	2.3	67	674	9.1	4.1	92	727	8.1	4.4	82
FOUR SEASONS C	9302	832	5.0	8.9	89	*331	5.9	3.6	106	481	6.5	5.2	118	475	5.3	5.1	95
GIMME A BREAK N	13955	1430	8.5	10.2	102	538	9.5	3.9	115	600	8.1	4.3	98	786	8.8	5.6	105
HART TO HART A	15735	1588	9.5	10.1	101	453	8.0	2.9	86	603	8.2	3.8	87	721	8.0	4.6	86
HILL STREET BLUES N	18257	1864	11.1	10.2	102	639	11.3	3.5	104	776	10.5	4.3	97	1210	13.5	6.6	124
HOTEL A	24236	2395	14.3	9.9	99	757	13.4	3.1	93	1045	14.2	4.3	98	1205	13.4	5.0	93
JEFFERSONS C	17010	1706	10.2	10.0	100	499	8.8	2.9	87	841	11.4	4.9	112	835	9.3	4.9	92
JENNIFER SLEPT HERE N	9397	849	5.1	9.0	90	*344	6.1	3.7	109	341	4.6	3.6	82	396	4.4	4.2	79
KATE & ALLIE C	16762	1776	10.6	10.6	106	567	10.1	3.4	101	608	8.2	3.6	82	1084	12.1	6.5	121
KNIGHT RIDER N	13164	1290	7.7	9.8	98	421	7.5	3.2	95	557	7.5	4.2	96	674	7.5	5.1	96
LOVE BOAT A	20400	1972	11.7	9.7	96	677	12.0	3.3	99	878	11.9	4.3	98	1101	12.3	5.4	101
MAGNUM PI C	22543	2352	14.0	10.4	104	565	10.0	2.5	75	679	9.2	3.0	68	1194	13.3	5.3	99
MAMA'S FAMILY N	9852	1148	6.8	11.7	116	330	5.9	3.3	100	565	7.7	5.7	130	545	6.1	5.5	103
MASTER, THE N	8082	820	4.9	10.1	101	274	4.9	3.4	101	393	5.3	4.9	111	412	4.6	5.1	95
MATT HOUSTON A	12881	1187	7.1	9.2	92	407	7.2	3.2	94	611	8.3	4.7	108	799	8.9	6.2	116
NBC MONDAY NIGHT MOVIE N	23889	2822	16.8	11.8	118	887	15.7	3.7	110	1012	13.7	4.2	96	1366	15.2	5.7	107
NBC NIGHTLY NEWS N	11156	1063	6.3	9.5	95	301	5.3	2.7	80	438	5.9	3.9	89	492	5.5	4.4	82
NBC NIGHTLY NEWS-SAT N	7363	794	4.7	10.8	108	324	5.7	4.4	131	447	6.1	6.1	138	370	4.1	5.0	94
NBC NIGHTLY NEWS-SUN N	6214	641	3.8	10.3	103	*212	3.8	3.4	101	346	4.7	5.6	127	*260	2.9	4.2	78
NBC SUNDAY NIGHT MOVIE N	17590	1872	11.1	10.6	106	624	11.1	3.5	106	858	11.6	4.9	111	918	10.2	5.2	98
NEWHART C	16740	1843	11.0	11.0	110	629	11.2	3.8	112	727	9.9	4.3	99	1056	11.8	6.3	118
ONE DAY AT A TIME C	11820	1303	7.8	11.0	110	398	7.1	3.4	100	519	7.0	4.4	100	548	6.1	4.6	87
PEOPLE ARE FUNNY N	9138	981	5.8	10.7	107	*279	4.9	3.1	91	467	6.3	5.1	116	471	5.3	5.2	96
REAL PEOPLE N	15979	1430	8.5	8.9	89	481	8.5	3.0	90	700	9.5	4.4	100	756	8.4	4.7	88
REMINGTON STEELE N	14395	1737	10.3	12.1	120	618	11.0	4.3	128	656	8.9	4.6	104	967	10.8	6.7	126
RIPLEY'S BELIEVE IT - NOT A	11362	1263	7.5	11.1	111	312	5.5	2.7	82	568	7.7	5.0	114	673	7.5	5.9	111
RIPTIDE N	13920	1635	9.7	11.7	117	555	9.8	4.0	119	644	8.7	4.6	105	876	9.8	6.3	118
SCARECROW & MRS. KING C	17571	1785	10.6	10.2	101	512	9.1	2.9	87	571	7.7	3.2	74	1013	11.3	5.8	108
SIMON & SIMON C	20208	2036	12.1	10.1	101	458	8.1	2.3	67	691	9.4	3.4	78	862	9.6	4.3	80
60 MINUTES C	27668	2588	15.4	9.4	93	704	12.5	2.5	76	1059	14.4	3.8	87	1204	13.4	4.4	81
ST. ELSEWHERE N	13699	1698	10.1	12.4	124	630	11.2	4.6	137	649	8.8	4.7	108	1036	11.5	7.6	141
THREE'S COMPANY A	20632	2032	12.1	9.8	98	846	15.0	4.1	122	1038	14.1	5.0	114	970	10.8	4.7	88
T.J. HOOKER A	17136	1764	10.5	10.3	103	505	9.0	2.9	88	715	9.7	4.2	95	875	9.8	5.1	95
TONIGHT SHOW N	4963	458	2.7	9.2	92	155	2.7	3.1	93	164	2.2	3.3	75	317	3.5	6.4	119
TRAPPER JOHN, M.D. C	16332	1643	9.8	10.1	100	435	7.7	2.7	79	697	9.4	4.3	97	733	8.2	4.5	84
TV BLOOPERS & PRAC. JOKES N	18881	1745	10.4	9.2	92	656	11.6	3.5	103	714	9.7	3.8	86	875	9.8	4.6	87
20/20 A	18315	1814	10.8	9.9	99	572	10.1	3.1	93	835	11.3	4.6	104	1016	11.3	5.5	104
WEBSTER A	18722	1879	11.2	10.0	100	494	8.8	2.6	78	731	9.9	3.9	89	1000	11.1	5.3	100
WORLD NEWS - SUN A	5327	549	3.3	10.3	103	*135	2.4	2.5	75	*182	2.5	3.4	78	*232	2.6	4.4	81
YELLOW ROSE N	8370	859	5.1	10.3	102	242	4.3	2.9	86	295	4.0	3.5	80	402	4.5	4.8	90
TV VIEWING SPORTS EVENTS																	
BASEBALL	25859	2941	17.5	11.4	114	1040	18.4	4.0	120	1343	18.2	5.2	118	1691	18.8	6.5	122
BASKETBALL - COLLEGE GAMES	14468	1470	8.7	10.2	101	519	9.2	3.6	107	693	9.4	4.8	109	838	9.3	5.8	108
BASKETBALL - PRO GAMES	12124	1177	7.0	9.7	97	*381	6.8	3.1	93	*497	6.7	4.1	93	631	7.0	5.2	97
BOWLING	9412	966	5.7	10.3	102	*247	4.4	2.6	78	*417	5.7	4.4	101	*428	4.8	4.5	85
BOXING	15409	1749	10.4	11.4	113	*525	9.3	3.4	101	800	10.8	5.2	118	769	8.6	5.0	93
FOOTBALL - COLLEGE GAMES	21400	2653	15.8	12.4	124	703	12.5	3.3	98	1167	15.8	5.5	124	1155	12.9	5.4	101
FOOTBALL - PRO GAMES	35944	4351	25.9	12.1	121	1297	23.0	3.6	107	1968	26.7	5.5	124	2308	25.7	6.4	120
GOLF	9759	1142	6.8	11.7	117	*299	5.3	3.1	91	*446	6.0	4.6	104	*555	6.2	5.7	106
POST-SEASON COLL. FOOTBALL	18123	2318	13.8	12.8	128	759	13.5	4.2	125	1063	14.4	5.9	133	1094	12.2	6.0	113
POST-SEASON PRO FOOTBALL	22091	2863	17.0	13.0	129	860	15.3	3.9	116	1279	17.3	5.8	132	1361	15.2	6.2	115
TENNIS	6764	933	5.6	13.8	138	*287	5.1	4.2	126	*376	5.1	5.6	126	*359	4.0	5.3	99
WRESTLING - PROFESSIONAL	9695	1271	7.6	13.1	131	*457	8.1	4.7	140	712	9.7	7.3	167	525	5.9	5.4	101

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0294
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	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C ACROSS %	D INDX	M & M'S PLAIN A '000	B % DOWN	C ACROSS %	D INDX	MARS BAR A '000	B % DOWN	C ACROSS %	D INDX	MILKY WAY A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	14332	100.0	8.5	100	14308	100.0	8.5	100	3748	100.0	2.2	100	10762	100.0	6.4	100
MALES	79263	6403	44.7	8.1	95	6314	44.1	8.0	93	1904	50.8	2.4	107	4841	45.0	6.1	95
FEMALES	88464	7929	55.3	9.0	105	7994	55.9	9.0	106	1844	49.2	2.1	93	5921	55.0	6.7	104
18 - 24	28671	3208	22.4	11.2	131	2886	20.2	10.1	118	*758	20.2	2.6	118	1974	18.3	6.9	107
25 - 34	39536	4118	28.7	10.4	122	4193	29.3	10.6	124	957	25.5	2.4	108	2500	23.2	6.3	99
35 - 44	28978	2942	20.5	10.2	119	3040	21.2	10.5	123	615	16.4	2.1	95	2061	19.2	7.1	111
45 - 54	22345	1843	12.9	8.2	97	1722	12.0	7.7	90	513	13.7	2.3	103	1453	13.5	6.5	101
55 - 64	22224	1340	9.3	6.0	71	1480	10.3	6.7	78	*413	11.0	1.9	83	1473	13.7	6.6	103
65 OR OLDER	25973	880	6.1	3.4	40	987	6.9	3.8	45	*492	13.1	1.9	85	1301	12.1	5.0	78
18 - 34	68207	7327	51.1	10.7	126	7079	49.5	10.4	122	1715	45.8	2.5	113	4474	41.6	6.6	102
18 - 49	108058	11234	78.4	10.4	122	11028	77.1	10.2	120	2556	68.2	2.4	106	7393	68.7	6.8	107
25 - 54	90859	8903	62.1	9.8	115	8955	62.6	9.9	116	2086	55.7	2.3	103	6013	55.9	6.6	103
35 - 49	39851	3908	27.3	9.8	115	3949	27.6	9.9	116	840	22.4	2.1	94	2919	27.1	7.3	114
50 OR OLDER	59669	3098	21.6	5.2	61	3280	22.9	5.5	64	1192	31.8	2.0	89	3369	31.3	5.6	88
GRADUATED COLLEGE	28091	2673	18.7	9.5	111	2349	16.4	8.4	98	693	18.5	2.5	110	1762	16.4	6.3	98
ATTENDED COLLEGE	28938	2840	19.8	9.8	115	2914	20.4	10.1	118	*544	14.5	1.9	84	2016	18.7	7.0	109
GRADUATED HIGH SCHOOL	65503	6033	42.1	9.2	108	6008	42.0	9.2	108	1450	38.7	2.2	99	4412	41.0	6.7	105
DID NOT GRADUATE HIGH SCHOOL	45195	2786	19.4	6.2	72	3037	21.2	6.7	79	1061	28.3	2.3	105	2572	23.9	5.7	89
EMPLOYED MALES	56429	4683	32.7	8.3	97	4869	34.0	8.6	101	1198	32.0	2.1	95	3375	31.4	6.0	93
EMPLOYED FEMALES	43971	4614	32.2	10.5	123	4193	29.3	9.5	112	884	23.6	2.0	90	2819	26.2	6.4	100
EMPLOYED FULL-TIME	87773	7861	54.8	9.0	105	7746	54.1	8.8	103	1693	45.2	1.9	86	5271	49.0	6.0	94
EMPLOYED PART-TIME	12627	1436	10.0	11.4	133	1316	9.2	10.4	122	**389	10.4	3.1	138	923	8.6	7.3	114
NOT EMPLOYED	67327	5035	35.1	7.5	88	5246	36.7	7.8	91	1666	44.5	2.5	111	4568	42.4	6.8	106
PROFESSIONAL/MANAGER	25845	2371	16.5	9.2	107	2201	15.4	8.5	100	*559	14.9	2.2	97	1520	14.1	5.9	92
TECH/CLERICAL/SALES	30895	3330	23.2	10.8	126	2835	19.8	9.2	108	*531	14.2	1.7	77	2136	19.8	6.9	108
PRECISION/CRAFT	12629	1117	7.8	8.8	104	1308	9.1	10.4	121	*325	8.7	2.6	115	672	6.2	5.3	83
OTHER EMPLOYED	31031	2479	17.3	8.0	93	2719	19.0	8.8	103	666	17.8	2.1	96	1867	17.3	6.0	94
SINGLE	35557	3269	22.8	9.2	108	3307	23.1	9.3	109	854	22.8	2.4	107	2442	22.7	6.9	107
MARRIED	103585	9380	65.4	9.1	106	9364	65.4	9.0	106	2584	68.9	2.5	112	7021	65.2	6.8	106
DIVORCED/SEPARATED/WIDOWED	28585	1682	11.7	5.9	69	1637	11.4	5.7	67	*310	8.3	1.1	49	1299	12.1	4.5	71
PARENTS	59295	6932	48.4	11.7	137	7106	49.7	12.0	140	1722	45.9	2.9	130	4608	42.8	7.8	121
WHITE	146081	12337	86.1	8.4	99	12484	87.3	8.5	100	3197	85.3	2.2	98	9536	88.6	6.5	102
BLACK	17974	1748	12.2	9.7	114	1595	11.1	8.9	104	*508	13.6	2.8	126	1037	9.6	5.8	90
OTHER	3672	**247	1.7	6.7	79	**230	1.6	6.3	73	**42	1.1	1.1	51	**189	1.8	5.1	80
NORTHEAST-CENSUS	37005	3400	23.7	9.2	108	3589	25.1	9.7	114	666	17.8	1.8	81	2994	27.8	8.1	126
NORTH CENTRAL	42642	4037	28.2	9.5	111	3952	27.6	9.3	109	1222	32.6	2.9	128	3151	29.3	7.4	115
SOUTH	56777	4568	31.9	8.0	94	4567	31.9	8.0	94	1086	29.0	1.9	86	3246	30.2	5.7	89
WEST	31303	2327	16.2	7.4	87	2200	15.4	7.0	82	774	20.7	2.5	111	1371	12.7	4.4	68
NORTHEAST-MKTG.	38125	3340	23.3	8.8	103	3478	24.3	9.1	107	552	14.7	1.4	65	2755	25.6	7.2	113
EAST CENTRAL	24794	2289	16.0	9.2	108	2119	14.8	8.5	100	587	15.7	2.4	106	1850	17.2	7.5	116
WEST CENTRAL	28511	2748	19.2	9.6	113	2839	19.8	10.0	117	895	23.9	3.1	140	2119	19.7	7.4	116
SOUTH	48953	4005	27.9	8.2	96	3976	27.8	8.1	95	1044	27.9	2.1	95	2899	26.9	5.9	92
PACIFIC	27344	1950	13.6	7.1	83	1896	13.3	6.9	81	*669	17.8	2.4	109	1139	10.6	4.2	65
COUNTY SIZE A	69301	5955	41.6	8.6	101	6107	42.7	8.8	103	1435	38.3	2.1	93	4190	38.9	6.0	94
COUNTY SIZE B	50633	4860	33.9	9.6	112	4590	32.1	9.1	106	1091	29.1	2.2	96	3530	32.8	7.0	109
COUNTY SIZE C	26259	1909	13.3	7.3	85	2072	14.5	7.9	92	*647	17.3	2.5	110	1594	14.8	6.1	95
COUNTY SIZE D	21534	1608	11.2	7.5	87	1539	10.8	7.1	84	*575	15.3	2.7	119	1449	13.5	6.7	105
METRO CENTRAL CITY	50014	4623	32.3	9.2	108	4445	31.1	8.9	104	1042	27.8	2.1	93	3289	30.6	6.6	102
METRO SUBURBAN	76832	6708	46.8	8.7	102	6744	47.1	8.8	103	1634	43.6	2.1	95	5027	46.7	6.5	102
NON METRO	40881	3001	20.9	7.3	86	3119	21.8	7.6	89	1072	28.6	2.6	117	2446	22.7	6.0	93
TOP 5 ADI'S	39550	3328	23.2	8.4	98	3654	25.5	9.2	108	774	20.7	2.0	88	2341	21.8	5.9	92
TOP 10 ADI'S	54877	4539	31.7	8.3	97	4734	33.1	8.6	101	1089	29.1	2.0	89	3106	28.9	5.7	88
TOP 20 ADI'S	77516	6578	45.9	8.5	99	6489	45.4	8.4	98	1612	43.0	2.1	93	4613	42.9	6.0	93
HSHLD INC. $50,000 OR MORE	17257	1752	12.2	10.2	119	1505	10.5	8.7	102	*327	8.7	1.9	85	1054	9.8	6.1	95
$40,000 OR MORE	33235	3287	22.9	9.9	116	2955	20.7	8.9	104	647	17.3	1.9	87	2130	19.8	6.4	100
$30,000 OR MORE	59693	5894	41.1	9.9	116	5486	38.3	9.2	108	1227	32.7	2.1	92	4010	37.3	6.7	105
$25,000 OR MORE	76275	7389	51.6	9.7	113	7356	51.4	9.6	113	1660	44.3	2.2	97	5305	49.3	7.0	108
$20,000 - $24,999	18607	1654	11.5	8.9	104	1614	11.3	8.7	102	*400	10.7	2.1	96	1160	10.8	6.2	97
$15,000 - $19,999	17175	1558	10.9	9.1	106	1543	10.8	9.0	105	*360	9.6	2.1	94	1214	11.3	7.1	110
$10,000 - $14,999	24569	1756	12.3	7.1	84	1566	10.9	6.4	75	*506	13.5	2.1	92	1389	12.9	5.7	88
UNDER $10,000	31101	1974	13.8	6.3	74	2230	15.6	7.2	84	822	21.9	2.6	118	1694	15.7	5.4	85
HOUSEHOLD OF 1 PERSON	19441	936	6.5	4.8	56	1028	7.2	5.3	62	*158	4.2	0.8	36	873	8.1	4.5	70
2 PEOPLE	51803	3146	22.0	6.1	71	2789	19.5	5.4	63	897	23.9	1.7	77	2952	27.4	5.7	89
3 OR 4 PEOPLE	66933	6893	48.1	10.3	121	7185	50.2	10.7	126	1959	52.3	2.9	131	4534	42.1	6.8	106
5 OR MORE PEOPLE	29550	3358	23.4	11.4	133	3306	23.1	11.2	131	*734	19.6	2.5	111	2403	22.3	8.1	127
NO CHILD IN HSHLD	96587	6370	44.4	6.6	77	5942	41.5	6.2	72	1681	44.9	1.7	78	5341	49.6	5.5	86
CHILD(REN) UNDER 2 YRS	10844	1467	10.2	13.5	158	1606	11.2	14.8	174	*355	9.5	3.3	147	758	7.0	7.0	109
2 - 5 YEARS	26358	3332	23.2	12.6	148	3791	26.5	14.4	169	737	19.7	2.8	125	1848	17.2	7.0	109
6 - 11 YEARS	30453	3747	26.1	12.3	144	3730	26.1	12.2	144	773	20.6	2.5	114	2438	22.7	8.0	125
12 - 17 YEARS	36575	3760	26.2	10.3	120	3730	26.1	10.2	120	1137	30.3	3.1	139	2956	27.5	8.1	126
RESIDENCE OWNED	117770	10365	72.3	8.8	103	10111	70.7	8.6	101	2747	73.3	2.3	104	7837	72.8	6.7	104
VALUE: $50,000 OR MORE	70166	6458	45.1	9.2	108	6731	47.0	9.6	112	1510	40.3	2.2	96	4774	44.4	6.8	106
VALUE: UNDER $50,000	47604	3907	27.3	8.2	96	3380	23.6	7.1	83	1237	33.0	2.6	116	3063	28.5	6.4	100

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0295
P-22

		TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	14332	100.0	8.5	100	14308	100.0	8.5	100	3748	100.0	2.2	100	10762	100.0	6.4	100
MAGAZINES	QUINTILE 1	34022	3633	25.3	10.7	125	3661	25.6	10.8	126	812	21.7	2.4	107	2545	23.6	7.5	117
	QUINTILE 2	34800	3696	25.8	10.6	124	3516	24.6	10.1	118	870	23.2	2.5	112	2536	23.6	7.3	114
	QUINTILE 3	30514	2493	17.4	8.2	96	2320	16.2	7.6	89	747	19.9	2.4	110	1947	18.1	6.4	99
	QUINTILE 4	33324	2633	18.4	7.9	92	2761	19.3	8.3	97	741	19.8	2.2	100	2097	19.5	6.3	98
	QUINTILE 5	35066	1877	13.1	5.4	63	2050	14.3	5.8	69	*578	15.4	1.6	74	1637	15.2	4.7	73
NEWSPAPERS	QUINTILE 1	29107	2816	19.6	9.7	113	2655	18.6	9.1	107	869	23.2	3.0	134	2320	21.6	8.0	124
	QUINTILE 2	49095	4418	30.8	9.0	105	4368	30.5	8.9	104	1049	28.0	2.1	96	3212	29.8	6.5	102
	QUINTILE 3	23107	1908	13.3	8.3	97	1990	13.9	8.6	101	*427	11.4	1.8	83	1515	14.1	6.6	102
	QUINTILE 4	33556	2819	19.7	8.4	98	2854	19.9	8.5	100	*495	13.2	1.5	66	1891	17.6	5.6	88
	QUINTILE 5	32863	2371	16.5	7.2	84	2440	17.1	7.4	87	908	24.2	2.8	124	1824	16.9	5.6	87
OUTDOOR	QUINTILE 1	33431	3084	21.5	9.2	108	2966	20.7	8.9	104	899	24.0	2.7	120	2387	22.2	7.1	111
	QUINTILE 2	33478	3317	23.1	9.9	116	3333	23.3	10.0	117	775	20.7	2.3	104	2133	19.8	6.4	99
	QUINTILE 3	33574	2839	19.8	8.5	99	2674	18.7	8.0	93	695	18.5	2.1	93	2117	19.7	6.3	98
	QUINTILE 4	33935	2773	19.3	8.2	96	3062	21.4	9.0	106	780	20.8	2.3	103	2207	20.5	6.5	101
	QUINTILE 5	33310	2318	16.2	7.0	81	2273	15.9	6.8	80	598	16.0	1.8	80	1919	17.8	5.8	90
RADIO-DRIVE TIME	QUINTILE 1	33136	3141	21.9	9.5	111	3034	21.2	9.2	107	1015	27.1	3.1	137	2483	23.1	7.5	117
	QUINTILE 2	31658	2894	20.2	9.1	107	2854	19.9	9.0	106	620	16.5	2.0	88	2010	18.7	6.3	99
	QUINTILE 3	32541	3061	21.4	9.4	110	3022	21.1	9.3	109	696	18.6	2.1	96	2340	21.7	7.2	112
	QUINTILE 4	34247	2920	20.4	8.5	100	2864	20.0	8.4	98	650	17.3	1.9	85	2045	19.0	6.0	93
	QUINTILE 5	36144	2316	16.2	6.4	75	2534	17.7	7.0	82	767	20.5	2.1	95	1884	17.5	5.2	81
RADIO-MID-DAY	TERCILE 1	45037	4101	28.6	9.1	107	4203	29.4	9.3	109	1087	29.0	2.4	108	3035	28.2	6.7	105
	TERCILE 2	44819	3799	26.5	8.5	99	3730	26.1	8.3	98	966	25.8	2.2	96	2952	27.4	6.6	103
	TERCILE 3	77872	6432	44.9	8.3	97	6375	44.6	8.2	96	1695	45.2	2.2	97	4775	44.4	6.1	96
RADIO-TOTAL	QUINTILE 1	33763	3113	21.7	9.2	108	3084	21.6	9.1	107	919	24.5	2.7	122	2489	23.1	7.4	115
	QUINTILE 2	33240	3143	21.9	9.5	111	3137	21.9	9.4	111	865	23.1	2.6	116	2284	21.2	6.9	107
	QUINTILE 3	33408	2861	20.0	8.6	100	2820	19.7	8.4	99	539	14.4	1.6	72	1974	18.3	5.9	92
	QUINTILE 4	34792	3122	21.8	9.0	105	2947	20.6	8.5	99	611	16.3	1.8	79	2302	21.4	6.6	103
	QUINTILE 5	32524	2094	14.6	6.4	75	2320	16.2	7.1	84	814	21.7	2.5	112	1714	15.9	5.3	82
TV-PRIME TIME	QUINTILE 1	33090	2689	18.8	8.1	95	2886	20.2	8.7	102	973	26.0	2.9	132	2086	19.4	6.3	98
	QUINTILE 2	33357	3094	21.6	9.3	109	3267	22.8	9.8	115	642	17.1	1.9	86	2322	21.6	7.0	108
	QUINTILE 3	33980	2901	20.2	8.5	100	2885	20.2	8.5	100	698	18.6	2.1	92	2494	23.2	7.3	114
	QUINTILE 4	33854	2981	20.8	8.8	103	2808	19.6	8.3	97	714	19.1	2.1	94	2065	19.2	6.1	95
	QUINTILE 5	33444	2667	18.6	8.0	93	2462	17.2	7.4	86	721	19.2	2.2	96	1796	16.7	5.4	84
TV-DAYTIME	TERCILE 1	49121	3879	27.1	7.9	92	3790	26.5	7.7	90	1198	32.0	2.4	109	3137	29.1	6.4	100
	TERCILE 2	48823	4274	29.8	8.8	102	4481	31.3	9.2	108	1227	32.7	2.5	112	3383	31.4	6.9	108
	TERCILE 3	69782	6178	43.1	8.9	104	6038	42.2	8.7	101	1323	35.3	1.9	85	4242	39.4	6.1	95
TV-TOTAL	QUINTILE 1	33584	2710	18.9	8.1	94	2763	19.3	8.2	96	971	25.9	2.9	129	2292	21.3	6.8	106
	QUINTILE 2	33441	2569	17.9	7.7	90	2784	19.5	8.3	98	613	16.4	1.8	82	1980	18.4	5.9	92
	QUINTILE 3	33505	3033	21.2	9.1	106	2754	19.2	8.2	96	675	18.0	2.0	90	2155	20.0	6.4	100
	QUINTILE 4	33466	3183	22.2	9.5	111	3261	22.8	9.7	114	847	22.6	2.5	113	2511	23.3	7.5	117
	QUINTILE 5	33731	2837	19.8	8.4	98	2747	19.2	8.1	95	*642	17.1	1.9	85	1824	16.9	5.4	84
MAGAZINES-NEWSPAPERS: DUAL		44503	4782	33.4	10.7	126	4457	31.2	10.0	117	1199	32.0	2.7	121	3466	32.2	7.8	121
MAGAZINE IMPERATIVE		39363	3757	26.2	9.5	112	3781	26.4	9.6	113	846	22.6	2.1	96	2715	25.2	6.9	107
NEWSPAPER IMPERATIVE		46441	3454	24.1	7.4	87	3572	25.0	7.7	90	965	25.7	2.1	93	2865	26.6	6.2	96
MAGAZINES-OUTDOOR: DUAL		33726	3741	26.1	11.1	130	3540	24.7	10.5	123	717	19.1	2.1	95	2394	22.2	7.1	111
MAGAZINE IMPERATIVE		52846	4944	34.5	9.4	109	4927	34.4	9.3	109	1183	31.6	2.2	100	3775	35.1	7.1	111
OUTDOOR IMPERATIVE		52140	4080	28.5	7.8	92	4098	28.6	7.9	92	1288	34.4	2.5	111	3111	28.9	6.0	93
MAGAZINES-RADIO: DUAL		37081	4001	27.9	10.8	126	3845	26.9	10.4	122	960	25.6	2.6	116	2857	26.5	7.7	120
MAGAZINE IMPERATIVE		49747	4721	32.9	9.5	111	4687	32.8	9.4	110	1073	28.6	2.2	97	3377	31.4	6.8	106
RADIO IMPERATIVE		49208	3660	25.5	7.4	87	3786	26.5	7.7	90	1126	30.0	2.3	102	2979	27.7	6.1	94
MAGAZINES-TELEVISION: DUAL		33103	3206	22.4	9.7	113	3053	21.3	9.2	108	860	22.9	2.6	116	2420	22.5	7.3	114
MAGAZINE IMPERATIVE		54575	5770	40.3	10.6	124	5581	39.0	10.2	120	1310	35.0	2.4	107	3964	36.8	7.3	113
TELEVISION IMPERATIVE		53249	3457	24.1	6.5	76	3643	25.5	6.8	80	1006	26.8	1.9	85	2859	26.6	5.4	84
NEWSPAPERS-OUTDOOR: DUAL		36255	3775	26.3	10.4	122	3331	23.3	9.2	108	962	25.7	2.7	119	2482	23.1	6.8	107
NEWSPAPER IMPERATIVE		55591	4599	32.1	8.3	97	4812	33.6	8.7	101	1185	31.6	2.1	95	3959	36.8	7.1	111
OUTDOOR IMPERATIVE		48319	3946	27.5	8.2	96	4222	29.5	8.7	102	1074	28.7	2.2	99	3026	28.1	6.3	98
NEWSPAPERS-RADIO: DUAL		37242	3653	25.5	9.8	115	3426	23.9	9.2	108	1060	28.3	2.8	127	2903	27.0	7.8	121
NEWSPAPER IMPERATIVE		54423	4766	33.3	8.8	102	4628	32.3	8.5	100	1099	29.3	2.0	90	3567	33.1	6.6	102
RADIO IMPERATIVE		46650	3994	27.9	8.6	100	4271	29.9	9.2	107	986	26.3	2.1	95	2848	26.5	6.1	95
NEWSPAPERS-TELEVISION: DUAL		35974	3182	22.2	8.8	104	3117	21.8	8.7	102	852	22.7	2.4	106	2354	21.9	6.5	102
NEWSPAPER IMPERATIVE		56095	5305	37.0	9.5	111	5155	36.0	9.2	108	1312	35.0	2.3	105	4123	38.3	7.4	115
TELEVISION IMPERATIVE		47170	3582	25.0	7.6	89	3731	26.1	7.9	93	963	25.7	2.0	91	2737	25.4	5.8	90
OUTDOOR-RADIO: DUAL		33748	3571	24.9	10.6	124	3308	23.1	9.8	115	1050	28.0	3.1	139	2496	23.2	7.4	115
OUTDOOR IMPERATIVE		52785	4362	30.4	8.3	97	4480	31.3	8.5	99	1000	26.7	1.9	85	3236	30.1	6.1	96
RADIO IMPERATIVE		52882	4276	29.8	8.1	95	4519	31.6	8.5	100	1105	29.5	2.1	94	3508	32.6	6.6	103
OUTDOOR-TELEVISION: DUAL		32030	3068	21.4	9.6	112	3021	21.1	9.4	111	961	25.6	3.0	134	2281	21.2	7.1	111
OUTDOOR IMPERATIVE		54626	5163	36.0	9.5	111	4970	34.7	9.1	107	1127	30.1	2.1	92	3503	32.5	6.4	100
TELEVISION IMPERATIVE		54874	3828	26.7	7.0	82	4089	28.6	7.5	87	1071	28.6	2.0	87	3284	30.5	6.0	93
RADIO-TELEVISION: DUAL		33386	2978	20.8	8.9	104	3087	21.6	9.2	108	807	21.5	2.4	108	2343	21.8	7.0	109
RADIO IMPERATIVE		53810	5102	35.6	9.5	111	4923	34.4	9.1	107	1306	34.8	2.4	109	3658	34.0	6.8	106
TELEVISION IMPERATIVE		54023	4070	28.4	7.5	88	4079	28.5	7.6	89	1160	30.9	2.1	96	3164	29.4	5.9	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	14332	100.0	8.5	100	14308	100.0	8.5	100	3748	100.0	2.2	100	10762	100.0	6.4	100
ATLANTIC MONTHLY	867	**85	0.6	9.8	115	**82	0.6	9.5	111	**6	0.2	0.7	31	**38	0.4	4.4	68
BARRON'S	1580	**123	0.9	7.8	91	**137	1.0	8.7	102	**5	0.1	0.3	14	**51	0.5	3.2	50
BETTER HOMES & GARDENS	22203	2531	17.7	11.4	133	2501	17.5	11.3	132	552	14.7	2.5	111	1691	15.7	7.6	119
BON APPETIT	3810	314	2.2	8.2	96	331	2.3	8.7	102	**97	2.6	2.5	114	*249	2.3	6.5	102
BUSINESS WEEK	4663	374	2.6	8.0	94	361	2.5	7.7	91	**84	2.2	1.8	81	325	3.0	7.0	109
CAR AND DRIVER	3102	*162	1.1	5.2	61	*187	1.3	6.0	71	**108	2.9	3.5	156	*197	1.8	6.4	99
CBS MAGAZINE NETWORK (GROSS)	7311	728	5.1	10.0	117	666	4.7	9.1	107	*219	5.8	3.0	134	442	4.1	6.0	94
CHANGING TIMES	3400	367	2.6	10.8	126	*277	1.9	8.1	96	**76	2.0	2.2	100	*302	2.8	8.9	138
COLONIAL HOMES	1796	*222	1.5	12.4	145	*186	1.3	10.4	121	**14	0.4	0.8	35	*128	1.2	7.1	111
CONDE NAST MAG. PKG. (GROSS)	19924	2322	16.2	11.7	136	2342	16.4	11.8	138	366	9.8	1.8	82	1623	15.1	8.1	127
CONSUMERS DIGEST	3125	354	2.5	11.3	133	*257	1.8	8.2	96	**60	1.6	1.9	86	*246	2.3	7.9	123
COSMOPOLITAN	10577	1099	7.7	10.4	122	1087	7.6	10.3	120	*223	5.9	2.1	94	829	7.7	7.8	122
COUNTRY LIVING	3746	404	2.8	10.8	126	413	2.9	11.0	129	**71	1.9	1.9	85	304	2.8	8.1	126
CUISINE	2214	*156	1.1	7.0	82	*174	1.2	7.9	92	**68	1.8	3.1	137	**110	1.0	5.0	77
CYCLE WORLD	2394	*248	1.7	10.4	121	*226	1.6	9.4	111	**92	2.5	3.8	172	*141	1.3	5.9	92
DCI:CREATIVE IDEAS FOR LIV	3068	295	2.1	9.6	113	317	2.2	10.3	121	**67	1.8	2.2	98	*228	2.1	7.4	116
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	890	6.2	9.3	109	759	5.3	7.9	93	*135	3.6	1.4	63	614	5.7	6.4	100
DISCOVER	2277	*192	1.3	8.4	99	*165	1.2	7.2	85	**54	1.4	2.4	106	*157	1.5	6.9	107
EBONY	7187	816	5.7	11.4	133	755	5.3	10.5	123	*236	6.3	3.3	147	463	4.3	6.4	100
ESQUIRE	2560	*205	1.4	8.0	94	*219	1.5	8.6	100	**53	1.4	2.1	93	*114	1.1	4.5	69
ESSENCE	3242	441	3.1	13.6	159	438	3.1	13.5	158	**101	2.7	3.1	139	*259	2.4	8.0	125
FAMILY CIRCLE	19639	2155	15.0	11.0	128	2227	15.6	11.3	133	575	15.3	2.9	131	1574	14.6	8.0	125
THE FAMILY HANDYMAN	3540	390	2.7	11.0	129	501	3.5	14.2	166	*152	4.1	4.3	192	422	3.9	11.9	186
FAMILY WEEKLY	23924	2001	14.0	8.4	98	1970	13.8	8.2	97	645	17.2	2.7	121	1578	14.7	6.6	103
FIELD & STREAM	9883	901	6.3	9.1	107	906	6.3	9.2	107	375	10.0	3.8	170	721	6.7	7.3	114
FOOD & WINE	1030	**86	0.6	8.3	98	**68	0.5	6.6	77	**9	0.2	0.9	39	**57	0.5	5.5	[illegible]
FORBES	2679	*252	1.8	9.4	110	*238	1.7	8.9	104	**32	0.9	1.2	53	*155	1.4	5.8	90
FORTUNE	2931	*199	1.4	6.8	79	273	1.9	9.3	109	**35	0.9	1.2	53	*148	1.4	5.0	79
GENTLEMEN'S QUARTERLY	3481	392	2.7	11.3	132	322	2.3	9.3	108	**64	1.7	1.8	82	*243	2.3	7.0	109
GLAMOUR	7163	897	6.3	12.5	147	867	6.1	12.1	142	**160	4.3	2.2	100	640	5.9	8.9	139
GOLF DIGEST	2355	*189	1.3	8.0	94	*199	1.4	8.5	99	**71	1.9	3.0	135	*159	1.5	6.8	105
GOLF DIGEST/TENNIS (GROSS)	3610	333	2.3	9.2	108	287	2.0	8.0	93	**76	2.0	2.1	94	*186	1.7	5.2	80
GOLF MAGAZINE	2046	*150	1.0	7.3	86	*148	1.0	7.2	85	**104	2.8	5.1	227	**135	1.3	6.6	103
GOLF MAGAZINE/SKI (GROSS)	3547	289	2.0	8.1	95	304	2.1	8.6	100	**153	4.1	4.3	193	*228	2.1	6.4	100
GOOD HOUSEKEEPING	20353	2082	14.5	10.2	120	2266	15.8	11.1	131	488	13.0	2.4	107	1409	13.1	6.9	108
HARPER'S BAZAAR	3362	440	3.1	13.1	153	443	3.1	13.2	154	**17	0.5	0.5	23	*177	1.6	5.3	82
HEALTH	2987	*276	1.9	9.2	108	*277	1.9	9.3	109	**80	2.1	2.7	120	*204	1.9	6.8	106
HEARST MAG CORP. BUY (GROSS)	67928	7047	49.2	10.4	121	7267	50.8	10.7	125	1515	40.4	2.2	100	4862	45.2	7.2	112
HEARST MAN POWER (GROSS)	11282	924	6.4	8.2	96	956	6.7	8.5	99	303	8.1	2.7	120	864	8.0	7.7	119
HEARST WOMAN POWER (GROSS)	40514	4362	30.4	10.8	126	4579	32.0	11.3	132	997	26.6	2.5	110	2970	27.6	7.3	114
HOUSE BEAUTIFUL	4885	519	3.6	10.6	124	568	4.0	11.6	136	**99	2.6	2.0	91	282	2.6	5.8	90
INC.	1308	**88	0.6	6.7	79	**91	0.6	7.0	82	**7	0.2	0.5	24	**47	0.4	3.6	56
JET	6498	762	5.3	11.7	137	551	3.9	8.5	99	*172	4.6	2.6	118	327	3.0	5.0	78
LADIES' HOME JOURNAL	14797	1840	12.8	12.4	146	1694	11.8	11.4	134	473	12.6	3.2	143	1188	11.0	8.0	125
LHJ FAMILY GRP COMBO(GROSS)	21743	2615	18.2	12.0	141	2442	17.1	11.2	132	631	16.8	2.9	130	1725	16.0	7.9	124
LIFE	9881	1054	7.4	10.7	125	1105	7.7	11.2	131	*215	5.7	2.2	97	801	7.4	8.1	126
L.A. TIMES HOME MAGAZINE	2775	*301	2.1	10.8	127	317	2.2	11.4	134	**36	1.0	1.3	58	**104	1.0	3.7	58
MADEMOISELLE	4219	485	3.4	11.5	135	491	3.4	11.6	136	**31	0.8	0.7	33	392	3.6	9.3	145
MC CALL'S	16422	1747	12.2	10.6	124	1781	12.4	10.8	127	367	9.8	2.2	100	1168	10.9	7.1	111
MC CALL'S/WRK MOTHER (GROSS)	17919	2023	14.1	11.3	132	1980	13.8	11.0	130	393	10.5	2.2	98	1297	12.1	7.2	113
MECHANIX ILLUSTRATED	4433	320	2.2	7.2	84	349	2.4	7.9	92	*136	3.6	3.1	137	286	2.7	6.5	101
METROPOLITAN HOME	1504	*153	1.1	10.2	119	*136	1.0	9.0	106	**12	0.3	0.8	36	**89	0.8	5.9	92
MONEY	4723	468	3.3	9.9	116	380	2.7	8.0	94	**113	3.0	2.4	107	267	2.5	5.7	88
MOTHER EARTH NEWS	2325	*246	1.7	10.6	124	*300	2.1	12.9	151	**110	2.9	4.7	212	*213	2.0	9.2	143
MS.	1189	**163	1.1	13.7	160	**184	1.3	15.5	181	**38	1.0	3.2	143	**85	0.8	7.1	111
NATIONAL ENQUIRER	18892	1783	12.4	9.4	110	1783	12.5	9.4	111	669	17.8	3.5	158	1256	11.7	6.6	104
NATIONAL GEOGRAPHIC	22129	2142	14.9	9.7	113	1997	14.0	9.0	106	578	15.4	2.6	117	1627	15.1	7.4	115
NATIONAL SUNDAY MAGAZINE PKG	103750	9481	66.2	9.1	107	9351	65.4	9.0	106	2392	63.8	2.3	103	7081	65.8	6.8	106
NATURAL HISTORY	1379	**184	1.3	13.3	156	*179	1.3	13.0	152	**48	1.3	3.5	156	**90	0.8	6.5	102
NEW WOMAN	2289	*290	2.0	12.7	148	*288	2.0	12.6	147	**11	0.3	0.5	22	*152	1.4	6.6	103
NEW YORK INCLUDING CUE	1088	**69	0.5	6.3	74	**86	0.6	7.9	93	**7	0.2	0.6	29	**37	0.3	3.4	53
THE NEW YORKER	2459	*192	1.3	7.8	91	*212	1.5	8.6	101	**43	1.1	1.7	78	*192	1.8	7.8	122
NEWSWEEK	16527	1631	11.4	9.9	115	1389	9.7	8.4	99	347	9.3	2.1	94	1065	9.9	6.4	100
THE N.Y. TIMES DAILY EDITION	2739	228	1.6	8.3	97	215	1.5	7.8	92	**15	0.4	0.5	25	*127	1.2	4.6	72
THE N.Y. TIMES MAGAZINE	4443	345	2.4	7.8	91	359	2.5	8.1	95	**40	1.1	0.9	40	225	2.1	5.1	79
OMNI	2799	282	2.0	10.1	118	*270	1.9	9.6	113	**62	1.7	2.2	99	*209	1.9	7.5	116
ON CABLE	2209	362	2.5	16.4	192	*253	1.8	11.5	134	**60	1.6	2.7	122	*179	1.7	8.1	126
1001 HOME IDEAS	3959	499	3.5	12.6	148	472	3.3	11.9	140	**78	2.1	2.0	88	333	3.1	8.4	131
ORGANIC GARDENING	3111	251	1.8	8.1	94	*304	2.1	9.8	115	**154	4.1	5.0	222	*214	2.0	6.9	107
OUTDOOR LIFE	5024	410	2.9	8.2	96	507	3.5	10.1	118	*169	4.5	3.4	151	323	3.0	6.4	100
PARADE MAGAZINE	51292	4854	33.9	9.5	111	4733	33.1	9.2	108	1165	31.1	2.3	102	3616	33.6	7.0	110

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	14332	100.0	8.5	100	14308	100.0	8.5	100	3748	100.0	2.2	100	10762	100.0	6.4	100
PARENTS	5298	810	5.7	15.3	179	712	5.0	13.4	158	*201	5.4	3.8	170	454	4.2	8.6	134
PENTHOUSE	5129	474	3.3	9.2	108	485	3.4	9.5	111	*131	3.5	2.6	114	369	3.4	7.2	112
PEOPLE	21070	2234	15.6	10.6	124	2168	15.2	10.3	121	434	11.6	2.1	92	1545	14.4	7.3	114
PLAYBOY	10562	1046	7.3	9.9	116	999	7.0	9.5	111	*229	6.1	2.2	97	734	6.8	6.9	108
POPULAR HOT RODDING	2498	*218	1.5	8.7	102	*278	1.9	11.1	130	**68	1.8	2.7	122	*216	2.0	8.6	135
POPULAR MECHANICS	5887	475	3.3	8.1	94	501	3.5	8.5	100	*169	4.5	2.9	128	456	4.2	7.7	121
POPULAR SCIENCE	4317	291	2.0	6.7	79	395	2.8	9.1	107	**79	2.1	1.8	82	*225	2.1	5.2	81
PREVENTION	5792	464	3.2	8.0	94	412	2.9	7.1	83	**85	2.3	1.5	66	348	3.2	6.0	94
PSYCHOLOGY TODAY	3384	436	3.0	13.3	155	352	2.5	10.7	126	**32	0.9	1.0	44	*168	1.6	5.1	80
READER'S DIGEST	40046	3612	25.2	9.0	106	3507	24.5	8.8	103	790	21.1	2.0	88	2787	25.9	7.0	108
REDBOOK	9584	1182	8.2	12.3	144	1225	8.6	12.8	150	*286	7.6	3.0	134	732	6.8	7.6	119
ROAD & TRACK	2590	*183	1.3	7.1	83	*221	1.5	8.5	100	**71	1.9	2.7	123	**95	0.9	3.7	57
ROLLING STONE	3302	318	2.2	9.6	113	*320	2.2	9.7	114	**53	1.4	1.6	72	*179	1.7	5.4	84
RUNNER'S WORLD	1229	*172	1.2	14.0	164	**98	0.7	8.0	93	**11	0.3	0.9	40	**50	0.5	4.1	63
SATURDAY EVENING POST	2110	*148	1.0	7.0	82	*193	1.3	9.1	107	**65	1.7	3.1	138	*198	1.8	9.4	146
SCIENCE 84	1543	**116	0.8	7.5	88	**81	0.6	5.2	62	**19	0.5	1.2	55	**110	1.0	7.1	111
SCIENCE DIGEST	1747	**123	0.9	7.0	82	**132	0.9	7.6	89	**25	0.7	1.4	64	**152	1.4	8.7	136
SCIENTIFIC AMERICAN	1994	*197	1.4	9.9	116	*166	1.2	8.3	98	**21	0.6	1.1	47	**130	1.2	6.5	102
SELF	3119	381	2.7	12.2	143	470	3.3	15.1	177	**69	1.8	2.2	99	*205	1.9	6.6	102
SEVENTEEN	3923	512	3.6	13.1	153	509	3.6	13.0	152	**170	4.5	4.3	194	390	3.6	9.9	155
SKI	1501	*139	1.0	9.3	108	*156	1.1	10.4	122	**49	1.3	3.3	146	**93	0.9	6.2	97
SMITHSONIAN	5976	474	3.3	7.9	93	503	3.5	8.4	99	*128	3.4	2.1	96	452	4.2	7.6	118
SOAP OPERA DIGEST	4228	625	4.4	14.8	173	573	4.0	13.6	159	**111	3.0	2.6	117	450	4.2	10.6	166
SOUTHERN LIVING	6488	595	4.2	9.2	107	442	3.1	6.8	80	**68	1.8	1.0	47	386	3.6	5.9	93
SPORT	3500	302	2.1	8.6	101	337	2.4	9.6	113	**140	3.7	4.0	179	*234	2.2	6.7	104
THE SPORTING NEWS	2456	*246	1.7	10.0	117	*292	2.0	11.9	139	**82	2.2	3.3	149	*287	2.7	11.7	182
SPORTS AFIELD	3648	326	2.3	8.9	105	323	2.3	8.9	104	**109	2.9	3.0	134	256	2.4	7.0	109
SPORTS ILLUSTRATED	14484	1384	9.7	9.6	112	1457	10.2	10.1	118	375	10.0	2.6	116	993	9.2	6.9	107
STAR	12661	1148	8.0	9.1	106	1197	8.4	9.5	111	322	8.6	2.5	114	1004	9.3	7.9	124
SUNDAY	52799	5048	35.2	9.6	112	4902	34.3	9.3	109	1212	32.3	2.3	103	3859	35.9	7.3	114
SUNSET	3513	*320	2.2	9.1	107	*363	2.5	10.3	121	**161	4.3	4.6	205	*299	2.8	8.5	133
TV GUIDE	42766	4281	29.9	10.0	117	4302	30.1	10.1	118	1017	27.1	2.4	106	3021	28.1	7.1	110
TENNIS	1254	*144	1.0	11.5	134	**89	0.6	7.1	83	**5	0.1	0.4	18	**27	0.3	2.2	34
TIME	22054	2228	15.5	10.1	118	2021	14.1	9.2	107	437	11.7	2.0	89	1563	14.5	7.1	110
TOWN & COUNTRY	1555	*116	0.8	7.5	87	**70	0.5	4.5	53	**15	0.4	1.0	43	**90	0.8	5.8	90
TRAVEL & LEISURE	2173	*224	1.6	10.3	121	*125	0.9	5.8	67	**7	0.2	0.3	14	**90	0.8	4.1	65
TRUE STORY	4636	517	3.6	11.2	131	507	3.5	10.9	128	**105	2.8	2.3	101	438	4.1	9.4	147
U.S.NEWS & WORLD REPORT	10353	1074	7.5	10.4	121	905	6.3	8.7	102	*210	5.6	2.0	91	555	5.2	5.4	84
USA TODAY	4994	561	3.9	11.2	131	446	3.1	8.9	105	**64	1.7	1.3	57	416	3.9	8.3	130
US	3528	476	3.3	13.5	158	494	3.5	14.0	164	**114	3.0	3.2	145	314	2.9	8.9	139
VOGUE	5424	559	3.9	10.3	121	513	3.6	9.5	111	**105	2.8	1.9	87	386	3.6	7.1	111
WALL STREET JOURNAL	6292	543	3.8	8.6	101	598	4.2	9.5	111	*79	2.1	1.3	56	372	3.5	5.9	92
WEIGHT WATCHERS	2762	*222	1.5	8.0	94	*266	1.9	9.6	113	**60	1.6	2.2	97	*155	1.4	5.6	87
WOMAN'S DAY	16320	1739	12.1	10.7	125	1989	13.9	12.2	143	403	10.8	2.5	111	1189	11.0	7.3	114
WORKING MOTHER	1496	*276	1.9	18.4	216	*199	1.4	13.3	156	**26	0.7	1.7	78	**129	1.2	8.6	134
WORKING WOMAN	1851	*239	1.7	12.9	151	*244	1.7	13.2	155	**38	1.0	2.1	92	*179	1.7	9.7	151
WORLD TENNIS	580	**17	0.1	2.9	34	**45	0.3	7.8	91	**0	0.0	0.0	0	**43	0.4	7.4	116
ZIFF-DAVIS MAG NETWK (GROSS)	12412	913	6.4	7.4	86	970	6.8	7.8	92	337	9.0	2.7	122	774	7.2	6.2	97
BLAIR INSERTS	91671	8533	59.5	9.3	109	8254	57.7	9.0	106	2064	55.1	2.3	101	6423	59.7	7.0	109
DAILY NEWSPAPERS																	
READ ANY	109190	9687	67.6	8.9	104	9548	66.7	8.7	103	2422	64.6	2.2	99	7491	69.6	6.9	107
READ ONE	89587	7779	54.3	8.7	102	7808	54.6	8.7	102	1931	51.5	2.2	96	5947	55.3	6.6	103
READ TWO OR MORE	19602	1908	13.3	9.7	114	1740	12.2	8.9	104	492	13.1	2.5	112	1544	14.3	7.9	123
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	9973	69.6	9.1	106	9780	68.4	8.9	105	2501	66.7	2.3	102	7468	69.4	6.8	106
READ ONE	95074	8534	59.5	9.0	105	8288	57.9	8.7	102	1969	52.5	2.1	93	6266	58.2	6.6	103
READ TWO OR MORE	14588	1439	10.0	9.9	115	1492	10.4	10.2	120	532	14.2	3.6	163	1203	11.2	8.2	129
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.28				29.99				32.83				31.62			
30 DAY REACH	149706	13162	91.8	8.8	103	13025	91.0	8.7	102	3386	90.3	2.3	101	9733	90.4	6.5	101
50 SHWG - 30 DAY AV FREQ	15.16	15.91				15.66				17.23				16.60			
30 DAY REACH	142406	12541	87.5	8.8	103	12467	87.1	8.8	103	3242	86.5	2.3	102	9290	86.3	6.5	102
25 SHWG - 30 DAY AV FREQ	8.23	8.52				8.32				9.03				8.97			
30 DAY REACH	131152	11691	81.6	8.9	104	11738	82.0	8.9	105	3087	82.4	2.4	105	8599	79.9	6.6	102
CABLE TV: HOME WIRED	66879	6137	42.8	9.2	107	6726	47.0	10.1	118	1759	46.9	2.6	118	4821	44.8	7.2	112
HOME NOT WIRED	100848	8195	57.2	8.1	95	7582	53.0	7.5	88	1989	53.1	2.0	88	5941	55.2	5.9	92
HAVE PAY CABLE	35024	3758	26.2	10.7	126	4039	28.2	11.5	135	1070	28.5	3.1	137	2792	25.9	8.0	124

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	M & M'S PEANUT A '000	M & M'S PEANUT B % DOWN	M & M'S PEANUT C % ACROSS	M & M'S PEANUT D INDX	M & M'S PLAIN A '000	M & M'S PLAIN B % DOWN	M & M'S PLAIN C % ACROSS	M & M'S PLAIN D INDX	MARS BAR A '000	MARS BAR B % DOWN	MARS BAR C % ACROSS	MARS BAR D INDX	MILKY WAY A '000	MILKY WAY B % DOWN	MILKY WAY C % ACROSS	MILKY WAY D INDX
TOTAL ADULTS	167727	14332	100.0	8.5	100	14308	100.0	8.5	100	3748	100.0	2.2	100	10762	100.0	6.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	8762	61.1	9.2	107	8472	59.2	8.9	104	2212	59.0	2.3	104	6325	58.8	6.6	103
10:00 AM - 3:00 PM	63599	5592	39.0	8.8	103	5675	39.7	8.9	105	1507	40.2	2.4	106	4354	40.5	6.8	107
3:00 PM - 7:00 PM	72097	6855	47.8	9.5	111	6735	47.1	9.3	110	1700	45.4	2.4	106	5187	48.2	7.2	112
7:00 PM - MIDNIGHT	36670	3385	23.6	9.2	108	3419	23.9	9.3	109	906	24.2	2.5	111	2346	21.8	6.4	100
MIDNIGHT - 6:00 AM	21908	1870	13.0	8.5	100	1783	12.5	8.1	95	512	13.7	2.3	105	1483	13.8	6.8	105
6:00 AM - MIDNIGHT	127571	11526	80.4	9.0	106	11416	79.8	8.9	105	2919	77.9	2.3	102	8618	80.1	6.8	105
ENTIRE DAY	129239	11684	81.5	9.0	106	11495	80.3	8.9	104	2939	78.4	2.3	102	8698	80.8	6.7	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3406	23.8	10.0	117	3091	21.6	9.1	107	690	18.4	2.0	91	2331	21.7	6.9	107
ALL NEWS	5062	396	2.8	6.5	76	510	3.6	8.4	99	*171	4.6	2.8	126	317	2.9	5.2	81
AOR/PROGRESSIVE	11884	1100	7.7	9.3	108	960	6.7	8.1	95	*281	7.5	2.4	106	779	7.2	6.6	102
BEAUTIFUL MUSIC	11180	945	6.6	8.5	99	1002	7.0	9.0	105	*204	5.4	1.8	82	796	7.4	7.1	111
BLACK	4538	540	3.8	11.9	139	445	3.1	9.8	115	**140	3.7	3.1	138	334	3.1	7.4	115
CLASSICAL	3857	303	2.1	7.9	92	362	2.5	9.4	110	**97	2.6	2.5	113	*218	2.0	5.7	88
CHR/ROCK	21946	2303	16.1	10.5	123	2467	17.2	11.2	132	530	14.1	2.4	108	1700	15.8	7.7	121
COUNTRY	27262	2269	15.8	8.3	97	2256	15.8	8.3	97	628	16.8	2.3	103	1815	16.9	6.7	104
GOLDEN OLDIES	3339	295	2.1	8.8	103	322	2.3	9.6	113	**74	2.0	2.2	99	*194	1.8	5.8	91
MOR/NOSTALGIA	10346	884	6.2	8.5	100	779	5.4	7.5	88	*235	6.3	2.3	102	586	5.4	5.7	88
NEWS/TALK	8929	748	5.2	8.4	98	743	5.2	8.3	98	*209	5.6	2.3	105	553	5.1	6.2	97
RELIGIOUS	5488	403	2.8	7.3	86	443	3.1	8.1	95	**172	4.6	3.1	140	369	3.4	6.7	105
SOFT ROCK	1232	**94	0.7	7.6	89	**149	1.0	12.1	142	**50	1.3	4.1	182	**95	0.9	7.7	120
URBAN CONTEMPORARY	3184	439	3.1	13.8	161	341	2.4	10.7	126	**14	0.4	0.4	20	*145	1.3	4.6	71
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	620	4.3	9.0	105	674	4.7	9.8	114	**136	3.6	2.0	88	489	4.5	7.1	110
ABC DIRECTION	5212	569	4.0	10.9	128	601	4.2	11.5	135	**113	3.0	2.2	97	410	3.8	7.9	123
ABC ENTERTAINMENT	10385	922	6.4	8.9	104	887	6.2	8.5	100	*191	5.1	1.8	82	721	6.7	6.9	108
ABC FM	4762	513	3.6	10.8	126	603	4.2	12.7	148	**57	1.5	1.2	54	269	2.5	5.6	88
ABC INFORMATION	11339	898	6.3	7.9	93	883	6.2	7.8	91	*241	6.4	2.1	95	724	6.7	6.4	100
ABC ROCK	4878	489	3.4	10.0	117	476	3.3	9.8	114	**92	2.5	1.9	84	371	3.4	7.6	119
CBS	10709	874	6.1	8.2	96	818	5.7	7.6	90	291	7.8	2.7	122	675	6.3	6.3	98
MUTUAL	10251	832	5.8	8.1	95	874	6.1	8.5	100	316	8.4	3.1	138	657	6.1	6.4	100
NBC	12243	897	6.3	7.3	86	965	6.7	7.9	92	*247	6.6	2.0	90	829	7.7	6.8	106
RADIORADIO	4606	483	3.4	10.5	123	410	2.9	8.9	104	**104	2.8	2.3	101	347	3.2	7.5	117
RKO ONE	5148	646	4.5	12.5	147	653	4.6	12.7	149	**192	5.1	3.7	167	303	2.8	5.9	92
RKO TWO	7313	611	4.3	8.4	98	584	4.1	8.0	94	*165	4.4	2.3	101	385	3.6	5.3	82
THE SOURCE	5981	546	3.8	9.1	107	454	3.2	7.6	89	**118	3.1	2.0	88	362	3.4	6.1	94
NON-WIRED : BLAIR	19329	1769	12.3	9.2	107	1606	11.2	8.3	97	385	10.3	2.0	89	1378	12.8	7.1	111
INTERNET	27139	2564	17.9	9.4	111	2579	18.0	9.5	111	734	19.6	2.7	121	1724	16.0	6.4	99
KATZ RADIO GROUP	36319	3121	21.8	8.6	101	3187	22.3	8.8	103	698	18.6	1.9	86	2451	22.8	6.7	105
SUPERNET	22361	2334	16.3	10.4	122	2058	14.4	9.2	108	559	14.9	2.5	112	1467	13.6	6.6	102
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1048	7.3	7.2	84	1206	8.4	8.3	97	348	9.3	2.4	107	921	8.6	6.3	99
MKDAY 9:00 AM - 1:00 PM	18688	1470	10.3	7.9	92	1553	10.9	8.3	97	451	12.0	2.4	108	1234	11.5	6.6	103
MKDAY 1:00 PM - 4:30 PM	24061	1995	13.9	8.3	97	1959	13.7	8.1	95	527	14.1	2.2	98	1588	14.8	6.6	103
MKDAY 4:30 PM - 7:30 PM	44079	3508	24.5	8.0	93	3446	24.1	7.8	92	989	26.4	2.2	100	2719	25.3	6.2	96
MKDAY 7:30 PM - 8:00 PM	61979	5135	35.8	8.3	97	5003	35.0	8.1	95	1484	39.6	2.4	107	3831	35.6	6.2	96
MKDAY 11:00 PM - 11:30 PM	49084	4306	30.0	8.8	103	4252	29.7	8.7	102	1253	33.4	2.6	114	3483	32.4	7.1	111
MKDAY 11:30 PM - 1:00 AM	16560	1544	10.8	9.3	109	1480	10.3	8.9	105	418	11.2	2.5	113	1141	10.6	6.9	107
M-SAT 8-11 PM+SUN 7-11 PM	66967	5771	40.3	8.6	101	5929	41.4	8.9	104	1601	42.7	2.4	107	4487	41.7	6.7	104
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	915	6.4	9.9	116	939	6.6	10.1	119	207	5.5	2.2	100	502	4.7	5.4	84
ANOTHER WORLD N	6138	526	3.7	8.6	100	481	3.4	7.8	92	*111	3.0	1.8	81	471	4.4	7.7	120
AS THE WORLD TURNS C	7707	581	4.1	7.5	88	494	3.5	6.4	75	147	3.9	1.9	85	470	4.4	6.1	95
CAPITOL C	4688	439	3.1	9.4	110	376	2.6	8.0	94	*116	3.1	2.5	111	342	3.2	7.3	114
CBS MORN. NEWS 1 C	2792	182	1.3	6.5	76	166	1.2	5.9	70	**32	0.9	1.1	51	125	1.2	4.5	70
CBS MORN. NEWS 2 C	2071	113	0.8	5.5	64	121	0.8	5.8	68	**35	0.9	1.7	76	116	1.1	5.6	87
DAYS OF OUR LIVES N	8018	760	5.3	9.5	111	664	4.6	8.3	97	*147	3.9	1.8	82	566	5.3	7.1	110
FACTS OF LIFE - DAYTIME N	3487	304	2.1	8.7	102	362	2.5	10.4	122	**64	1.7	1.8	82	220	2.0	6.3	98
FAMILY FEUD A	4817	326	2.3	6.8	79	483	3.4	10.0	118	*94	2.5	2.0	87	277	2.6	5.8	90
GENERAL HOSPITAL A	8333	742	5.2	8.9	104	749	5.2	9.0	105	214	5.7	2.6	115	589	5.5	7.1	110
GOOD MORNING, AMERICA-730 A	5472	460	3.2	8.4	98	569	4.0	10.4	122	167	4.5	3.1	137	347	3.2	6.3	99
GOOD MORNING, AMERICA-830 A	3965	307	2.1	7.7	91	349	2.4	8.8	103	*112	3.0	2.8	126	222	2.1	5.6	87
GUIDING LIGHT C	7542	579	4.0	7.7	90	526	3.7	7.0	82	133	3.5	1.8	79	494	4.6	6.5	102
ONE LIFE TO LIVE A	6018	550	3.8	9.1	107	526	3.7	8.7	102	152	4.1	2.5	113	394	3.7	6.5	102
PRESS YOUR LUCK C	3589	309	2.2	8.6	101	307	2.1	8.6	100	*116	3.1	3.2	145	284	2.6	7.9	123
PRICE IS RIGHT 1 C	7418	488	3.4	6.6	77	481	3.4	6.5	76	207	5.5	2.8	125	474	4.4	6.4	100
PRICE IS RIGHT 2 C	8276	551	3.8	6.7	78	521	3.6	6.3	74	259	6.9	3.1	140	520	4.8	6.3	98
RYAN'S HOPE A	4358	458	3.2	10.5	123	492	3.4	11.3	132	*114	3.0	2.6	117	280	2.6	6.4	100
SALE OF THE CENTURY N	3749	255	1.8	6.9	81	251	1.8	6.7	78	*61	1.6	1.6	73	271	2.5	7.2	113
SEARCH FOR TOMORROW N	2884	330	2.3	11.4	134	310	2.2	10.7	126	**39	1.0	1.4	61	298	2.8	10.3	161
TODAY SHOW 1 N	4869	313	2.2	6.4	75	378	2.6	7.8	91	*85	2.3	1.7	78	241	2.2	4.9	77
TODAY SHOW 2 N	4135	257	1.8	6.2	73	323	2.3	7.8	92	*68	1.8	1.6	74	280	2.6	6.8	106
$25,000 PYRAMID C	4361	317	2.2	7.3	85	302	2.1	6.9	81	*113	3.0	2.6	116	309	2.9	7.1	110
WHEEL OF FORTUNE N	6187	424	3.0	6.9	80	477	3.3	7.7	90	164	4.4	2.7	119	376	3.5	6.1	95
YOUNG AND THE RESTLESS C	8186	625	4.4	7.6	89	577	4.0	7.0	83	146	3.9	1.8	80	507	4.7	6.2	97
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	365	2.5	7.7	90	389	2.7	8.2	96	*87	2.3	1.8	82	315	2.9	6.7	104
NBA PLAYOFF GAME -1 C	5127	450	3.1	8.8	103	390	2.7	7.6	89	*112	3.0	2.2	98	383	3.6	7.5	116
NBC MAJOR LEAGUE PRE-GAME N	3945	360	2.5	9.1	107	409	2.9	10.4	122	**96	2.6	2.4	109	*248	2.3	6.3	98
SPORTSWORLD - SUN N	3370	322	2.2	9.6	112	283	2.0	8.4	98	**65	1.7	1.9	86	234	2.2	6.9	108
SUNDAY MORNING C	4700	358	2.5	8.5	100	303	2.1	7.2	85	**94	2.5	2.2	100	197	1.8	4.7	73

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	M & M'S PEANUT A '000	B % DOWN	C % ACROSS	D INDX	M & M'S PLAIN A '000	B % DOWN	C % ACROSS	D INDX	MARS BAR A '000	B % DOWN	C % ACROSS	D INDX	MILKY WAY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	14332	100.0	8.5	100	14308	100.0	8.5	100	3748	100.0	2.2	100	10762	100.0	6.4	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4012	28.0	7.7	90	3952	27.6	7.6	89	1225	32.7	2.3	105	3181	29.6	6.1	95
NETWORK AFFILIATES - LATE		39164	3313	23.1	8.5	99	3328	23.3	8.5	100	1039	27.7	2.7	119	2681	24.9	6.8	107
INDEPENDENTS - LATE		5133	564	3.9	11.0	129	428	3.0	8.3	98	129	3.4	2.5	112	313	2.9	6.1	95
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2294	16.0	10.1	118	2059	14.4	9.0	106	563	15.0	2.5	110	1469	13.6	6.4	100
ABC MONDAY NIGHT MOVIE	A	11258	949	6.6	8.4	99	1055	7.4	9.4	110	281	7.5	2.5	112	705	6.6	6.3	98
ABC SUNDAY NIGHT MOVIE	A	23600	2012	14.0	8.5	100	2176	15.2	9.2	108	670	17.9	2.8	127	1670	15.5	7.1	110
ABC WORLD NEWS TONIGHT	A	12801	1034	7.2	8.1	95	1163	8.1	9.1	107	334	8.9	2.6	117	740	6.9	5.8	90
AFTERMASH	C	10966	752	5.2	6.9	80	852	6.0	7.8	91	*207	5.5	1.9	84	606	5.6	5.5	86
ALICE	C	17050	1488	10.4	8.7	102	1492	10.4	8.8	103	397	10.6	2.3	104	1025	9.5	6.0	94
AMERICAN PARADE	C	11998	880	6.1	7.3	86	835	5.8	7.0	82	362	9.7	3.0	135	696	6.5	5.8	90
BENSON	A	19258	1329	9.3	6.9	81	1573	11.0	8.2	96	466	12.4	2.4	108	1075	10.0	5.6	87
BLUE THUNDER	A	11478	860	6.0	7.5	88	894	6.2	7.8	91	325	8.7	2.8	127	558	5.2	4.9	76
CAGNEY & LACEY	C	18263	1469	10.2	8.0	94	1633	11.4	8.9	105	332	8.9	1.8	81	1145	10.6	6.3	98
CBS EVENING NEWS-DEAN	C	7733	446	3.1	5.8	67	452	3.2	5.8	69	*185	4.9	2.4	107	374	3.5	4.8	75
CBS EVENING NEWS-RATHER	C	15653	1241	8.7	7.9	93	1082	7.6	6.9	81	350	9.3	2.2	100	930	8.6	5.9	93
CBS SAT. NEWS-SCHIEFFER	C	8744	654	4.6	7.5	88	476	3.3	5.4	64	203	5.4	2.3	104	428	4.0	4.9	76
CBS SATURDAY NIGHT MOVIE	C	12000	971	6.8	8.1	95	972	6.8	8.1	95	297	7.9	2.5	111	749	7.0	6.2	97
CBS WEDNESDAY NIGHT MOVIE	C	11522	864	6.0	7.5	88	769	5.4	6.7	78	277	7.4	2.4	108	679	6.3	5.9	92
CHEERS	N	16818	1546	10.8	9.2	108	1483	10.4	8.8	103	353	9.4	2.1	94	1184	11.0	7.0	110
DALLAS	C	37510	2930	20.4	7.8	91	3250	22.7	8.7	102	753	20.1	2.0	90	2714	25.2	7.2	113
DIFF'RENT STROKES	N	11258	963	6.7	8.6	100	885	6.2	7.9	92	*222	5.9	2.0	88	690	6.4	6.1	96
DOUBLE TROUBLE	N	12248	1065	7.4	8.7	102	1129	7.9	9.2	108	*369	9.8	3.0	135	929	8.6	7.6	118
DUCK FACTORY	N	11100	1029	7.2	9.3	108	1049	7.3	9.5	111	*274	7.3	2.5	110	740	6.9	6.7	104
DUKES OF HAZZARD	C	12353	869	6.1	7.0	82	848	5.9	6.9	80	293	7.8	2.4	106	811	7.5	6.6	102
DYNASTY	A	33279	2933	20.5	8.8	103	3012	21.1	9.1	106	714	19.1	2.1	96	2064	19.2	6.2	97
FACTS OF LIFE	N	13410	1128	7.9	8.4	98	1360	9.5	10.1	119	*323	8.6	2.4	108	968	9.0	7.2	113
FALCON CREST	C	31093	2425	16.9	7.8	91	2703	18.9	8.7	102	572	15.3	1.8	82	2428	22.6	7.8	122
FALL GUY	A	18649	1773	12.4	9.5	111	1879	13.1	10.1	118	485	12.9	2.6	116	1201	11.2	6.4	100
FAMILY TIES	N	13101	1236	8.6	9.4	110	1259	8.8	9.6	113	*224	6.0	1.7	77	865	8.0	6.6	103
FANTASY ISLAND	A	13069	1099	7.7	8.4	98	1204	8.4	9.2	108	302	8.1	2.3	103	896	8.3	6.9	107
FOULUPS,BLEEPS & BLUNDERS	A	16588	1164	8.1	7.0	82	1321	9.2	8.0	93	296	7.9	1.8	80	1220	11.3	7.4	115
FOUR SEASONS	C	9302	602	4.2	6.5	76	653	4.6	7.0	82	**176	4.7	1.9	85	545	5.1	5.9	91
GIMME A BREAK	N	13955	1125	7.8	8.1	94	1096	7.7	7.9	92	*282	7.5	2.0	90	912	8.5	6.5	102
HART TO HART	A	15735	1241	8.7	7.9	92	1375	9.6	8.7	102	264	7.0	1.7	75	717	6.7	4.6	71
HILL STREET BLUES	N	18257	1805	12.6	9.9	116	1800	12.6	9.9	116	334	8.9	1.8	82	1308	12.2	7.2	112
HOTEL	A	24236	1822	12.7	7.5	88	1926	13.5	7.9	93	494	13.2	2.0	91	1434	13.3	5.9	92
JEFFERSONS	C	17010	1325	9.2	7.8	91	1427	10.0	8.4	98	372	9.9	2.2	98	964	9.0	5.7	88
JENNIFER SLEPT HERE	N	9397	806	5.6	8.6	100	774	5.4	8.2	97	*180	4.8	1.9	86	535	5.0	5.7	89
KATE & ALLIE	C	16762	1379	9.6	8.2	96	1443	10.1	8.6	101	296	7.9	1.8	79	1109	10.3	6.6	103
KNIGHT RIDER	N	13164	1287	9.0	9.8	114	1164	8.1	8.8	104	323	8.6	2.5	110	927	8.6	7.0	110
LOVE BOAT	A	20400	1650	11.5	8.1	95	1682	11.8	8.2	97	485	12.9	2.4	106	1243	11.5	6.1	95
MAGNUM PI	C	22543	1918	13.4	8.5	100	1868	13.1	8.3	97	495	13.2	2.2	98	1353	12.6	6.0	94
MAMA'S FAMILY	N	9852	705	4.9	7.2	84	831	5.8	8.4	99	*248	6.6	2.5	113	632	5.9	6.4	100
MASTER, THE	N	8082	703	4.9	8.7	102	675	4.7	8.4	98	*222	5.9	2.7	123	516	4.8	6.4	100
MATT HOUSTON	A	12881	1076	7.5	8.4	98	1094	7.6	8.5	100	361	9.6	2.8	125	719	6.7	5.6	87
NBC MONDAY NIGHT MOVIE	N	23889	2280	15.9	9.5	112	2351	16.4	9.8	115	595	15.9	2.5	111	1852	17.2	7.8	121
NBC NIGHTLY NEWS	N	11156	881	6.1	7.9	92	762	5.3	6.8	80	199	5.3	1.8	80	644	6.0	5.8	90
NBC NIGHTLY NEWS-SAT	N	7363	461	3.2	6.3	73	477	3.3	6.5	76	**161	4.3	2.2	98	366	3.4	5.0	77
NBC NIGHTLY NEWS-SUN	N	6214	454	3.2	7.3	86	389	2.7	6.3	73	*159	4.2	2.6	115	430	4.0	6.9	108
NBC SUNDAY NIGHT MOVIE	N	17590	1738	12.1	9.9	116	1622	11.3	9.2	108	507	13.5	2.9	129	1379	12.8	7.8	122
NEWHART	C	16740	1250	8.7	7.5	87	1510	10.6	9.0	106	292	7.8	1.7	78	1144	10.6	6.8	107
ONE DAY AT A TIME	C	11820	919	6.4	7.8	91	918	6.4	7.8	91	*197	5.3	1.7	75	725	6.7	6.1	96
PEOPLE ARE FUNNY	N	9138	690	4.8	7.6	88	723	5.1	7.9	93	*251	6.7	2.7	123	562	5.2	6.2	96
REAL PEOPLE	N	15979	1129	7.9	7.1	83	1130	7.9	7.1	83	353	9.4	2.2	99	980	9.1	6.1	96
REMINGTON STEELE	N	14395	1482	10.3	10.3	120	1465	10.2	10.2	119	393	10.5	2.7	122	1049	9.7	7.3	114
RIPLEY'S BELIEVE IT - NOT	A	11362	1039	7.2	9.1	107	1076	7.5	9.5	111	*237	6.3	2.1	93	725	6.7	6.4	99
RIPTIDE	N	13920	1460	10.2	10.5	123	1269	8.9	9.1	107	414	11.0	3.0	133	1022	9.5	7.3	114
SCARECROW & MRS. KING	C	17571	1519	10.6	8.6	101	1528	10.7	8.7	102	354	9.4	2.0	90	1261	11.7	7.2	112
SIMON & SIMON	C	20208	1824	12.7	9.0	106	1553	10.9	7.7	90	423	11.3	2.1	94	1358	12.6	6.7	105
60 MINUTES	C	27668	1904	13.3	6.9	81	2058	14.4	7.4	87	630	16.8	2.3	102	1441	13.4	5.2	81
ST. ELSEWHERE	N	13699	1333	9.3	9.7	114	1438	10.1	10.5	123	424	11.3	3.1	139	1122	10.4	8.2	128
THREE'S COMPANY	A	20632	1852	12.9	9.0	105	1923	13.4	9.3	109	546	14.6	2.6	118	1389	12.9	6.7	105
T.J. HOOKER	A	17136	1324	9.2	7.7	90	1408	9.8	8.2	96	389	10.4	2.3	102	1023	9.5	6.0	93
TONIGHT SHOW	N	4963	402	2.8	8.1	95	379	2.6	7.6	90	119	3.2	2.4	107	273	2.5	5.5	86
TRAPPER JOHN, M.D.	C	16332	1386	9.7	8.5	99	1404	9.8	8.6	101	275	7.3	1.7	75	1010	9.4	6.2	96
TV BLOOPERS & PRAC. JOKES	N	18881	1380	9.6	7.3	86	1454	10.2	7.7	90	464	12.4	2.5	110	1002	9.3	5.3	83
20/20	A	18315	1556	10.9	8.5	99	1786	12.5	9.8	114	559	14.9	3.1	137	1029	9.6	5.6	88
WEBSTER	A	18722	1340	9.3	7.2	84	1544	10.8	8.2	97	449	12.0	2.4	107	1085	10.1	5.8	90
WORLD NEWS - SUN	A	5327	427	3.0	8.0	94	370	2.6	6.9	81	*176	4.7	3.3	148	254	2.4	4.8	74
YELLOW ROSE	N	8370	800	5.6	9.6	112	702	4.9	8.4	98	*185	4.9	2.2	99	577	5.4	6.9	107
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2465	17.2	9.5	112	2406	16.8	9.3	109	610	16.3	2.4	106	2342	21.8	9.1	141
BASKETBALL - COLLEGE GAMES		14468	1473	10.3	10.2	119	1530	10.7	10.6	124	*424	11.3	2.9	131	1059	9.8	7.3	114
BASKETBALL - PRO GAMES		12124	1045	7.3	8.6	101	1022	7.1	8.4	99	**246	6.6	2.0	91	855	7.9	7.1	110
BOWLING		9412	833	5.8	8.9	104	723	5.1	7.7	90	*310	8.3	3.3	147	773	7.2	8.2	128
BOXING		15409	1348	9.4	8.7	102	1381	9.7	9.0	105	*513	13.7	3.3	149	1222	11.4	7.9	124
FOOTBALL - COLLEGE GAMES		21400	2231	15.6	10.4	122	2160	15.1	10.1	118	807	21.5	3.8	169	1741	16.2	8.1	127
FOOTBALL - PRO GAMES		35944	3970	27.7	11.0	129	3911	27.3	10.9	128	839	22.4	2.3	104	3006	27.9	8.4	130
GOLF		9759	989	6.9	10.1	119	768	5.4	7.9	92	**290	7.7	3.0	133	669	6.2	6.9	107
POST-SEASON COLL. FOOTBALL		18123	2290	16.0	12.6	148	2306	16.1	12.7	149	*499	13.3	2.8	123	1550	14.4	8.6	133
POST-SEASON PRO FOOTBALL		22091	2407	16.8	10.9	128	2486	17.4	11.3	132	518	13.8	2.3	105	2009	18.7	9.1	142
TENNIS		6764	696	4.9	10.3	120	648	4.5	9.6	112	**197	5.3	2.9	130	690	6.4	10.2	159
WRESTLING - PROFESSIONAL		9695	1139	7.9	11.7	137	1013	7.1	10.4	122	*299	8.0	3.1	138	922	8.6	9.5	148

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0300
P-22

	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS	167727	5466	100.0	3.3	100	4648	100.0	2.8	100	7170	100.0	4.3	100	11117	100.0	6.6	100
MALES	79263	2677	49.0	3.4	104	2207	47.5	2.8	100	3173	44.3	4.0	94	5115	46.0	6.5	97
FEMALES	88464	2789	51.0	3.2	97	2441	52.5	2.8	100	3997	55.7	4.5	106	6002	54.0	6.8	102
18 - 24	28671	829	15.2	2.9	89	1050	22.6	3.7	132	1679	23.4	5.9	137	2278	20.5	7.9	120
25 - 34	39536	1500	27.4	3.8	116	1261	27.1	3.2	115	2300	32.1	5.8	136	3299	29.7	8.3	126
35 - 44	28978	1169	21.4	4.0	124	832	17.9	2.9	104	1542	21.5	5.3	124	2180	19.6	7.5	114
45 - 54	22345	698	12.8	3.1	96	*570	12.3	2.6	92	578	8.1	2.6	61	1272	11.4	5.7	86
55 - 64	22224	769	14.1	3.5	106	566	12.2	2.5	92	577	8.0	2.6	61	1206	10.8	5.4	82
65 OR OLDER	25973	501	9.2	1.9	59	*369	7.9	1.4	51	494	6.9	1.9	44	883	7.9	3.4	51
18 - 34	68207	2329	42.6	3.4	105	2311	49.7	3.4	122	3979	55.5	5.8	136	5576	50.2	8.2	123
18 - 49	108058	3918	71.7	3.6	111	3460	74.4	3.2	116	5831	81.3	5.4	126	8451	76.0	7.8	118
25 - 54	90859	3366	61.6	3.7	114	2664	57.3	2.9	106	4420	61.6	4.9	114	6751	60.7	7.4	112
35 - 49	39851	1589	29.1	4.0	122	1149	24.7	2.9	104	1852	25.8	4.6	109	2875	25.9	7.2	109
50 OR OLDER	59669	1548	28.3	2.6	80	1188	25.6	2.0	72	1339	18.7	2.2	52	2667	24.0	4.5	67
GRADUATED COLLEGE	28091	834	15.3	3.0	91	750	16.1	2.7	96	1071	14.9	3.8	89	1728	15.5	6.2	93
ATTENDED COLLEGE	28938	1040	19.0	3.6	110	587	12.6	2.0	73	1398	19.5	4.8	113	2165	19.5	7.5	113
GRADUATED HIGH SCHOOL	65503	2339	42.8	3.6	110	2009	43.2	3.1	111	3190	44.5	4.9	114	4875	43.9	7.4	112
DID NOT GRADUATE HIGH SCHOOL	45195	1253	22.9	2.8	85	1303	28.0	2.9	104	1510	21.1	3.3	78	2349	21.1	5.2	78
EMPLOYED MALES	56429	1968	36.0	3.5	107	1521	32.7	2.7	97	2251	31.4	4.0	93	3914	35.2	6.9	105
EMPLOYED FEMALES	43971	1439	26.3	3.3	100	1056	22.7	2.4	87	1889	26.3	4.3	100	3110	28.0	7.1	107
EMPLOYED FULL-TIME	87773	2864	52.4	3.3	100	2232	48.0	2.5	92	3462	48.3	3.9	92	5931	53.4	6.8	102
EMPLOYED PART-TIME	12627	*543	9.9	4.3	132	*344	7.4	2.7	98	679	9.5	5.4	126	1093	9.8	8.7	131
NOT EMPLOYED	67327	2060	37.7	3.1	94	2072	44.6	3.1	111	3029	42.2	4.5	105	4093	36.8	6.1	92
PROFESSIONAL/MANAGER	25845	938	17.2	3.6	111	690	14.8	2.7	96	935	13.0	3.6	85	1627	14.6	6.3	95
TECH/CLERICAL/SALES	30895	967	17.7	3.1	96	697	15.0	2.3	81	1328	18.5	4.3	101	2277	20.5	7.4	111
PRECISION/CRAFT	12629	*479	8.8	3.8	116	*309	6.6	2.4	88	651	9.1	5.2	121	1034	9.3	8.2	124
OTHER EMPLOYED	31031	1022	18.7	3.3	101	880	18.9	2.8	102	1226	17.1	4.0	92	2086	18.8	6.7	101
SINGLE	35557	1038	19.0	2.9	90	1112	23.9	3.1	113	2038	28.4	5.7	134	2328	20.9	6.5	99
MARRIED	103585	3912	71.6	3.8	116	2679	57.6	2.6	93	4281	59.7	4.1	97	7446	67.0	7.2	108
DIVORCED/SEPARATED/WIDOWED	28585	516	9.4	1.8	55	857	18.4	3.0	108	852	11.9	3.0	70	1343	12.1	4.7	71
PARENTS	59295	2498	45.7	4.2	129	2156	46.4	3.6	131	3664	51.1	6.2	145	5598	50.4	9.4	142
WHITE	146081	4717	86.3	3.2	99	3405	73.3	2.3	84	6245	87.1	4.3	100	9890	89.0	6.8	102
BLACK	17974	743	13.6	4.1	127	1151	24.8	6.4	231	810	11.3	4.5	105	1067	9.6	5.9	90
OTHER	3672	**5	0.1	0.1	4	**92	2.0	2.5	90	**115	1.6	3.1	73	**160	1.4	4.4	66
NORTHEAST-CENSUS	37005	1397	25.6	3.8	116	846	18.2	2.3	82	1707	23.8	4.6	108	2419	21.8	6.5	99
NORTH CENTRAL	42642	1596	29.2	3.7	115	1043	22.4	2.4	88	2010	28.0	4.7	110	3441	31.0	8.1	122
SOUTH	56777	1889	34.6	3.3	102	1927	41.5	3.4	122	2120	29.6	3.7	87	3789	34.1	6.7	101
WEST	31303	*584	10.7	1.9	57	832	17.9	2.7	96	1334	18.6	4.3	100	1467	13.2	4.7	71
NORTHEAST-MKTG.	38125	1272	23.3	3.3	102	818	17.6	2.1	77	1679	23.4	4.4	103	2332	21.0	6.1	92
EAST CENTRAL	24794	919	16.8	3.7	114	682	14.7	2.8	99	1085	15.1	4.4	102	2175	19.6	8.8	132
WEST CENTRAL	28511	1091	20.0	3.8	117	793	17.1	2.8	100	1429	19.9	5.0	117	2108	19.0	7.4	112
SOUTH	48953	1699	31.1	3.5	106	1657	35.6	3.4	122	1813	25.3	3.7	87	3271	29.4	6.7	101
PACIFIC	27344	*485	8.9	1.8	54	698	15.0	2.6	92	1164	16.2	4.3	100	1231	11.1	4.5	68
COUNTY SIZE A	69301	2024	37.0	2.9	90	1814	39.0	2.6	94	3245	45.3	4.7	110	3985	35.8	5.8	87
COUNTY SIZE B	50633	1879	34.4	3.7	114	1497	32.2	3.0	107	2270	31.7	4.5	105	3826	34.4	7.6	114
COUNTY SIZE C	26259	928	17.0	3.5	108	707	15.2	2.7	97	861	12.0	3.3	77	1698	15.3	6.5	98
COUNTY SIZE D	21534	634	11.6	2.9	90	630	13.6	2.9	106	795	11.1	3.7	86	1609	14.5	7.5	113
METRO CENTRAL CITY	50014	1722	31.5	3.4	106	1473	31.7	2.9	106	2282	31.8	4.6	107	3052	27.5	6.1	92
METRO SUBURBAN	76832	2459	45.0	3.2	98	1947	41.9	2.5	91	3411	47.6	4.4	104	5264	47.4	6.9	103
NON METRO	40881	1285	23.5	3.1	96	1228	26.4	3.0	108	1477	20.6	3.6	85	2802	25.2	6.9	103
TOP 5 ADI'S	39550	1088	19.9	2.8	84	1093	23.5	2.8	100	1975	27.5	5.0	117	2319	20.9	5.9	88
TOP 10 ADI'S	54877	1497	27.4	2.7	84	1466	31.5	2.7	96	2498	34.8	4.6	106	3137	28.2	5.7	86
TOP 20 ADI'S	77516	2228	40.8	2.9	88	2015	43.4	2.6	94	3406	47.5	4.4	103	4683	42.1	6.0	91
HSHLD INC. $50,000 OR MORE	17257	*682	12.5	4.0	121	*386	8.3	2.2	81	703	9.8	4.1	95	1218	11.0	7.1	106
$40,000 OR MORE	33235	1104	20.2	3.3	102	585	12.6	1.8	64	1273	17.8	3.8	90	2160	19.4	6.5	98
$30,000 OR MORE	59693	2037	37.3	3.4	105	1203	25.9	2.0	73	2321	32.4	3.9	91	4016	36.1	6.7	102
$25,000 OR MORE	76275	2689	49.2	3.5	108	1653	35.6	2.2	78	3121	43.5	4.1	96	4911	44.2	6.4	97
$20,000 - $24,999	18607	*389	7.1	2.1	64	*461	9.9	2.5	89	897	12.5	4.8	113	1453	13.1	7.8	118
$15,000 - $19,999	17175	*532	9.7	3.1	95	512	11.0	3.0	108	834	11.6	4.9	114	1340	12.1	7.8	118
$10,000 - $14,999	24569	1010	18.5	4.1	126	784	16.9	3.2	115	954	13.3	3.9	91	1623	14.6	6.6	100
UNDER $10,000	31101	844	15.4	2.7	83	1239	26.7	4.0	144	1365	19.0	4.4	103	1790	16.1	5.8	87
HOUSEHOLD OF 1 PERSON	19441	461	8.4	2.4	73	450	9.7	2.3	84	529	7.4	2.7	64	829	7.5	4.3	64
2 PEOPLE	51803	1406	25.7	2.7	83	1099	23.6	2.1	77	1399	19.5	2.7	63	2547	22.9	4.9	74
3 OR 4 PEOPLE	66933	2439	44.6	3.6	112	2144	46.1	3.2	116	3771	52.6	5.6	132	5314	47.8	7.9	120
5 OR MORE PEOPLE	29550	1159	21.2	3.9	120	956	20.6	3.2	117	1471	20.5	5.0	116	2427	21.8	8.2	124
NO CHILD IN HSHLD	96587	2643	48.4	2.7	84	2150	46.3	2.2	80	2957	41.2	3.1	72	4638	41.7	4.8	72
CHILD(REN) UNDER 2 YRS	10844	*424	7.8	3.9	120	*664	14.3	6.1	221	748	10.4	6.9	161	1024	9.2	9.4	142
2 - 5 YEARS	26358	1027	18.8	3.9	120	1185	25.5	4.5	162	1729	24.1	6.6	153	2642	23.8	10.0	151
6 - 11 YEARS	30453	1215	22.2	4.0	122	1080	23.2	3.5	128	1843	25.7	6.1	142	3013	27.1	9.9	149
12 - 17 YEARS	36575	1507	27.6	4.1	126	1236	26.6	3.4	122	2110	29.4	5.8	135	2928	26.3	8.0	121
RESIDENCE OWNED	117770	4064	74.4	3.5	106	3026	65.1	2.6	93	4930	68.8	4.2	98	7802	70.2	6.6	100
VALUE: $50,000 OR MORE	70166	2506	45.8	3.6	110	1554	33.4	2.2	80	2990	41.7	4.3	100	4523	40.7	6.4	97
VALUE: UNDER $50,000	47604	1558	28.5	3.3	100	1472	31.7	3.1	112	1939	27.0	4.1	95	3279	29.5	6.9	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0301
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		TOTAL U.S. '000	HOUNDS A '000	HOUNDS B % DOWN	HOUNDS C % ACROSS	HOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS		167727	5466	100.0	3.3	100	4648	100.0	2.8	100	7170	100.0	4.3	100	11117	100.0	6.6	100
MAGAZINES	QUINTILE 1	34022	1446	26.5	4.3	130	1025	22.1	3.0	109	1512	21.1	4.4	104	2588	23.3	7.6	115
	QUINTILE 2	34800	1212	22.2	3.5	107	1064	22.9	3.1	110	1693	23.6	4.9	114	2733	24.6	7.9	118
	QUINTILE 3	30514	894	16.4	2.9	90	806	17.3	2.6	95	1228	17.1	4.0	94	1861	16.7	6.1	92
	QUINTILE 4	33324	928	17.0	2.8	85	978	21.0	2.9	106	1501	20.9	4.5	105	2270	20.4	6.8	103
	QUINTILE 5	35066	986	18.0	2.8	86	775	16.7	2.2	80	1235	17.2	3.5	82	1665	15.0	4.7	72
NEWSPAPERS	QUINTILE 1	29107	1128	20.6	3.9	119	805	17.3	2.8	100	1241	17.3	4.3	100	1973	17.7	6.8	102
	QUINTILE 2	49095	1589	29.1	3.2	99	1230	26.5	2.5	90	2063	28.8	4.2	98	3216	28.9	6.6	99
	QUINTILE 3	23107	794	14.5	3.4	105	591	12.7	2.6	92	1049	14.6	4.5	106	1552	14.0	6.7	101
	QUINTILE 4	33556	1009	18.5	3.0	92	1040	22.4	3.1	112	1477	20.6	4.4	103	2266	20.4	6.8	102
	QUINTILE 5	32863	945	17.3	2.9	88	982	21.1	3.0	108	1341	18.7	4.1	95	2111	19.0	6.4	97
OUTDOOR	QUINTILE 1	33431	867	15.9	2.6	80	844	18.2	2.5	91	1697	23.7	5.1	119	2457	22.1	7.3	111
	QUINTILE 2	33478	1138	20.8	3.4	104	1008	21.7	3.0	109	1444	20.1	4.3	101	2185	19.7	6.5	98
	QUINTILE 3	33574	1283	23.5	3.8	117	985	21.2	2.9	106	1396	19.5	4.2	97	2143	19.3	6.4	96
	QUINTILE 4	33935	1152	21.1	3.4	104	755	16.2	2.2	80	1543	21.5	4.5	106	2338	21.0	6.9	104
	QUINTILE 5	33310	1026	18.8	3.1	95	1056	22.7	3.2	114	1090	15.2	3.3	77	1994	17.9	6.0	90
RADIO-DRIVE TIME	QUINTILE 1	33136	1219	22.3	3.7	113	1220	26.2	3.7	133	1442	20.1	4.4	102	2437	21.9	7.4	111
	QUINTILE 2	31658	932	17.1	2.9	90	1007	21.7	3.2	115	1498	20.9	4.7	111	2159	19.4	6.8	103
	QUINTILE 3	32541	1228	22.5	3.8	116	941	20.2	2.9	104	1577	22.0	4.8	113	2238	20.1	6.9	104
	QUINTILE 4	34247	1019	18.6	3.0	91	905	19.5	2.6	95	1186	16.5	3.5	81	2307	20.8	6.7	102
	QUINTILE 5	36144	1068	19.5	3.0	91	575	12.4	1.6	57	1467	20.5	4.1	95	1976	17.8	5.5	82
RADIO-MID-DAY	TERCILE 1	45037	1555	28.4	3.5	106	1247	26.8	2.8	100	1943	27.1	4.3	101	3308	29.8	7.3	111
	TERCILE 2	44819	1481	27.1	3.3	101	1306	28.1	2.9	105	2062	28.8	4.6	108	3152	28.4	7.0	106
	TERCILE 3	77872	2430	44.5	3.1	96	2095	45.1	2.7	97	3165	44.1	4.1	95	4657	41.9	6.0	90
RADIO-TOTAL	QUINTILE 1	33763	1220	22.3	3.6	111	1220	26.2	3.6	130	1525	21.3	4.5	106	2410	21.7	7.1	108
	QUINTILE 2	33240	1161	21.2	3.5	107	1084	23.3	3.3	118	1729	24.1	5.2	122	2524	22.7	7.6	115
	QUINTILE 3	33408	924	16.9	2.8	85	805	17.3	2.4	87	1134	15.8	3.4	79	2069	18.6	6.2	93
	QUINTILE 4	34792	1152	21.1	3.3	102	995	21.4	2.9	103	1578	22.0	4.5	106	2318	20.9	6.7	101
	QUINTILE 5	32524	1008	18.4	3.1	95	544	11.7	1.7	60	1204	16.8	3.7	87	1796	16.2	5.5	83
TV-PRIME TIME	QUINTILE 1	33090	969	17.7	2.9	90	934	20.1	2.8	102	1732	24.2	5.2	122	2366	21.3	7.2	108
	QUINTILE 2	33357	1212	22.2	3.6	111	702	15.1	2.1	76	1442	20.1	4.3	101	2435	21.9	7.3	110
	QUINTILE 3	33980	1119	20.5	3.3	101	1026	22.1	3.0	109	1451	20.2	4.3	100	2217	19.9	6.5	98
	QUINTILE 4	33854	1043	19.1	3.1	95	860	18.5	2.5	92	1336	18.6	3.9	92	2074	18.7	6.1	92
	QUINTILE 5	33444	1123	20.5	3.4	103	1127	24.2	3.4	122	1210	16.9	3.6	85	2025	18.2	6.1	91
TV-DAYTIME	TERCILE 1	49121	1588	29.1	3.2	99	1573	33.8	3.2	116	2015	28.1	4.1	96	3248	29.2	6.6	100
	TERCILE 2	48823	1581	28.9	3.2	99	1426	30.7	2.9	105	2510	35.0	5.1	120	3622	32.6	7.4	112
	TERCILE 3	69782	2297	42.0	3.3	101	1649	35.5	2.4	85	2645	36.9	3.8	89	4247	38.2	6.1	92
TV-TOTAL	QUINTILE 1	33584	1222	22.4	3.6	112	1121	24.1	3.3	120	1539	21.5	4.6	107	2221	20.0	6.6	100
	QUINTILE 2	33441	978	17.9	2.9	90	677	14.6	2.0	73	1312	18.3	3.9	92	2355	21.2	7.0	106
	QUINTILE 3	33505	1037	19.0	3.1	95	827	17.8	2.5	89	1527	21.3	4.6	107	2189	19.7	6.5	99
	QUINTILE 4	33466	1125	20.6	3.4	103	1028	22.1	3.1	111	1552	21.6	4.6	108	2399	21.6	7.2	108
	QUINTILE 5	33731	1104	20.2	3.3	100	995	21.4	2.9	106	1240	17.3	3.7	86	1954	17.6	5.8	87
MAGAZINES-NEWSPAPERS: DUAL		44503	1774	32.5	4.0	122	1198	25.8	2.7	97	2037	28.4	4.6	107	3567	32.1	8.0	121
MAGAZINE IMPERATIVE		39363	1361	24.9	3.5	106	1361	29.3	3.5	125	1825	25.5	4.6	108	2850	25.6	7.2	109
NEWSPAPER IMPERATIVE		46441	1378	25.2	3.0	91	1216	26.2	2.6	94	1866	26.0	4.0	94	2568	23.1	5.5	83
MAGAZINES-OUTDOOR: DUAL		33726	905	16.6	2.7	82	799	17.2	2.4	85	1552	21.6	4.6	108	2556	23.0	7.6	114
MAGAZINE IMPERATIVE		52846	2187	40.0	4.1	127	1657	35.6	3.1	113	2219	30.9	4.2	98	3777	34.0	7.1	108
OUTDOOR IMPERATIVE		52140	1593	29.1	3.1	94	1499	32.3	2.9	104	2319	32.3	4.4	104	3119	28.1	6.0	90
MAGAZINES-RADIO: DUAL		37081	1519	27.8	4.1	126	1353	29.1	3.6	132	1973	27.5	5.3	124	3025	27.2	8.2	123
MAGAZINE IMPERATIVE		49747	1641	30.0	3.3	101	1166	25.1	2.3	85	2027	28.3	4.1	95	3383	30.4	6.8	103
RADIO IMPERATIVE		49208	1322	24.2	2.7	82	1434	30.9	2.9	105	1944	27.1	4.0	92	3000	27.0	6.1	92
MAGAZINES-TELEVISION: DUAL		33103	1176	21.5	3.6	109	783	16.8	2.4	85	1479	20.6	4.5	105	2460	22.1	7.4	112
MAGAZINE IMPERATIVE		54575	2006	36.7	3.7	113	1737	37.4	3.2	115	2479	34.6	4.5	106	4100	36.9	7.5	113
TELEVISION IMPERATIVE		53249	1485	27.2	2.8	86	1366	29.4	2.6	93	2088	29.1	3.9	92	3123	28.1	5.9	88
NEWSPAPERS-OUTDOOR: DUAL		36255	1046	19.1	2.9	89	941	20.2	2.6	94	1744	24.3	4.8	113	2455	22.1	6.8	102
NEWSPAPER IMPERATIVE		55591	2108	38.6	3.8	116	1451	31.2	2.6	94	2217	30.9	4.0	93	3756	33.8	6.8	102
OUTDOOR IMPERATIVE		48319	1502	27.5	3.1	95	1385	29.8	2.9	103	2138	29.8	4.4	104	3233	29.1	6.7	101
NEWSPAPERS-RADIO: DUAL		37242	1357	24.8	3.6	112	1158	24.9	3.1	112	1874	26.1	5.0	118	2645	23.8	7.1	107
NEWSPAPER IMPERATIVE		54423	1827	33.4	3.4	103	1209	26.0	2.2	80	2045	28.5	3.8	88	3422	30.8	6.3	95
RADIO IMPERATIVE		46650	1483	27.1	3.2	98	1639	35.3	3.5	127	2041	28.5	4.4	102	3371	30.3	7.2	109
NEWSPAPERS-TELEVISION: DUAL		35974	1237	22.6	3.4	106	1036	22.3	2.9	104	1617	22.6	4.5	105	2453	22.1	6.8	103
NEWSPAPER IMPERATIVE		56095	1883	34.4	3.4	103	1402	30.2	2.5	90	2313	32.3	4.1	96	3615	32.5	6.4	97
TELEVISION IMPERATIVE		47170	1447	26.5	3.1	94	1236	26.6	2.6	95	2029	28.3	4.3	101	3161	28.4	6.7	101
OUTDOOR-RADIO: DUAL		33748	1131	20.7	3.4	103	1089	23.4	3.2	116	1793	25.0	5.3	124	2596	23.4	7.7	116
OUTDOOR IMPERATIVE		52785	1613	29.5	3.1	94	1221	26.3	2.3	83	2187	30.5	4.1	97	3252	29.3	6.2	93
RADIO IMPERATIVE		52882	1852	33.9	3.5	107	1665	35.8	3.1	114	2115	29.5	4.0	94	3528	31.7	6.7	101
OUTDOOR-TELEVISION: DUAL		32030	1100	20.1	3.4	105	948	20.4	3.0	107	1655	23.1	5.2	121	2401	21.6	7.5	113
OUTDOOR IMPERATIVE		54626	1577	28.9	2.9	89	1528	32.9	2.8	101	2321	32.4	4.2	99	3475	31.3	6.4	96
TELEVISION IMPERATIVE		54874	1767	32.3	3.2	99	1363	29.3	2.5	90	2040	28.5	3.7	87	3442	31.0	6.3	95
RADIO-TELEVISION: DUAL		33386	1150	21.0	3.4	106	1015	21.8	3.0	110	1703	23.8	5.1	119	2547	22.9	7.6	115
RADIO IMPERATIVE		53810	1820	33.3	3.4	104	1842	39.6	3.4	124	2370	33.1	4.4	103	3708	33.4	6.9	104
TELEVISION IMPERATIVE		54023	1655	30.3	3.1	94	1228	26.4	2.3	82	2042	28.5	3.8	88	3317	29.8	6.1	93

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS	167727	5466	100.0	3.3	100	4648	100.0	2.8	100	7170	100.0	4.3	100	11117	100.0	6.6	100
ATLANTIC MONTHLY	867	**12	0.2	1.4	42	**52	1.1	6.0	216	**53	0.7	6.1	143	**42	0.4	4.8	73
BARRON'S	1580	**37	0.7	2.3	72	**41	0.9	2.6	94	**107	1.5	6.8	158	**72	0.6	4.6	69
BETTER HOMES & GARDENS	22203	908	16.6	4.1	125	552	11.9	2.5	90	1030	14.4	4.6	109	1870	16.8	8.4	127
BON APPETIT	3810	**106	1.9	2.8	85	**53	1.1	1.4	50	*165	2.3	4.3	101	*206	1.9	5.4	82
BUSINESS WEEK	4663	*213	3.9	4.6	140	**103	2.2	2.2	80	*153	2.1	3.3	77	278	2.5	6.0	90
CAR AND DRIVER	3102	**122	2.2	3.9	121	**55	1.2	1.8	64	*148	2.1	4.8	112	*171	1.5	5.5	83
CBS MAGAZINE NETWORK (GROSS)	7311	436	8.0	6.0	183	*222	4.8	3.0	110	293	4.1	4.0	94	434	3.9	5.9	90
CHANGING TIMES	3400	**168	3.1	4.9	152	**82	1.8	2.4	87	*177	2.5	5.2	122	*246	2.2	7.2	109
COLONIAL HOMES	1796	**89	1.6	5.0	152	**112	2.4	6.2	225	**126	1.8	7.0	164	**128	1.2	7.1	108
CONDE NAST MAG. PKG. (GROSS)	19924	885	16.2	4.4	136	649	14.0	3.3	118	1048	14.6	5.3	123	1783	16.0	8.9	135
CONSUMERS DIGEST	3125	*186	3.4	6.0	183	**50	1.1	1.6	58	**118	1.6	3.8	88	*179	1.6	5.7	86
COSMOPOLITAN	10577	337	6.2	3.2	98	362	7.8	3.4	124	617	8.6	5.8	136	929	8.4	8.8	133
COUNTRY LIVING	3746	**72	1.3	1.9	59	**76	1.6	2.0	73	**101	1.4	2.7	63	279	2.5	7.4	112
CUISINE	2214	**38	0.7	1.7	53	**17	0.4	0.8	28	**95	1.3	4.3	100	**142	1.3	6.4	97
CYCLE WORLD	2394	**151	2.8	6.3	194	**81	1.7	3.4	122	**147	2.1	6.1	144	*216	1.9	9.0	136
DCI:CREATIVE IDEAS FOR LIV	3068	**86	1.6	2.8	86	**76	1.6	2.5	89	*138	1.9	4.5	105	*190	1.7	6.2	93
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	*284	5.2	3.0	91	*241	5.2	2.5	91	266	3.7	2.8	65	497	4.5	5.2	78
DISCOVER	2277	**118	2.2	5.2	159	**66	1.4	2.9	105	**108	1.5	4.7	111	*123	1.1	5.4	81
EBONY	7187	343	6.3	4.8	146	518	11.1	7.2	260	414	5.8	5.8	135	464	4.2	6.5	97
ESQUIRE	2560	**88	1.6	3.4	105	*122	2.6	4.8	172	**126	1.8	4.9	115	*190	1.7	7.4	112
ESSENCE	3242	*155	2.8	4.8	147	*234	5.0	7.2	260	244	3.4	7.5	176	255	2.3	7.9	119
FAMILY CIRCLE	19639	820	15.0	4.2	128	547	11.8	2.8	101	869	12.1	4.4	104	1526	13.7	7.8	117
THE FAMILY HANDYMAN	3540	*152	2.8	4.3	132	**126	2.7	3.6	128	*227	3.2	6.4	150	363	3.3	10.3	155
FAMILY WEEKLY	23924	730	13.4	3.1	94	474	10.2	2.0	71	792	11.0	3.3	77	1639	14.7	6.9	103
FIELD & STREAM	9883	486	8.9	4.9	151	*320	6.9	3.2	117	334	4.7	3.4	79	718	6.5	7.3	110
FOOD & WINE	1030	**11	0.2	1.1	33	**23	0.5	2.2	81	**52	0.7	5.0	118	**48	0.4	4.7	70
FORBES	2679	**105	1.9	3.9	120	**26	0.6	1.0	35	**111	1.5	4.1	97	*156	1.4	5.8	88
FORTUNE	2931	*121	2.2	4.1	127	**68	1.5	2.3	84	*130	1.8	4.4	104	*119	1.1	4.1	61
GENTLEMEN'S QUARTERLY	3481	**117	2.1	3.4	103	*167	3.6	4.8	173	*209	2.9	6.0	140	*270	2.4	7.8	117
GLAMOUR	7163	*307	5.6	4.3	132	*173	3.7	2.4	87	424	5.9	5.9	138	601	5.4	8.4	127
GOLF DIGEST	2355	**85	1.6	3.6	111	**76	1.6	3.2	116	**81	1.1	3.4	80	*207	1.9	8.8	133
GOLF DIGEST/TENNIS (GROSS)	3610	*127	2.3	3.5	108	**131	2.8	3.6	131	*140	2.0	3.9	91	311	2.8	8.6	130
GOLF MAGAZINE	2046	**85	1.6	4.2	127	**44	0.9	2.2	78	**60	0.8	2.9	69	**103	0.9	5.0	76
GOLF MAGAZINE/SKI (GROSS)	3547	*183	3.3	5.2	158	**71	1.5	2.0	72	*126	1.8	3.6	83	*185	1.7	5.2	79
GOOD HOUSEKEEPING	20353	639	11.7	3.1	96	394	8.5	1.9	70	870	12.1	4.3	100	1523	13.7	7.5	113
HARPER'S BAZAAR	3362	*153	2.8	4.6	140	**131	2.8	3.9	141	*178	2.5	5.3	124	325	2.9	9.7	146
HEALTH	2987	**111	2.0	3.7	114	**101	2.2	3.4	122	*170	2.4	5.7	133	*238	2.1	8.0	120
HEARST MAG CORP. BUY (GROSS)	67928	2507	45.9	3.7	113	1848	39.8	2.7	98	3310	46.2	4.9	114	5283	47.5	7.8	117
HEARST MAN POWER (GROSS)	11282	550	10.1	4.9	150	*198	4.3	1.8	63	503	7.0	4.5	104	779	7.0	6.9	104
HEARST WOMAN POWER (GROSS)	40514	1405	25.7	3.5	106	1095	23.6	2.7	98	2045	28.5	5.0	118	3359	30.2	8.3	125
HOUSE BEAUTIFUL	4885	*132	2.4	2.7	83	*167	3.6	3.4	123	*262	3.7	5.4	125	291	2.6	6.0	90
INC.	1308	**31	0.6	2.4	73	**10	0.2	0.8	28	**56	0.8	4.3	100	**80	0.7	6.1	92
JET	6498	246	4.5	3.8	116	504	10.8	7.8	280	336	4.7	5.2	121	344	3.1	5.3	80
LADIES' HOME JOURNAL	14797	698	12.8	4.7	145	441	9.5	3.0	108	784	10.9	5.3	124	1223	11.0	8.3	125
LHJ FAMILY GRP COMBO(GROSS)	21743	985	18.0	4.5	139	679	14.6	3.1	113	1134	15.8	5.2	122	1836	16.5	8.4	127
LIFE	9881	489	8.9	4.9	152	385	8.3	3.9	141	411	5.7	4.2	97	725	6.5	7.3	111
L.A. TIMES HOME MAGAZINE	2775	**38	0.7	1.4	42	**74	1.6	2.7	96	*144	2.0	5.2	121	**103	0.9	3.7	56
MADEMOISELLE	4219	*199	3.6	4.7	145	*144	3.1	3.4	123	*186	2.6	4.4	103	449	4.0	10.6	161
MC CALL'S	16422	529	9.7	3.2	99	499	10.7	3.0	110	819	11.4	5.0	117	1299	11.7	7.9	119
MC CALL'S/WRK MOTHER (GROSS)	17919	594	10.9	3.3	102	549	11.8	3.1	111	910	12.7	5.1	119	1440	13.0	8.0	121
MECHANIX ILLUSTRATED	4433	*183	3.3	4.1	127	**66	1.4	1.5	54	*131	1.8	3.0	69	*255	2.3	5.8	87
METROPOLITAN HOME	1504	**34	0.6	2.3	69	**65	1.4	4.3	156	**69	1.0	4.6	107	**65	0.6	4.3	65
MONEY	4723	*222	4.1	4.7	144	*94	2.0	2.0	72	*210	2.9	4.4	104	268	2.4	5.7	86
MOTHER EARTH NEWS	2325	**132	2.4	5.7	174	**79	1.7	3.4	123	**126	1.8	5.4	127	*203	1.8	8.7	132
MS.	1189	**67	1.2	5.6	173	**44	0.9	3.7	134	**49	0.7	4.1	96	**103	0.9	8.7	131
NATIONAL ENQUIRER	18892	803	14.7	4.3	130	672	14.5	3.6	128	777	10.8	4.1	96	1456	13.1	7.7	116
NATIONAL GEOGRAPHIC	22129	983	18.0	4.4	136	606	13.0	2.7	99	951	13.3	4.3	101	1621	14.6	7.3	111
NATIONAL SUNDAY MAGAZINE PKG	103750	3560	65.1	3.4	105	2689	57.9	2.6	94	4488	62.6	4.3	101	7113	64.0	6.9	103
NATURAL HISTORY	1379	**105	1.9	7.6	234	**70	1.5	5.1	183	**51	0.7	3.7	87	**95	0.9	6.9	104
NEW WOMAN	2289	**70	1.3	3.1	94	**95	2.0	4.2	150	**132	1.8	5.8	135	*193	1.7	8.4	127
NEW YORK INCLUDING CUE	1088	**46	0.8	4.2	130	**19	0.4	1.7	63	**46	0.6	4.2	99	**33	0.3	3.0	46
THE NEW YORKER	2459	**123	2.3	5.0	153	**96	2.1	3.9	141	**128	1.8	5.2	122	*159	1.4	6.5	98
NEWSWEEK	16527	641	11.7	3.9	119	396	8.5	2.4	86	722	10.1	4.4	102	1220	11.0	7.4	111
THE N.Y. TIMES DAILY EDITION	2739	**76	1.4	2.8	85	**116	2.5	4.2	153	**99	1.4	3.6	85	*111	1.0	4.1	61
THE N.Y. TIMES MAGAZINE	4443	*138	2.5	3.1	95	**119	2.6	2.7	97	*149	2.1	3.4	78	217	2.0	4.9	74
OMNI	2799	**104	1.9	3.7	114	**59	1.3	2.1	76	*201	2.8	7.2	168	*167	1.5	6.0	90
ON CABLE	2209	**101	1.8	4.6	140	**58	1.2	2.6	95	**99	1.4	4.5	105	*174	1.6	7.9	119
1001 HOME IDEAS	3959	*176	3.2	4.4	136	*138	3.0	3.5	126	*180	2.5	4.5	106	374	3.4	9.4	143
ORGANIC GARDENING	3111	**124	2.3	4.0	122	**134	2.9	4.3	155	**114	1.6	3.7	86	*214	1.9	6.9	104
OUTDOOR LIFE	5024	*206	3.8	4.1	126	**129	2.8	2.6	93	*208	2.9	4.1	97	335	3.0	6.7	101
PARADE MAGAZINE	51292	2018	36.9	3.9	121	1387	29.8	2.7	98	2398	33.4	4.7	109	3845	34.6	7.5	113

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS	167727	5466	100.0	3.3	100	4648	100.0	2.8	100	7170	100.0	4.3	100	11117	100.0	6.6	100
PARENTS	5298	*187	3.4	3.5	108	*195	4.2	3.7	133	435	6.1	8.2	192	646	5.8	12.2	184
PENTHOUSE	5129	*292	5.3	5.7	175	*166	3.6	3.2	117	271	3.8	5.3	124	309	2.8	6.0	91
PEOPLE	21070	771	14.1	3.7	112	653	14.0	3.1	112	1074	15.0	5.1	119	1616	14.5	7.7	116
PLAYBOY	10562	389	7.1	3.7	113	326	7.0	3.1	111	552	7.7	5.2	122	761	6.8	7.2	109
POPULAR HOT RODDING	2498	**92	1.7	3.7	113	**112	2.4	4.5	162	**117	1.6	4.7	110	*258	2.3	10.3	156
POPULAR MECHANICS	5887	*299	5.5	5.1	156	**106	2.3	1.8	65	*287	4.0	4.9	114	405	3.6	6.9	104
POPULAR SCIENCE	4317	*203	3.7	4.7	144	**85	1.8	2.0	71	*157	2.2	3.6	85	205	1.8	4.7	72
PREVENTION	5792	*170	3.1	2.9	90	*150	3.2	2.6	93	*205	2.9	3.5	83	416	3.7	7.2	108
PSYCHOLOGY TODAY	3284	**103	1.9	3.1	96	**55	1.2	1.7	60	**69	1.0	2.1	49	*201	1.8	6.1	92
READER'S DIGEST	40046	1264	23.1	3.2	97	1023	22.0	2.6	92	1486	20.7	3.7	87	2874	25.9	7.2	108
REDBOOK	9584	429	7.8	4.5	137	340	7.3	3.5	128	559	7.8	5.8	136	907	8.2	9.5	143
ROAD & TRACK	2590	**83	1.5	3.2	98	**51	1.1	2.0	71	**83	1.2	3.2	75	**99	0.9	3.8	58
ROLLING STONE	3302	*156	2.9	4.7	145	**82	1.8	2.5	90	*136	1.9	4.1	96	*246	2.2	7.5	112
RUNNER'S WORLD	1229	**23	0.4	1.9	57	**40	0.9	3.3	117	**65	0.9	5.3	124	**59	0.5	4.8	72
SATURDAY EVENING POST	2110	**106	1.9	5.0	154	**46	1.0	2.2	79	**103	1.4	4.9	114	*159	1.4	7.5	114
SCIENCE 84	1543	**71	1.3	4.6	141	**30	0.6	1.9	70	**68	0.9	4.4	103	**92	0.8	6.0	90
SCIENCE DIGEST	1747	**60	1.1	3.4	105	**14	0.3	0.8	29	**94	1.3	5.4	126	**76	0.7	4.4	66
SCIENTIFIC AMERICAN	1994	**39	0.7	2.0	60	**23	0.5	1.2	42	**85	1.2	4.3	100	**114	1.0	5.7	86
SELF	3119	*142	2.6	4.6	140	**105	2.3	3.4	121	*151	2.1	4.8	113	318	2.9	10.2	154
SEVENTEEN	3923	*207	3.8	5.3	162	*164	3.5	4.2	151	*273	3.8	7.0	163	410	3.7	10.5	158
SKI	1501	**98	1.8	6.5	200	**27	0.6	1.8	65	**66	0.9	4.4	103	**82	0.7	5.5	82
SMITHSONIAN	5976	*98	1.8	1.6	50	**63	1.4	1.1	38	*231	3.2	3.9	90	418	3.8	7.0	106
SOAP OPERA DIGEST	4228	*204	3.7	4.8	148	*226	4.9	5.3	193	347	4.8	8.2	192	473	4.3	11.2	169
SOUTHERN LIVING	6488	*198	3.6	3.1	94	*164	3.5	2.5	91	**128	1.8	2.0	46	307	2.8	4.7	71
SPORT	3500	*163	3.0	4.7	143	*134	2.9	3.8	138	*130	1.8	3.7	87	281	2.5	8.0	121
THE SPORTING NEWS	2456	*189	3.5	7.7	236	**103	2.2	4.2	151	*199	2.8	8.1	190	*280	2.5	11.4	172
SPORTS AFIELD	3648	*191	3.5	5.2	161	**77	1.7	2.1	76	*122	1.7	3.3	78	298	2.7	8.2	123
SPORTS ILLUSTRATED	14484	521	9.5	3.6	110	369	7.9	2.5	92	722	10.1	5.0	117	1124	10.1	7.8	117
STAR	12661	596	10.9	4.7	144	340	7.3	2.7	97	544	7.6	4.3	101	915	8.2	7.2	109
SUNDAY	52799	1821	33.3	3.4	106	1461	31.4	2.8	100	2442	34.1	4.6	108	3477	31.3	6.6	99
SUNSET	3513	**120	2.2	3.4	105	**137	2.9	3.9	141	*209	2.9	5.9	139	*317	2.9	9.0	136
TV GUIDE	42766	1677	30.7	3.9	120	1331	28.6	3.1	112	2110	29.4	4.9	115	3418	30.7	8.0	121
TENNIS	1254	**42	0.8	3.3	103	**55	1.2	4.4	158	**59	0.8	4.7	110	**104	0.9	8.3	125
TIME	22054	857	15.7	3.9	119	543	11.7	2.5	89	1015	14.2	4.6	108	1555	14.0	7.1	106
TOWN & COUNTRY	1555	**92	1.7	5.9	182	**51	1.1	3.3	118	**56	0.8	3.6	84	**94	0.8	6.0	91
TRAVEL & LEISURE	2173	**69	1.3	3.2	97	**44	0.9	2.0	73	**57	0.8	2.6	61	*160	1.4	7.4	111
TRUE STORY	4636	*225	4.1	4.9	149	*219	4.7	4.7	170	383	5.3	8.3	193	476	4.3	10.3	155
U.S.NEWS & WORLD REPORT	10353	397	7.3	3.8	118	*259	5.6	2.5	90	402	5.6	3.9	91	685	6.2	6.6	100
USA TODAY	4994	*201	3.7	4.0	124	*132	2.8	2.6	95	*180	2.5	3.6	84	346	3.1	6.9	105
US	3528	*209	3.8	5.9	182	**116	2.5	3.3	119	*194	2.7	5.5	129	307	2.8	8.7	131
VOGUE	5424	*238	4.4	4.4	135	*227	4.9	4.2	151	286	4.0	5.3	123	416	3.7	7.7	116
WALL STREET JOURNAL	6292	*178	3.3	2.8	87	*129	2.8	2.1	74	*197	2.7	3.1	73	339	3.0	5.4	81
WEIGHT WATCHERS	2762	**91	1.7	3.3	101	**22	0.5	0.8	29	*95	1.3	3.4	80	*222	2.0	8.0	121
WOMAN'S DAY	16320	500	9.1	3.1	94	446	9.6	2.7	99	840	11.7	5.1	120	1388	12.5	8.5	128
WORKING MOTHER	1496	**65	1.2	4.3	133	**50	1.1	3.3	121	**91	1.3	6.1	142	*141	1.3	9.4	142
WORKING WOMAN	1851	**68	1.2	3.7	113	**80	1.7	4.3	156	**116	1.6	6.3	147	*143	1.3	7.7	117
WORLD TENNIS	580	**35	0.6	6.0	185	**13	0.3	2.2	81	**18	0.3	3.1	73	**30	0.3	5.2	78
ZIFF-DAVIS MAG NETWK (GROSS)	12412	458	8.4	3.7	113	316	6.8	2.5	92	557	7.8	4.5	105	724	6.5	5.8	88
BLAIR INSERTS	91671	3192	58.4	3.5	107	2449	52.7	2.7	96	4073	56.8	4.4	104	6294	56.6	6.9	104
DAILY NEWSPAPERS																	
READ ANY	109190	3847	70.4	3.5	108	2880	62.0	2.6	95	4597	64.1	4.2	98	7185	64.6	6.6	99
READ ONE	89587	3065	56.1	3.4	105	2342	50.4	2.6	94	3751	52.3	4.2	98	5951	53.5	6.6	100
READ TWO OR MORE	19602	782	14.3	4.0	122	538	11.6	2.7	99	847	11.8	4.3	101	1233	11.1	6.3	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3690	67.5	3.4	103	2955	63.6	2.7	97	4826	67.3	4.4	103	7501	67.5	6.8	103
READ ONE	95074	3067	56.1	3.2	99	2577	55.4	2.7	98	4125	57.5	4.3	101	6368	57.3	6.7	101
READ TWO OR MORE	14588	623	11.4	4.3	131	378	8.1	2.6	94	700	9.8	4.8	112	1133	10.2	7.8	117
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	24.67				29.13				30.78				31.61			
30 DAY REACH	149706	4936	90.3	3.3	101	4017	86.4	2.7	97	6657	92.8	4.4	104	9937	89.4	6.6	100
50 SHWG - 30 DAY AV FREQ	15.16	13.05				15.62				16.20				16.62			
30 DAY REACH	142406	4659	85.2	3.3	100	3763	81.0	2.6	95	6329	88.3	4.4	104	9473	85.2	6.7	100
25 SHWG - 30 DAY AV FREQ	8.23	6.95				8.38				8.69				8.90			
30 DAY REACH	131152	4360	79.8	3.3	102	3503	75.4	2.7	96	5907	82.4	4.5	105	8845	79.6	6.7	102
CABLE TV: HOME WIRED	66879	2508	45.9	3.8	115	1716	36.9	2.6	93	2878	40.1	4.3	101	4922	44.3	7.4	111
HOME NOT WIRED	100848	2958	54.1	2.9	90	2933	63.1	2.9	105	4292	59.9	4.3	100	6195	55.7	6.1	93
HAVE PAY CABLE	35024	1518	27.8	4.3	133	1049	22.6	3.0	108	1822	25.4	5.2	122	2906	26.1	8.3	125

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS	167727	5466	100.0	3.3	100	4648	100.0	2.8	100	7170	100.0	4.3	100	11117	100.0	6.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3202	58.6	3.3	103	2787	60.0	2.9	105	4119	57.4	4.3	101	6727	60.5	7.0	106
10:00 AM - 3:00 PM	63599	2169	39.7	3.4	105	1844	39.7	2.9	105	2805	39.1	4.4	103	4650	41.8	7.3	110
3:00 PM - 7:00 PM	72097	2506	45.8	3.5	107	2282	49.1	3.2	114	3505	48.9	4.9	114	5346	48.1	7.4	112
7:00 PM - MIDNIGHT	36670	1208	22.1	3.3	101	1156	24.9	3.2	114	1805	25.2	4.9	115	2509	22.6	6.8	103
MIDNIGHT - 6:00 AM	21908	717	13.1	3.3	100	621	13.4	2.8	102	936	13.1	4.3	100	1314	11.8	6.0	90
6:00 AM - MIDNIGHT	127571	4314	78.9	3.4	104	3860	83.0	3.0	109	5739	80.0	4.5	105	9047	81.4	7.1	107
ENTIRE DAY	129239	4359	79.7	3.4	103	3879	83.5	3.0	108	5781	80.6	4.5	105	9081	81.7	7.0	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1216	22.2	3.6	110	1014	21.8	3.0	108	1535	21.4	4.5	106	2413	21.7	7.1	107
ALL NEWS	6062	*171	3.1	2.8	87	**98	2.1	1.6	58	*155	2.2	2.6	60	341	3.1	5.6	85
AOR/PROGRESSIVE	11884	353	6.5	3.0	91	328	7.1	2.8	100	662	9.2	5.6	130	911	8.2	7.7	116
BEAUTIFUL MUSIC	11180	330	6.0	3.0	91	334	7.2	3.0	108	418	5.8	3.7	87	718	6.5	6.4	97
BLACK	4538	*147	2.7	3.2	99	*317	6.8	7.0	252	*287	4.0	6.3	148	342	3.1	7.5	114
CLASSICAL	3857	*97	1.8	2.5	77	**45	1.0	1.2	42	**78	1.1	2.0	47	232	2.1	6.0	91
CHR/ROCK	21946	814	14.9	3.7	114	622	13.4	2.8	102	1258	17.5	5.7	134	1909	17.2	8.7	131
COUNTRY	27262	939	17.2	3.4	106	729	15.7	2.7	96	1122	15.6	4.1	96	1932	17.4	7.1	107
GOLDEN OLDIES	3339	**80	1.5	2.4	74	**112	2.4	3.4	121	*180	2.5	5.4	126	*198	1.8	5.9	89
MOR/NOSTALGIA	10346	354	6.5	3.4	105	*234	5.0	2.3	82	411	5.7	4.0	93	673	6.1	6.5	98
NEWS/TALK	8929	235	4.3	2.6	81	210	4.5	2.4	85	311	4.3	3.5	81	492	4.4	5.5	83
RELIGIOUS	5483	*265	4.8	4.8	148	*274	5.9	5.0	180	*235	3.3	4.3	100	417	3.8	7.6	115
SOFT ROCK	1232	**59	1.1	4.8	147	**51	1.1	4.1	149	**67	0.9	5.4	127	**52	0.5	4.2	64
URBAN CONTEMPORARY	3184	*118	2.2	3.7	114	*234	5.0	7.3	265	*151	2.1	4.7	111	*156	1.4	4.9	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*263	4.8	3.8	117	*221	4.8	3.2	115	307	4.3	4.4	104	530	4.8	7.7	116
ABC DIRECTION	5212	274	5.0	5.3	161	*205	4.4	3.9	142	340	4.7	6.5	153	473	4.3	9.1	137
ABC ENTERTAINMENT	10385	331	6.1	3.2	98	*206	4.4	2.0	72	358	5.0	3.4	81	762	6.9	7.3	111
ABC FM	4762	**76	1.4	1.6	49	*232	5.0	4.9	176	*264	3.7	5.5	130	361	3.2	7.6	114
ABC INFORMATION	11339	315	5.8	2.8	85	269	5.8	2.4	86	315	4.4	2.8	65	570	5.1	5.0	76
ABC ROCK	4678	*213	3.9	4.4	134	*178	3.8	3.6	132	*231	3.2	4.7	111	327	2.9	6.7	101
CBS	10709	385	7.0	3.6	110	310	6.7	2.9	104	273	3.8	2.5	60	546	4.9	5.1	77
MUTUAL	10251	324	5.9	3.2	97	271	5.8	2.6	95	482	6.7	4.7	110	693	6.2	6.8	102
NBC	12243	453	8.3	3.7	114	199	4.3	1.6	59	466	6.5	3.8	89	915	8.2	7.5	113
RADIORADIO	4606	*157	2.9	3.4	105	*138	3.0	3.0	108	285	4.0	6.2	145	235	2.1	5.1	77
RKO ONE	5148	*157	2.9	3.0	94	*174	3.7	3.4	122	*230	3.2	4.5	105	534	4.8	10.4	157
RKO TWO	7313	*211	3.9	2.9	89	*201	4.3	2.7	99	328	4.6	4.5	105	467	4.2	6.4	96
THE SOURCE	5981	**129	2.4	2.2	66	*179	3.9	3.0	108	341	4.8	5.7	133	462	4.2	7.7	117
NON-WIRED : BLAIR	16329	700	12.8	3.6	111	572	12.3	3.0	107	854	11.9	4.4	103	1179	10.6	6.1	92
INTERNET	27139	916	16.8	3.4	104	976	21.0	3.6	130	1481	20.7	5.5	128	1942	17.5	7.2	108
KATZ RADIO GROUP	16319	1114	20.4	3.1	94	845	18.2	2.3	84	1452	20.3	4.0	94	2431	21.9	6.7	101
SUPERNET	27361	731	13.4	3.3	100	766	16.5	3.4	124	1067	14.9	4.8	112	1563	14.1	7.0	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	491	9.0	3.4	104	454	9.8	3.1	113	579	8.1	4.0	93	885	8.0	6.1	92
MKDAY 9:00 AM - 1:00 PM	18688	647	11.8	3.5	106	596	12.8	3.2	115	784	10.9	4.2	98	1228	11.0	6.6	99
MKDAY 1:00 PM - 4:30 PM	24061	821	15.0	3.4	105	790	17.0	3.3	118	1053	14.7	4.4	102	1615	14.5	6.7	101
MKDAY 4:30 PM - 7:30 PM	44079	1418	25.9	3.2	99	1214	26.1	2.8	99	1764	24.6	4.0	94	2705	24.3	6.1	93
MKDAY 7:30 PM - 8:00 PM	61979	1961	35.9	3.2	97	1617	34.8	2.6	94	2572	35.9	4.1	97	4010	36.1	6.5	98
MKDAY 11:00 PM - 11:30 PM	49084	1656	30.3	3.4	104	1256	27.0	2.6	92	2276	31.7	4.6	108	3402	30.6	6.9	105
MKDAY 11:30 PM - 1:00 AM	16560	656	12.0	4.0	122	448	9.6	2.7	98	785	10.9	4.7	111	1218	11.0	7.4	111
M-SAT 8-11 PM+SUN 7-11 PM	66967	2181	39.9	3.3	100	1769	38.1	2.6	95	3050	42.5	4.6	107	4655	41.9	7.0	105
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	253	4.6	2.7	84	362	7.8	3.9	141	454	6.3	4.9	115	660	5.9	7.1	107
ANOTHER WORLD N	6135	262	4.8	4.3	131	235	5.1	3.8	138	302	4.2	4.9	115	500	4.5	8.1	123
AS THE WORLD TURNS C	7707	299	5.5	3.9	119	193	4.2	2.5	90	244	3.4	3.2	74	530	4.8	6.9	104
CAPITOL C	4688	214	3.9	4.6	140	180	3.9	3.8	139	205	2.9	4.4	102	327	2.9	7.0	105
CBS MORN. NEWS 1 C	2792	*52	1.0	1.9	57	*74	1.6	2.7	96	*80	1.1	2.9	67	138	1.2	4.9	75
CBS MORN. NEWS 2 C	2071	*44	0.8	2.1	65	*55	1.2	2.7	96	*53	0.7	2.6	60	97	0.9	4.7	71
DAYS OF OUR LIVES N	8018	257	4.7	3.2	98	262	5.6	3.3	118	458	6.4	5.7	134	525	4.7	6.5	99
FACTS OF LIFE - DAYTIME N	3487	*138	2.5	4.0	121	*88	1.9	2.5	91	141	2.0	4.0	95	279	2.5	8.0	121
FAMILY FEUD A	4817	200	3.7	4.2	127	129	2.8	2.7	97	211	2.9	4.4	102	349	3.1	7.2	109
GENERAL HOSPITAL A	8333	251	4.6	3.0	92	305	6.6	3.7	132	396	5.5	4.8	111	568	5.1	6.8	103
GOOD MORNING, AMERICA-730 A	5472	176	3.2	3.2	99	186	4.0	3.4	123	298	4.2	5.4	127	272	2.4	5.0	75
GOOD MORNING, AMERICA-830 A	3965	114	2.1	2.9	88	125	2.7	3.2	114	145	2.0	3.7	86	173	1.6	4.4	66
GUIDING LIGHT C	7542	293	5.4	3.9	119	220	4.7	2.9	105	256	3.6	3.4	79	474	4.3	6.3	95
ONE LIFE TO LIVE A	6018	187	3.4	3.1	95	213	4.6	3.5	128	255	3.6	4.2	99	417	3.8	6.9	105
PRESS YOUR LUCK C	3589	161	2.9	4.5	138	121	2.6	3.4	122	164	2.3	4.6	107	294	2.6	8.2	124
PRICE IS RIGHT 1 C	7418	249	4.6	3.4	103	226	4.9	3.0	110	282	3.9	3.8	89	500	4.5	6.7	102
PRICE IS RIGHT 2 C	8276	278	5.1	3.4	103	276	5.9	3.3	120	355	5.0	4.3	100	572	5.1	6.9	104
RYAN'S HOPE A	4358	165	3.0	3.8	116	183	3.9	4.2	152	200	2.8	4.6	107	372	3.3	8.5	129
SALE OF THE CENTURY N	3749	*92	1.7	2.5	75	*79	1.7	2.1	76	189	2.6	5.0	118	350	3.1	9.3	141
SEARCH FOR TOMORROW N	2884	*138	2.5	4.8	147	*105	2.3	3.6	131	*171	2.4	5.9	139	154	1.4	5.3	81
TODAY SHOW 1 N	4869	144	2.6	3.0	91	143	3.1	2.9	106	147	2.1	3.0	71	314	2.8	6.4	97
TODAY SHOW 2 N	4135	142	2.6	3.4	105	125	2.7	3.0	109	129	1.8	3.1	73	253	2.3	6.1	92
$25,000 PYRAMID C	4361	171	3.1	3.9	120	138	3.0	3.2	114	184	2.6	4.2	99	254	2.3	5.8	88
WHEEL OF FORTUNE N	6187	169	3.1	2.7	84	208	4.5	3.4	121	241	3.4	3.9	91	441	4.0	7.1	108
YOUNG AND THE RESTLESS C	8186	312	5.7	3.8	117	240	5.2	2.9	106	257	3.6	3.1	73	511	4.6	6.2	94
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*130	2.4	2.8	84	*107	2.3	2.3	82	*207	2.9	4.4	102	266	2.4	5.6	85
NBA PLAYOFF GAME -1 C	5127	190	3.5	3.7	114	*148	3.2	2.9	104	168	2.3	3.3	77	288	2.6	5.6	85
NBC MAJOR LEAGUE PRE-GAME N	3945	*137	2.5	3.5	107	**151	3.2	3.8	138	*257	3.6	6.5	152	*219	2.0	5.6	84
SPORTSWORLD - SUN N	3370	*158	2.9	4.7	144	**88	1.9	2.6	92	*150	2.1	4.5	104	192	1.7	5.7	86
SUNDAY MORNING C	4200	*120	2.2	2.9	88	*133	2.9	3.2	114	*129	1.8	3.1	72	321	2.9	7.6	115

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0305
P-22

		TOTAL U.S. '000	MOUNDS A '000	MOUNDS B % DOWN	MOUNDS C % ACROSS	MOUNDS D INDX	MR. GOODBAR A '000	MR. GOODBAR B % DOWN	MR. GOODBAR C % ACROSS	MR. GOODBAR D INDX	NESTLE CRUNCH A '000	NESTLE CRUNCH B % DOWN	NESTLE CRUNCH C % ACROSS	NESTLE CRUNCH D INDX	REESE'S PEANUT BUTTER CUP A '000	REESE'S PEANUT BUTTER CUP B % DOWN	REESE'S PEANUT BUTTER CUP C % ACROSS	REESE'S PEANUT BUTTER CUP D INDX
TOTAL ADULTS		167727	5466	100.0	3.3	100	4648	100.0	2.8	100	7170	100.0	4.3	100	11117	100.0	6.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1596	29.2	3.1	94	1241	26.7	2.4	86	1907	26.6	3.6	85	3133	28.2	6.0	90
NETWORK AFFILIATES - LATE		39164	1290	23.6	3.3	101	944	20.3	2.4	87	1716	23.9	4.4	102	2642	23.8	6.7	102
INDEPENDENTS - LATE		5133	186	3.4	3.6	111	156	3.4	3.0	110	265	3.7	5.2	121	321	2.9	6.3	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	888	16.2	3.9	119	721	15.5	3.2	114	1058	14.8	4.6	108	1806	16.2	7.9	119
ABC MONDAY NIGHT MOVIE	A	11258	320	5.9	2.8	87	303	6.5	2.7	97	419	5.8	3.7	87	719	6.5	6.4	96
ABC SUNDAY NIGHT MOVIE	A	23600	905	16.6	3.8	118	625	13.4	2.6	96	1231	17.2	5.2	122	1609	14.5	6.8	103
ABC WORLD NEWS TONIGHT	A	12801	390	7.1	3.0	93	309	6.6	2.4	87	451	6.3	3.5	82	737	6.6	5.8	87
AFTERMASH	C	10966	*294	5.4	2.7	82	*329	7.1	3.0	108	419	5.8	3.8	89	673	6.1	6.1	93
ALICE	C	17050	634	11.6	3.7	114	564	12.1	3.3	119	608	8.5	3.6	83	1234	11.1	7.2	109
AMERICAN PARADE	C	11998	357	6.5	3.0	91	365	7.9	3.0	110	490	6.8	4.1	96	678	6.1	5.7	85
BENSON	A	19258	602	11.0	3.1	96	517	11.1	2.7	97	747	10.4	3.9	91	1224	11.0	6.4	96
BLUE THUNDER	A	11478	298	5.5	2.6	80	309	6.6	2.7	97	459	6.4	4.0	94	806	7.3	7.0	106
CAGNEY & LACEY	C	18263	590	10.8	3.2	99	458	9.9	2.5	90	819	11.4	4.5	105	1346	12.1	7.4	111
CBS EVENING NEWS-DEAN	C	7733	*219	4.0	2.8	87	*117	2.5	1.5	55	*184	2.6	2.4	56	389	3.5	5.0	76
CBS EVENING NEWS-RATHER	C	15653	512	9.4	3.3	100	366	7.9	2.3	84	577	8.0	3.7	86	853	7.7	5.4	82
CBS SAT. NEWS-SCHIEFFER	C	8744	229	4.2	2.6	80	251	5.4	2.9	104	309	4.3	3.5	83	435	3.9	5.0	75
CBS SATURDAY NIGHT MOVIE	C	12000	377	6.9	3.1	96	363	7.8	3.0	109	577	8.0	4.8	112	787	7.1	6.6	99
CBS WEDNESDAY NIGHT MOVIE	C	11522	349	6.4	3.0	93	343	7.4	3.0	107	507	7.1	4.4	103	738	6.6	6.4	97
CHEERS	N	16818	566	10.4	3.4	103	492	10.6	2.9	106	869	12.1	5.2	121	1250	11.2	7.4	112
DALLAS	C	37510	1303	23.8	3.5	107	1056	22.7	2.8	102	1576	22.0	4.2	98	2668	24.0	7.1	107
DIFF'RENT STROKES	N	11258	361	6.6	3.2	98	336	7.2	3.0	108	515	7.2	4.6	107	802	7.2	7.1	107
DOUBLE TROUBLE	N	12248	460	8.4	3.8	115	406	8.7	3.3	120	640	8.9	5.2	122	970	8.7	7.9	119
DUCK FACTORY	N	11100	359	6.6	3.2	99	373	8.0	3.4	121	664	9.3	6.0	140	859	7.7	7.7	117
DUKES OF HAZZARD	C	12353	413	7.6	3.3	103	258	5.6	2.1	75	491	6.8	4.0	93	852	7.7	6.9	104
DYNASTY	A	33279	1121	20.5	3.4	103	1010	21.7	3.0	110	1627	22.7	4.9	114	2308	20.8	6.9	105
FACTS OF LIFE	N	13410	403	7.4	3.0	92	346	7.4	2.6	93	682	9.5	5.1	119	987	8.9	7.4	111
FALCON CREST	C	31093	1062	19.4	3.4	105	805	17.3	2.6	93	1211	16.9	3.9	91	2239	20.1	7.2	109
FALL GUY	A	18649	635	11.6	3.4	104	646	13.9	3.5	125	977	13.6	5.2	123	1445	13.0	7.7	117
FAMILY TIES	N	13101	453	8.3	3.5	106	354	7.6	2.7	98	765	10.7	5.8	137	1039	9.3	7.9	120
FANTASY ISLAND	A	13069	503	9.2	3.8	118	330	7.1	2.5	91	631	8.8	4.8	113	953	8.6	7.3	110
FOULUPS,BLEEPS & BLUNDERS	A	16588	412	7.5	2.5	76	376	8.1	2.3	82	710	9.9	4.3	100	1125	10.1	6.8	102
FOUR SEASONS	C	9302	*226	4.1	2.4	75	*279	6.0	3.0	108	*335	4.7	3.6	84	620	5.6	6.7	101
GIMME A BREAK	N	13955	515	9.4	3.7	113	354	7.6	2.5	92	667	9.3	4.8	112	1015	9.1	7.3	110
HART TO HART	A	15735	336	6.1	2.1	66	398	8.6	2.5	91	614	8.6	3.9	91	966	8.7	6.1	93
HILL STREET BLUES	N	18257	592	10.8	3.2	100	491	10.6	2.7	97	980	13.7	5.4	126	1453	13.1	8.0	120
HOTEL	A	24236	751	13.7	3.1	95	706	15.2	2.9	105	957	13.3	3.9	92	1549	13.9	6.4	96
JEFFERSONS	C	17010	562	10.3	3.3	101	503	10.8	3.0	107	618	8.6	3.6	85	1118	10.1	6.6	99
JENNIFER SLEPT HERE	N	9397	316	5.8	3.4	103	*246	5.3	2.6	94	388	5.4	4.1	97	676	6.1	7.2	109
KATE & ALLIE	C	16762	516	9.4	3.1	94	435	9.4	2.6	94	655	9.1	3.9	91	1184	10.7	7.1	107
KNIGHT RIDER	N	13164	522	9.5	4.0	122	268	5.8	2.0	73	537	7.5	4.1	95	1067	9.6	8.1	122
LOVE BOAT	A	20400	711	13.0	3.5	107	465	10.0	2.3	82	827	11.5	4.1	95	1364	12.3	6.7	101
MAGNUM PI	C	22543	766	14.0	3.4	104	472	10.2	2.1	76	780	10.9	3.5	81	1518	13.7	6.7	102
MAMA'S FAMILY	N	9852	295	5.4	3.0	92	289	6.2	2.9	106	470	6.6	4.8	112	722	6.5	7.3	111
MASTER, THE	N	8082	312	5.7	3.9	118	238	5.1	2.9	106	362	5.0	4.5	105	532	4.8	6.6	99
MATT HOUSTON	A	12881	466	8.5	3.6	111	378	8.1	2.9	106	582	8.1	4.5	106	867	7.8	6.7	102
NBC MONDAY NIGHT MOVIE	N	23889	942	17.2	3.9	121	660	14.2	2.8	100	1311	18.3	5.5	128	1969	17.7	8.2	124
NBC NIGHTLY NEWS	N	11156	353	6.5	3.2	97	236	5.1	2.1	76	360	5.0	3.2	75	754	6.8	6.8	102
NBC NIGHTLY NEWS-SAT	N	7363	*259	4.7	3.5	108	*220	4.7	3.0	108	*243	3.4	3.3	77	435	3.9	5.9	89
NBC NIGHTLY NEWS-SUN	N	6214	*247	4.5	4.0	122	*180	3.9	2.9	105	*190	2.6	3.1	72	371	3.3	6.0	90
NBC SUNDAY NIGHT MOVIE	N	17590	581	10.6	3.3	101	487	10.5	2.8	100	901	12.6	5.1	120	1314	11.8	7.5	113
NEWHART	C	16740	495	9.1	3.0	91	457	9.8	2.7	99	777	10.8	4.6	109	1213	10.9	7.2	109
ONE DAY AT A TIME	C	11820	334	6.1	2.8	87	299	6.4	2.5	91	542	7.6	4.6	107	839	7.5	7.1	107
PEOPLE ARE FUNNY	N	9138	335	6.1	3.7	112	330	7.1	3.6	130	421	5.9	4.6	108	666	6.0	7.3	110
REAL PEOPLE	N	15979	408	7.5	2.6	78	335	7.2	2.1	76	573	8.0	3.6	84	1004	9.0	6.3	95
REMINGTON STEELE	N	14395	559	10.2	3.9	119	406	8.7	2.8	102	774	10.8	5.4	126	1165	10.5	8.1	122
RIPLEY'S BELIEVE IT - NOT	A	11362	387	7.1	3.4	105	226	4.9	2.0	72	520	7.3	4.6	107	792	7.1	7.0	105
RIPTIDE	N	13920	554	10.1	4.0	122	444	9.6	3.2	115	686	9.6	4.9	115	1195	10.7	8.6	130
SCARECROW & MRS. KING	C	17571	634	11.6	3.6	111	354	7.6	2.0	73	584	8.1	3.3	78	1230	11.1	7.0	106
SIMON & SIMON	C	20208	602	11.0	3.0	91	446	9.6	2.2	80	801	11.2	4.0	93	1209	10.9	6.0	90
60 MINUTES	C	27668	799	14.6	2.9	89	666	14.3	2.4	87	975	13.6	3.5	82	1413	12.7	5.1	77
ST. ELSEWHERE	N	13699	547	10.0	4.0	123	438	9.4	3.2	115	795	11.1	5.8	136	1112	10.0	8.1	122
THREE'S COMPANY	A	20632	563	10.3	2.7	84	607	13.1	2.9	106	1116	15.6	5.4	127	1597	14.4	7.7	117
T.J. HOOKER	A	17136	659	12.1	3.8	118	425	9.1	2.5	89	703	9.8	4.1	96	1155	10.4	6.7	102
TONIGHT SHOW	N	4963	183	3.3	3.7	113	158	3.4	3.2	115	184	2.6	3.7	87	381	3.4	7.7	116
TRAPPER JOHN, M.D.	C	16332	524	9.6	3.2	98	459	9.9	2.8	101	522	7.3	3.2	75	1088	9.8	6.7	101
TV BLOOPERS & PRAC. JOKES	N	18881	579	10.6	3.1	94	542	11.7	2.9	104	821	11.5	4.3	102	1204	10.8	6.4	96
20/20	A	18315	579	10.6	3.2	97	450	9.7	2.5	89	674	9.4	3.7	86	1296	11.7	7.1	107
WEBSTER	A	18722	604	11.1	3.2	99	517	11.1	2.8	100	765	10.7	4.1	96	1276	11.5	6.8	103
WORLD NEWS - SUN	A	5327	*180	3.3	3.4	104	*118	2.5	2.2	80	**167	2.3	3.1	73	335	3.0	6.3	95
YELLOW ROSE	N	8370	266	4.9	3.2	98	183	3.9	2.2	79	304	4.2	3.6	85	554	5.0	6.6	100
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	1151	21.1	4.5	137	721	15.5	2.8	101	1263	17.6	4.9	114	2118	19.1	8.2	124
BASKETBALL - COLLEGE GAMES		14468	543	9.9	3.8	115	533	11.5	3.7	133	721	10.1	5.0	117	1083	9.7	7.5	113
BASKETBALL - PRO GAMES		12124	467	8.5	3.9	118	563	12.1	4.6	168	669	9.3	5.5	129	951	8.6	7.8	118
BOWLING		9412	*538	9.8	5.7	175	*289	6.2	3.1	111	*391	5.5	4.2	97	623	5.6	6.6	100
BOXING		15409	652	11.9	4.2	130	542	11.7	3.5	127	890	12.4	5.8	135	1274	11.5	8.3	125
FOOTBALL - COLLEGE GAMES		21400	940	17.2	4.4	135	807	17.4	3.8	136	1110	15.5	5.2	121	1762	15.8	8.2	124
FOOTBALL - PRO GAMES		35944	1591	29.1	4.4	136	1182	25.4	3.3	119	2273	31.7	6.3	148	2991	26.9	8.3	126
GOLF		9759	*499	9.1	5.1	157	*236	5.1	2.4	87	*612	8.5	6.3	147	607	5.5	6.2	94
POST-SEASON COLL. FOOTBALL		18123	803	14.7	4.4	136	788	17.0	4.3	157	1020	14.2	5.6	132	1640	14.8	9.0	137
POST-SEASON PRO FOOTBALL		22091	941	17.2	4.3	131	678	14.6	3.1	111	1437	20.0	6.5	152	2142	19.3	9.7	146
TENNIS		6764	*307	5.6	4.5	139	*238	5.1	3.5	127	*398	5.6	5.9	138	572	5.1	8.5	128
WRESTLING - PROFESSIONAL		9695	496	9.1	5.1	157	*505	10.9	5.2	188	708	9.9	7.3	171	1108	10.0	11.4	172

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	16681	100.0	9.9	100	9838	100.0	5.9	100	5081	100.0	3.0	100				
MALES	79263	7468	44.8	9.4	95	4565	46.4	5.8	98	2063	40.6	2.6	86				
FEMALES	88464	9213	55.2	10.4	105	5273	53.6	6.0	102	3018	59.4	3.4	113				
18 - 24	28671	3604	21.6	12.6	126	1717	17.5	6.0	102	976	19.2	3.4	112				
25 - 34	39536	4735	28.4	12.0	120	2524	25.7	6.4	109	1253	24.7	3.2	105				
35 - 44	28978	3410	20.4	11.8	118	2004	20.4	6.9	118	1163	22.9	4.0	132				
45 - 54	22345	1990	11.9	8.9	90	1260	12.8	5.6	96	655	12.9	2.9	97				
55 - 64	22224	1782	10.7	8.0	81	1311	13.3	5.9	101	563	11.1	2.5	84				
65 OR OLDER	25973	1161	7.0	4.5	45	1022	10.4	3.9	67	471	9.3	1.8	60				
18 - 34	68207	8338	50.0	12.2	123	4240	43.1	6.2	106	2229	43.9	3.3	108				
18 - 49	108058	12817	76.8	11.9	119	7095	72.1	6.6	112	3719	73.2	3.4	114				
25 - 54	90859	10134	60.8	11.2	112	5788	58.8	6.4	109	3072	60.5	3.4	112				
35 - 49	39851	4478	26.8	11.2	113	2855	29.0	7.2	122	1491	29.3	3.7	124				
50 OR OLDER	59669	3864	23.2	6.5	65	2742	27.9	4.6	78	1361	26.8	2.3	75				
GRADUATED COLLEGE	28091	2492	14.9	8.9	89	1327	13.5	4.7	81	645	12.7	2.3	76				
ATTENDED COLLEGE	28938	3468	20.8	12.0	121	1698	17.3	5.9	100	783	15.4	2.7	89				
GRADUATED HIGH SCHOOL	65503	7229	43.3	11.0	111	4106	41.7	6.3	107	2370	46.6	3.6	119				
DID NOT GRADUATE HIGH SCHOOL	45195	3493	20.9	7.7	78	2706	27.5	6.0	102	1282	25.2	2.8	94				
EMPLOYED MALES	56429	5687	34.1	10.1	101	3101	31.5	5.5	94	1460	28.7	2.6	85				
EMPLOYED FEMALES	43971	4495	26.9	10.2	103	2585	26.3	5.9	100	1546	30.4	3.5	116				
EMPLOYED FULL-TIME	87773	8552	51.3	9.7	98	4654	47.3	5.3	90	2491	49.0	2.8	94				
EMPLOYED PART-TIME	12627	1630	9.8	12.9	130	1033	10.5	8.2	139	*514	10.1	4.1	134				
NOT EMPLOYED	67327	6499	39.0	9.7	97	4151	42.2	6.2	105	2075	40.8	3.1	102				
PROFESSIONAL/MANAGER	25845	2465	14.8	9.5	96	1331	13.5	5.1	88	566	11.1	2.2	72				
TECH/CLERICAL/SALES	30895	3264	19.6	10.6	106	1911	19.4	6.2	105	1022	20.1	3.3	109				
PRECISION/CRAFT	12629	1223	7.3	9.7	97	669	6.8	5.3	90	*363	7.1	2.9	95				
OTHER EMPLOYED	31031	3230	19.4	10.4	105	1776	18.1	5.7	98	1055	20.8	3.4	112				
SINGLE	35557	3590	21.5	10.1	102	1993	20.3	5.6	96	1090	21.5	3.1	101				
MARRIED	103585	11279	67.6	10.9	109	6610	67.2	6.4	109	3179	62.6	3.1	101				
DIVORCED/SEPARATED/WIDOWED	28585	1812	10.9	6.3	64	1234	12.5	4.3	74	812	16.0	2.8	94				
PARENTS	59295	7760	46.5	13.1	132	4322	43.9	7.3	124	2336	46.0	3.9	130				
WHITE	146081	14813	88.8	10.1	102	8819	89.6	6.0	103	4375	86.1	3.0	99				
BLACK	17974	1646	9.9	9.2	92	909	9.2	5.1	86	621	12.2	3.5	114				
OTHER	3672	**222	1.3	6.0	61	**109	1.1	3.0	51	**85	1.7	2.3	76				
NORTHEAST-CENSUS	37005	2755	16.5	7.4	75	2121	21.6	5.7	98	1725	33.9	4.7	154				
NORTH CENTRAL	42642	6243	37.4	14.6	147	2918	29.7	6.8	117	1126	22.2	2.6	87				
SOUTH	56777	5085	30.5	9.0	90	3275	33.3	5.8	98	1820	35.8	3.2	106				
WEST	31303	2599	15.6	8.3	83	1524	15.5	4.9	83	*411	8.1	1.3	43				
NORTHEAST-MKTG.	38125	2530	15.2	6.6	67	1797	18.3	4.7	80	1625	32.0	4.3	141				
EAST CENTRAL	24794	2679	16.1	10.8	109	1869	19.0	7.5	129	1099	21.6	4.4	146				
WEST CENTRAL	28511	4714	28.3	16.5	166	1944	19.8	6.8	116	469	9.2	1.6	54				
SOUTH	48953	4570	27.4	9.3	94	3020	30.7	6.2	105	1508	29.7	3.1	102				
PACIFIC	27344	2189	13.1	8.0	80	1208	12.3	4.4	75	*380	7.5	1.4	46				
COUNTY SIZE A	69301	5772	34.6	8.3	84	3562	36.2	5.1	88	1932	38.0	2.8	92				
COUNTY SIZE B	50633	5536	33.2	10.9	110	3258	33.1	6.4	110	1731	34.1	3.4	113				
COUNTY SIZE C	26259	2630	15.8	10.0	101	1741	17.7	6.6	113	841	16.6	3.2	106				
COUNTY SIZE D	21534	2743	16.4	12.7	128	1276	13.0	5.9	101	*577	11.4	2.7	88				
METRO CENTRAL CITY	50014	4603	27.6	9.2	93	3114	31.7	6.2	106	1500	29.5	3.0	99				
METRO SUBURBAN	76832	7467	44.8	9.7	98	4263	43.3	5.5	95	2368	46.6	3.1	102				
NON METRO	40881	4612	27.6	11.3	113	2460	25.0	6.0	103	1213	23.9	3.0	98				
TOP 5 ADI'S	39550	3216	19.3	8.1	82	1950	19.8	4.9	84	1156	22.8	2.9	96				
TOP 10 ADI'S	54877	4271	25.6	7.8	78	2653	27.0	4.8	82	1459	28.7	2.7	88				
TOP 20 ADI'S	77516	6493	38.9	8.4	84	3980	40.5	5.1	88	2216	43.6	2.9	94				
HSHLD INC. $50,000 OR MORE	17257	1665	10.0	9.6	97	944	9.6	5.5	93	*440	8.7	2.5	84				
$40,000 OR MORE	33235	3029	18.2	9.1	92	1750	17.8	5.3	90	808	15.9	2.4	80				
$30,000 OR MORE	59693	6259	37.5	10.5	105	3424	34.8	5.7	98	1560	30.7	2.6	86				
$25,000 OR MORE	76275	8254	49.5	10.8	109	4520	45.9	5.9	101	2122	41.8	2.8	92				
$20,000 - $24,999	18607	1996	12.0	10.7	108	1067	10.8	5.7	98	*456	9.0	2.5	81				
$15,000 - $19,999	17175	1765	10.6	10.3	103	1133	11.5	6.6	112	653	12.9	3.8	126				
$10,000 - $14,999	24569	2085	12.5	8.5	85	1314	13.4	5.3	91	888	17.5	3.6	119				
UNDER $10,000	31101	2581	15.5	8.3	83	1803	18.3	5.8	99	961	18.9	3.1	102				
HOUSEHOLD OF 1 PERSON	19441	1045	6.3	5.4	54	677	6.9	3.5	59	428	8.4	2.2	73				
2 PEOPLE	51803	4182	25.1	8.1	81	2717	27.6	5.2	89	1297	25.5	2.5	83				
3 OR 4 PEOPLE	66933	7547	45.2	11.3	113	4504	45.8	6.7	115	2245	44.2	3.4	111				
5 OR MORE PEOPLE	29550	3907	23.4	13.2	133	1940	19.7	6.6	112	1111	21.9	3.8	124				
NO CHILD IN HSHLD	96587	7344	44.0	7.6	76	4856	49.4	5.0	86	2293	45.1	2.4	78				
CHILD(REN) UNDER 2 YRS	10844	1852	11.1	17.1	172	801	8.1	7.4	126	*353	6.9	3.3	107				
2 - 5 YEARS	26358	3907	23.4	14.8	149	2000	20.3	7.6	129	976	19.2	3.7	122				
6 - 11 YEARS	30453	3918	23.5	12.9	129	2219	22.6	7.3	124	1318	25.9	4.3	143				
12 - 17 YEARS	36575	4581	27.5	12.5	126	2600	26.4	7.1	121	1526	30.0	4.2	138				
RESIDENCE OWNED	117770	12038	72.2	10.2	103	7229	73.5	6.1	105	3578	70.4	3.0	100				
VALUE: $50,000 OR MORE	70166	7164	42.9	10.2	103	4245	43.1	6.0	103	1925	37.9	2.7	91				
VALUE: UNDER $50,000	47604	4874	29.2	10.2	103	2985	30.3	6.3	107	1653	32.5	3.5	115				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	16681	100.0	9.9	100	9838	100.0	5.9	100	5081	100.0	3.0	100				
MAGAZINES	QUINTILE 1	34022	4080	24.5	12.0	121	2257	22.9	6.6	113	1260	24.8	3.7	122				
	QUINTILE 2	34800	3505	21.0	10.1	101	2118	21.5	6.1	104	1332	26.2	3.8	126				
	QUINTILE 3	30514	3070	18.4	10.1	101	2008	20.4	6.6	112	770	15.2	2.5	83				
	QUINTILE 4	33324	3327	19.9	10.0	100	1955	19.9	5.9	100	882	17.4	2.6	87				
	QUINTILE 5	35066	2698	16.2	7.7	77	1500	15.2	4.3	73	836	16.5	2.4	79				
NEWSPAPERS	QUINTILE 1	29107	2772	16.6	9.5	96	1849	18.8	6.4	108	991	19.5	3.4	112				
	QUINTILE 2	49095	4824	28.9	9.8	99	3021	30.7	6.2	105	1589	31.3	3.2	107				
	QUINTILE 3	23107	2414	14.5	10.4	105	1358	13.8	5.9	100	615	12.1	2.7	88				
	QUINTILE 4	33556	3288	19.7	9.8	99	1793	18.2	5.3	91	914	18.0	2.7	90				
	QUINTILE 5	32863	3383	20.3	10.3	104	1816	18.5	5.5	94	971	19.1	3.0	98				
OUTDOOR	QUINTILE 1	33431	3517	21.1	10.5	106	2146	21.8	6.4	109	1235	24.3	3.7	122				
	QUINTILE 2	33478	3556	21.3	10.6	107	2033	20.7	6.1	104	1062	20.9	3.2	105				
	QUINTILE 3	33574	3423	20.5	10.2	103	2185	22.2	6.5	111	961	18.9	2.9	94				
	QUINTILE 4	33935	3023	18.1	8.9	90	1678	17.1	4.9	84	909	17.9	2.7	88				
	QUINTILE 5	33310	3162	19.0	9.5	95	1797	18.3	5.4	92	913	18.0	2.7	90				
RADIO-DRIVE TIME	QUINTILE 1	33136	3779	22.7	11.4	115	2297	23.3	6.9	118	1083	21.3	3.3	108				
	QUINTILE 2	31658	3524	21.1	11.1	112	1722	17.5	5.4	93	729	14.3	2.3	76				
	QUINTILE 3	32541	3304	19.8	10.2	102	2231	22.7	6.9	117	1087	21.4	3.3	110				
	QUINTILE 4	34247	3298	19.8	9.6	97	1761	17.9	5.1	88	1080	21.3	3.2	104				
	QUINTILE 5	36144	2778	16.7	7.7	77	1827	18.6	5.1	86	1102	21.7	3.0	101				
RADIO-MID-DAY	TERCILE 1	45037	5212	31.2	11.6	116	2860	29.1	6.4	108	1214	23.9	2.7	89				
	TERCILE 2	44819	4238	25.4	9.5	95	2778	28.2	6.2	106	1508	29.7	3.4	111				
	TERCILE 3	77872	7231	43.3	9.3	93	4200	42.7	5.4	92	2358	46.4	3.0	100				
RADIO-TOTAL	QUINTILE 1	33763	4073	24.4	12.1	121	2222	22.6	6.6	112	895	17.6	2.7	88				
	QUINTILE 2	33240	3562	21.4	10.7	108	2250	22.9	6.8	115	1047	20.6	3.1	104				
	QUINTILE 3	33408	3046	18.3	9.1	92	1498	15.2	4.5	76	1034	20.4	3.1	102				
	QUINTILE 4	34792	3542	21.2	10.2	102	2236	22.7	6.4	110	1137	22.4	3.3	108				
	QUINTILE 5	32524	2457	14.7	7.6	76	1632	16.6	5.0	86	967	19.0	3.0	98				
TV-PRIME TIME	QUINTILE 1	33090	3053	18.3	9.2	93	1968	20.0	5.9	101	933	18.4	2.8	93				
	QUINTILE 2	33357	3616	21.7	10.8	109	2187	22.2	6.6	112	1067	21.0	3.2	106				
	QUINTILE 3	33980	3244	19.4	9.5	96	1771	18.0	5.2	89	1262	24.8	3.7	123				
	QUINTILE 4	33854	3386	20.3	10.0	101	2038	20.7	6.0	103	774	15.2	2.3	75				
	QUINTILE 5	33444	3381	20.3	10.1	102	1874	19.0	5.6	96	1045	20.6	3.1	103				
TV-DAYTIME	TERCILE 1	49121	4655	27.9	9.5	95	3073	31.2	6.3	107	1667	32.8	3.4	112				
	TERCILE 2	48823	5156	30.9	10.6	106	2927	29.8	6.0	102	1376	27.1	2.8	93				
	TERCILE 3	69782	6871	41.2	9.8	99	3838	39.0	5.5	94	2038	40.1	2.9	96				
TV-TOTAL	QUINTILE 1	33584	2951	17.7	8.8	88	2297	23.3	6.8	117	1212	23.9	3.6	119				
	QUINTILE 2	33441	3412	20.5	10.2	103	1908	19.4	5.7	97	872	17.2	2.6	86				
	QUINTILE 3	33505	3243	19.4	9.7	97	1810	18.4	5.4	92	988	19.4	2.9	97				
	QUINTILE 4	33466	3661	21.9	10.9	110	2118	21.5	6.3	108	1074	21.1	3.2	106				
	QUINTILE 5	33731	3413	20.5	10.1	102	1704	17.3	5.1	86	934	18.4	2.8	91				
MAGAZINES-NEWSPAPERS: DUAL		44503	4733	28.4	10.6	107	2893	29.4	6.5	111	1662	32.7	3.7	123				
MAGAZINE IMPERATIVE		39363	4431	26.6	11.3	113	2452	24.9	6.2	106	1343	26.4	3.4	113				
NEWSPAPER IMPERATIVE		46441	4085	24.5	8.8	88	2723	27.7	5.9	100	1173	23.1	2.5	83				
MAGAZINES-OUTDOOR: DUAL		33726	3715	22.3	11.0	111	2281	23.2	6.8	115	1202	23.7	3.6	118				
MAGAZINE IMPERATIVE		52846	5431	32.6	10.3	103	3073	31.2	5.8	99	1692	33.3	3.2	106				
OUTDOOR IMPERATIVE		52140	5156	30.9	9.9	99	3049	31.0	5.8	100	1440	28.3	2.8	91				
MAGAZINES-RADIO: DUAL		37081	4209	25.2	11.4	114	2465	25.1	6.6	113	1167	23.0	3.1	104				
MAGAZINE IMPERATIVE		49747	5072	30.4	10.2	103	3098	31.5	6.2	106	1861	36.6	3.7	123				
RADIO IMPERATIVE		49208	4990	29.9	10.1	102	2763	28.1	5.6	96	1314	25.9	2.7	88				
MAGAZINES-TELEVISION: DUAL		33103	3329	20.0	10.1	101	2279	23.2	6.9	117	1066	21.0	3.2	106				
MAGAZINE IMPERATIVE		54575	6388	38.3	11.7	118	3278	33.3	6.0	102	1979	38.9	3.6	120				
TELEVISION IMPERATIVE		53249	4564	27.4	8.6	86	2818	28.6	5.3	90	1505	29.6	2.8	93				
NEWSPAPERS-OUTDOOR: DUAL		36255	3998	24.0	11.0	111	2586	26.3	7.1	122	1395	27.5	3.8	127				
NEWSPAPER IMPERATIVE		55591	5087	30.5	9.2	92	3074	31.2	5.5	94	1549	30.5	2.8	92				
OUTDOOR IMPERATIVE		48319	4951	29.7	10.2	103	2666	27.1	5.5	94	1389	27.3	2.9	95				
NEWSPAPERS-RADIO: DUAL		37242	3998	24.0	10.7	108	2448	24.9	6.6	112	1177	23.2	3.2	104				
NEWSPAPER IMPERATIVE		54423	4901	29.4	9.0	91	3208	32.6	5.9	100	1783	35.1	3.3	108				
RADIO IMPERATIVE		46650	5268	31.6	11.3	114	2726	27.7	5.8	100	1267	24.9	2.7	90				
NEWSPAPERS-TELEVISION: DUAL		35974	3307	19.8	9.2	92	2413	24.5	6.7	114	1059	20.8	2.9	97				
NEWSPAPER IMPERATIVE		56095	5646	33.8	10.1	101	3240	32.9	5.8	98	1836	36.1	3.3	108				
TELEVISION IMPERATIVE		47170	4730	28.4	10.0	101	2757	28.0	5.8	100	1460	28.7	3.1	102				
OUTDOOR-RADIO: DUAL		33748	3969	23.8	11.8	118	2422	24.6	7.2	122	989	19.5	2.9	97				
OUTDOOR IMPERATIVE		52785	4890	29.3	9.3	93	3032	30.8	5.7	98	1902	37.4	3.6	119				
RADIO IMPERATIVE		52882	5375	32.2	10.2	102	3010	30.6	5.7	97	1465	28.8	2.8	91				
OUTDOOR-TELEVISION: DUAL		32030	3365	20.2	10.5	106	2266	23.0	7.1	121	1182	23.3	3.7	122				
OUTDOOR IMPERATIVE		54626	5871	35.2	10.7	108	3193	32.5	5.8	100	1662	32.7	3.0	100				
TELEVISION IMPERATIVE		54874	4860	29.1	8.9	89	3101	31.5	5.7	96	1514	29.8	2.8	91				
RADIO-TELEVISION: DUAL		33386	3565	21.4	10.7	107	2291	23.3	6.9	117	957	18.8	2.9	95				
RADIO IMPERATIVE		53810	5953	35.7	11.1	111	3066	31.2	5.7	97	1643	32.3	3.1	101				
TELEVISION IMPERATIVE		54023	4595	27.5	8.5	86	3005	30.5	5.6	95	1757	34.6	3.3	107				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS %	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS %	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS %	YORK PEPPERMINT PATTIES D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL ADULTS	167727	16681	100.0	9.9	100	9838	100.0	5.9	100	5081	100.0	3.0	100				
ATLANTIC MONTHLY	867	**67	0.4	7.7	78	**36	0.4	4.2	71	**10	0.2	1.2	38				
BARRON'S	1580	**141	0.8	8.9	90	**35	0.4	2.2	38	**68	1.3	4.3	142				
BETTER HOMES & GARDENS	22203	2624	15.7	11.8	119	1817	18.5	8.2	140	745	14.7	3.4	111				
BON APPETIT	3810	367	2.2	9.6	97	*207	2.1	5.4	93	*126	2.5	3.3	109				
BUSINESS WEEK	4663	381	2.3	8.2	82	298	3.0	6.4	109	*167	3.3	3.6	118				
CAR AND DRIVER	3102	343	2.1	11.1	111	*163	1.7	5.3	90	**108	2.1	3.5	115				
CBS MAGAZINE NETWORK (GROSS)	7311	988	5.9	13.5	136	429	4.4	5.9	100	*258	5.1	3.5	116				
CHANGING TIMES	3400	294	1.8	8.6	87	*210	2.1	6.2	105	**131	2.6	3.9	127				
COLONIAL HOMES	1796	*209	1.3	11.6	117	*126	1.3	7.0	120	**111	2.2	6.2	204				
CONDE NAST MAG. PKG. (GROSS)	19924	2458	14.7	12.3	124	1337	13.6	6.7	114	883	17.4	4.4	146				
CONSUMERS DIGEST	3125	280	1.7	9.0	90	*199	2.0	6.4	109	**61	1.2	2.0	64				
COSMOPOLITAN	10577	1035	6.2	9.8	98	791	8.0	7.5	127	335	6.6	3.2	105				
COUNTRY LIVING	3746	506	3.0	13.5	136	*321	3.3	8.6	146	*131	2.6	3.5	115				
CUISINE	2214	*148	0.9	6.7	67	**62	0.6	2.8	48	**70	1.4	3.2	104				
CYCLE WORLD	2394	343	2.1	14.3	144	*163	1.7	6.8	116	**68	1.3	2.8	94				
DCI:CREATIVE IDEAS FOR LIV	3068	409	2.5	13.3	134	*174	1.8	5.7	97	**91	1.8	3.0	98				
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1055	6.3	11.0	111	516	5.2	5.4	92	291	5.7	3.0	101				
DISCOVER	2277	*240	1.4	10.5	106	*207	2.1	9.1	155	**62	1.2	2.7	90				
EBONY	7187	855	5.1	11.9	120	427	4.3	5.9	101	259	5.1	3.6	119				
ESQUIRE	2560	*286	1.7	11.2	112	*165	1.7	6.4	110	**101	2.0	3.9	130				
ESSENCE	3242	498	3.0	15.4	154	*234	2.4	7.2	123	*181	3.6	5.6	184				
FAMILY CIRCLE	19639	2210	13.2	11.3	113	1429	14.5	7.3	124	753	14.8	3.8	127				
THE FAMILY HANDYMAN	3540	516	3.1	14.6	147	295	3.0	8.3	142	**120	2.4	3.4	112				
FAMILY WEEKLY	23924	2315	13.9	9.7	97	1401	14.2	5.9	100	707	13.9	3.0	98				
FIELD & STREAM	9883	1266	7.6	12.8	129	824	8.4	8.3	142	*278	5.5	2.8	93				
FOOD & WINE	1030	**52	0.3	5.0	51	**67	0.7	6.5	111	**20	0.4	1.9	64				
FORBES	2679	*206	1.2	7.7	77	*158	1.6	5.9	101	**74	1.5	2.8	91				
FORTUNE	2931	270	1.6	9.2	93	*184	1.9	6.3	107	**79	1.6	2.7	89				
GENTLEMEN'S QUARTERLY	3481	428	2.6	12.3	124	*172	1.7	4.9	84	**102	2.0	2.9	97				
GLAMOUR	7163	924	5.5	12.9	130	521	5.3	7.3	124	*314	6.2	4.4	145				
GOLF DIGEST	2355	341	2.0	14.5	146	*141	1.4	6.0	102	**107	2.1	4.5	150				
GOLF DIGEST/TENNIS (GROSS)	3610	429	2.6	11.9	119	*202	2.1	5.6	95	**137	2.7	3.8	125				
GOLF MAGAZINE	2046	*270	1.6	13.2	133	**133	1.4	6.5	111	**84	1.7	4.1	136				
GOLF MAGAZINE/SKI (GROSS)	3547	441	2.6	12.4	125	*249	2.5	7.0	120	**144	2.8	4.1	134				
GOOD HOUSEKEEPING	20353	2448	14.7	12.0	121	1318	13.4	6.5	110	790	15.5	3.9	128				
HARPER'S BAZAAR	3362	448	2.7	13.3	134	*191	1.9	5.7	97	*208	4.1	6.2	204				
HEALTH	2987	340	2.0	11.4	114	*238	2.4	8.0	136	**139	2.7	4.7	154				
HEARST MAG CORP. BUY (GROSS)	67928	8086	48.5	11.9	120	4503	45.8	6.6	113	2458	48.4	3.6	119				
HEARST MAN POWER (GROSS)	11282	1327	8.0	11.8	118	670	6.8	5.9	101	342	6.7	3.0	100				
HEARST WOMAN POWER (GROSS)	40514	4844	29.0	12.0	120	2767	28.1	6.8	116	1439	28.3	3.6	117				
HOUSE BEAUTIFUL	4885	571	3.4	11.7	118	338	3.4	6.9	118	*150	3.0	3.1	101				
INC.	1308	**132	0.8	10.1	101	**54	0.5	4.1	70	**18	0.4	1.4	45				
JET	6498	735	4.4	11.3	114	365	3.7	5.6	96	*211	4.2	3.2	107				
LADIES' HOME JOURNAL	14797	1909	11.4	12.9	130	1098	11.2	7.4	127	665	13.1	4.5	148				
LHJ FAMILY GRP COMBO(GROSS)	21743	2846	17.1	13.1	132	1642	16.7	7.6	129	902	17.8	4.1	137				
LIFE	9881	1011	6.1	10.2	103	671	6.8	6.8	116	283	5.6	2.9	95				
L.A. TIMES HOME MAGAZINE	2775	*186	1.1	6.7	67	*156	1.6	5.6	96	**36	0.7	1.3	43				
MADEMOISELLE	4219	441	2.6	10.5	105	*334	3.4	7.9	135	*222	4.4	5.3	174				
MC CALL'S	16422	2121	12.7	12.9	130	1169	11.9	7.1	121	535	10.5	3.3	108				
MC CALL'S/WRK MOTHER (GROSS)	17919	2396	14.4	13.4	134	1305	13.3	7.3	124	583	11.5	3.3	107				
MECHANIX ILLUSTRATED	4433	550	3.3	12.4	125	*240	2.4	5.4	92	**123	2.4	2.8	92				
METROPOLITAN HOME	1504	**101	0.6	6.7	68	**101	1.0	6.7	114	**32	0.6	2.1	70				
MONEY	4723	489	2.9	10.4	104	290	2.9	6.1	105	*102	2.0	2.2	71				
MOTHER EARTH NEWS	2325	391	2.3	16.8	169	*147	1.5	6.3	108	**71	1.4	3.1	101				
MS.	1189	**172	1.0	14.5	145	**88	0.9	7.4	126	**68	1.3	5.7	189				
NATIONAL ENQUIRER	18892	1969	11.8	10.4	105	1272	12.9	6.7	115	681	13.4	3.6	119				
NATIONAL GEOGRAPHIC	22129	2358	14.1	10.7	107	1345	13.7	6.1	104	661	13.0	3.0	99				
NATIONAL SUNDAY MAGAZINE PKG	103750	10264	61.5	9.9	99	6163	62.6	5.9	101	3153	62.1	3.0	100				
NATURAL HISTORY	1379	*227	1.4	16.5	166	**135	1.4	9.8	167	**22	0.4	1.6	53				
NEW WOMAN	2289	*256	1.5	11.2	112	*156	1.6	6.8	116	**83	1.6	3.6	120				
NEW YORK INCLUDING CUE	1088	**74	0.4	6.8	68	**56	0.6	5.1	88	**33	0.6	3.0	100				
THE NEW YORKER	2459	*131	0.8	5.3	54	*171	1.7	7.0	119	**62	1.2	2.5	83				
NEWSWEEK	16527	1579	9.5	9.6	96	964	9.8	5.8	99	423	8.3	2.6	84				
THE N.Y. TIMES DAILY EDITION	2739	*131	0.8	4.8	48	**62	0.6	2.3	39	*88	1.7	3.2	106				
THE N.Y. TIMES MAGAZINE	4443	*167	1.0	3.8	38	*164	1.7	3.7	63	*138	2.7	3.1	103				
OMNI	2799	370	2.2	13.2	133	*210	2.1	7.5	128	**95	1.9	3.4	112				
ON CABLE	2209	325	1.9	14.7	148	*200	2.0	9.1	154	**90	1.8	4.1	134				
1001 HOME IDEAS	3959	597	3.6	15.1	152	305	3.1	7.7	131	**98	1.9	2.5	82				
ORGANIC GARDENING	3111	364	2.2	11.7	118	*191	1.9	6.1	105	**97	1.9	3.1	103				
OUTDOOR LIFE	5024	690	4.1	13.7	138	348	3.5	6.9	118	*155	3.1	3.1	102				
PARADE MAGAZINE	51292	4939	29.6	9.6	97	3198	32.5	6.2	106	1747	34.4	3.4	112				

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	16681	100.0	9.9	100	9838	100.0	5.9	100	5081	100.0	3.0	100				
PARENTS	5298	906	5.4	17.1	172	533	5.4	10.1	172	*245	4.8	4.6	153				
PENTHOUSE	5129	589	3.5	11.5	115	314	3.2	6.1	104	*150	3.0	2.9	97				
PEOPLE	21070	2431	14.6	11.5	116	1360	13.8	6.5	110	646	12.7	3.1	101				
PLAYBOY	10562	1111	6.7	10.5	106	694	7.1	6.6	112	355	7.0	3.4	111				
POPULAR HOT RODDING	2498	308	1.8	12.3	124	*140	1.4	5.6	96	**54	1.1	2.2	71				
POPULAR MECHANICS	5887	621	3.7	10.5	106	359	3.6	6.1	104	*177	3.5	3.0	99				
POPULAR SCIENCE	4317	506	3.0	11.7	118	*179	1.8	4.1	71	*176	3.5	4.1	135				
PREVENTION	5792	477	2.9	8.2	83	325	3.3	5.6	96	*202	4.0	3.5	115				
PSYCHOLOGY TODAY	3284	282	1.7	8.6	86	*177	1.8	5.4	92	**151	3.0	4.6	152				
READER'S DIGEST	40046	4136	24.8	10.3	104	2412	24.5	6.0	103	1283	25.3	3.2	106				
REDBOOK	9584	1362	8.2	14.2	143	659	6.7	6.9	117	313	6.2	3.3	108				
ROAD & TRACK	2590	295	1.8	11.4	115	**120	1.2	4.6	79	**90	1.8	3.5	115				
ROLLING STONE	3302	288	1.7	8.7	88	*216	2.2	6.5	112	**141	2.8	4.3	141				
RUNNER'S WORLD	1229	*170	1.0	13.8	139	**61	0.6	5.0	85	**69	1.4	5.6	185				
SATURDAY EVENING POST	2110	*170	1.0	8.1	81	*165	1.7	7.8	133	*120	2.4	5.7	188				
SCIENCE 84	1543	*146	0.9	9.5	95	**56	0.6	3.6	62	**37	0.7	2.4	79				
SCIENCE DIGEST	1747	*255	1.5	14.6	147	**106	1.1	6.1	103	**26	0.5	1.5	49				
SCIENTIFIC AMERICAN	1994	*204	1.2	10.2	103	**105	1.1	5.3	90	**50	1.0	2.5	83				
SELF	3119	472	2.8	15.1	152	*197	2.0	6.3	108	**104	2.0	3.3	110				
SEVENTEEN	3923	633	3.8	16.1	162	*331	3.4	8.4	144	*153	3.0	3.9	129				
SKI	1501	*170	1.0	11.3	114	**116	1.2	7.7	132	**60	1.2	4.0	132				
SMITHSONIAN	5976	606	3.6	10.1	102	327	3.3	5.5	93	*168	3.3	2.8	93				
SOAP OPERA DIGEST	4228	583	3.5	13.8	139	433	4.4	10.2	175	*187	3.7	4.4	146				
SOUTHERN LIVING	6488	646	3.9	10.0	100	342	3.5	5.3	90	*201	4.0	3.1	102				
SPORT	3500	423	2.5	12.1	122	*272	2.8	7.8	132	*240	4.7	6.9	226				
THE SPORTING NEWS	2456	304	1.8	12.4	124	*209	2.1	8.5	145	**154	3.0	6.3	207				
SPORTS AFIELD	3648	451	2.7	12.4	124	*204	2.1	5.6	95	*139	2.7	3.8	126				
SPORTS ILLUSTRATED	14484	1661	10.0	11.5	115	931	9.5	6.4	110	548	10.8	3.8	125				
STAR	12661	1229	7.4	9.7	98	832	8.5	6.6	112	474	9.3	3.7	124				
SUNDAY	52799	5153	30.9	9.8	98	3092	31.4	5.9	100	1635	32.2	3.1	102				
SUNSET	3513	414	2.5	11.8	118	*201	2.0	5.7	98	**66	1.3	1.9	62				
TV GUIDE	42766	4523	27.1	10.6	106	2784	28.3	6.5	111	1569	30.9	3.7	121				
TENNIS	1254	**88	0.5	7.0	71	**61	0.6	4.9	83	**30	0.6	2.4	79				
TIME	22054	2189	13.1	9.9	100	1296	13.2	5.9	100	701	13.8	3.2	105				
TOWN & COUNTRY	1555	**115	0.7	7.4	74	**58	0.6	3.7	64	**58	1.1	3.7	123				
TRAVEL & LEISURE	2173	*166	1.0	7.6	77	**90	0.9	4.1	71	**48	0.9	2.2	73				
TRUE STORY	4636	628	3.8	13.5	136	523	5.3	11.3	192	*256	5.0	5.5	182				
U.S.NEWS & WORLD REPORT	10353	1121	6.7	10.8	109	808	8.2	7.8	133	*191	3.8	1.8	61				
USA TODAY	4994	619	3.7	12.4	125	276	2.8	5.5	94	*193	3.8	3.9	128				
US	3528	480	2.9	13.6	137	*248	2.5	7.0	120	*145	2.9	4.1	136				
VOGUE	5424	621	3.7	11.4	115	286	2.9	5.3	90	*243	4.8	4.5	148				
WALL STREET JOURNAL	6292	640	3.8	10.2	102	267	2.7	4.2	72	*145	2.9	2.3	76				
WEIGHT WATCHERS	2762	*255	1.5	9.2	93	*238	2.4	8.6	147	*143	2.8	5.2	171				
WOMAN'S DAY	16320	2005	12.0	12.3	124	1177	12.0	7.2	123	617	12.1	3.8	125				
WORKING MOTHER	1496	*275	1.6	18.4	185	*136	1.4	9.1	155	**49	1.0	3.3	108				
WORKING WOMAN	1851	*210	1.3	11.3	114	*170	1.7	9.2	157	**114	2.2	6.2	203				
WORLD TENNIS	580	**66	0.4	11.4	114	**43	0.4	7.4	126	**37	0.7	6.4	211				
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1437	8.6	11.6	116	698	7.1	5.6	96	384	7.6	3.1	102				
BLAIR INSERTS	91671	9148	54.8	10.0	100	5430	55.2	5.9	101	2818	55.5	3.1	101				
DAILY NEWSPAPERS																	
READ ANY	109190	10571	63.4	9.7	97	6669	67.8	6.1	104	3454	68.0	3.2	104				
READ ONE	89587	8740	52.4	9.8	98	5538	56.3	6.2	105	2880	56.7	3.2	106				
READ TWO OR MORE	19602	1831	11.0	9.3	94	1131	11.5	5.8	98	575	11.3	2.9	97				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	10972	65.8	10.0	101	6674	67.8	6.1	104	3444	67.8	3.1	104				
READ ONE	95074	9614	57.6	10.1	102	5701	57.9	6.0	102	2811	55.3	3.0	98				
READ TWO OR MORE	14588	1358	8.1	9.3	94	973	9.9	6.7	114	634	12.5	4.3	143				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.32				31.45				32.06							
30 DAY REACH	149706	14854	89.0	9.9	100	8759	89.0	5.9	100	4491	88.4	3.0	99				
50 SHWG - 30 DAY AV FREQ	15.16	15.38				16.57				16.47							
30 DAY REACH	142406	14205	85.2	10.0	100	8339	84.8	5.9	100	4390	86.4	3.1	102				
25 SHWG - 30 DAY AV FREQ	8.23	8.26				8.85				8.85							
30 DAY REACH	131152	13207	79.2	10.1	101	7828	79.6	6.0	102	4072	80.1	3.1	102				
CABLE TV: HOME WIRED	66879	7537	45.2	11.3	113	4440	45.1	6.6	113	2286	45.0	3.4	113				
HOME NOT WIRED	100848	9144	54.8	9.1	91	5397	54.9	5.4	91	2795	55.0	2.8	91				
HAVE PAY CABLE	35024	4355	26.1	12.4	125	2578	26.2	7.4	125	1417	27.9	4.0	134				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0310
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	TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX
TOTAL ADULTS	167727	16681	100.0	9.9	100	9838	100.0	5.9	100	5081	100.0	3.0	100
RADIO AVG. DAILY (M-F) CUME													
6:00 AM - 10:00 AM	95620	10092	60.5	10.6	106	5879	59.8	6.1	105	2920	57.5	3.1	101
10:00 AM - 3:00 PM	63599	6883	41.3	10.8	109	4041	41.1	6.4	108	1928	37.9	3.0	100
3:00 PM - 7:00 PM	72097	7795	46.7	10.8	109	4507	45.8	6.3	107	2331	45.9	3.2	107
7:00 PM - MIDNIGHT	36670	4087	24.5	11.1	112	2311	23.5	6.3	107	1152	22.7	3.1	104
MIDNIGHT - 6:00 AM	21908	2349	14.1	10.7	108	1304	13.3	6.0	101	555	10.9	2.5	84
6:00 AM - MIDNIGHT	127571	13628	81.7	10.7	107	7842	79.7	6.1	105	4035	79.4	3.2	104
ENTIRE DAY	129239	13777	82.6	10.7	107	7904	80.3	6.1	104	4048	79.7	3.1	103
AVG DAILY M-F CUME: 6AM-MDNT													
FORMATS: ADULT CONTEMPORARY	34009	3865	23.2	11.4	114	1863	18.9	5.5	93	1020	20.1	3.0	99
ALL NEWS	6062	404	2.4	6.7	67	340	3.5	5.6	96	206	4.1	3.4	112
AOR/PROGRESSIVE	11884	1195	7.2	10.1	101	755	7.7	6.4	108	436	8.6	3.7	121
BEAUTIFUL MUSIC	11180	1108	6.6	9.9	100	693	7.0	6.2	106	386	7.6	3.5	114
BLACK	4538	601	3.6	13.2	133	283	2.9	6.2	106	*161	3.2	3.5	117
CLASSICAL	3857	346	2.1	9.0	90	*121	1.2	3.1	53	*122	2.4	3.2	104
CHR/ROCK	21946	2607	15.6	11.9	119	1500	15.2	6.8	117	713	14.0	3.2	107
COUNTRY	27262	3199	19.2	11.7	118	1862	18.9	6.8	116	787	15.5	2.9	95
GOLDEN OLDIES	3339	*283	1.7	8.5	85	*205	2.1	6.1	105	**116	2.3	3.5	115
MOR/NOSTALGIA	10346	1051	6.3	10.2	102	573	5.8	5.5	94	318	6.3	3.1	101
NEWS/TALK	8929	683	4.1	7.6	77	514	5.2	5.8	98	193	3.8	2.2	71
RELIGIOUS	5488	502	3.0	9.1	92	458	4.7	8.3	142	*169	3.3	3.1	102
SOFT ROCK	1232	**124	0.7	10.1	101	**92	0.9	7.5	127	**53	1.0	4.3	142
URBAN CONTEMPORARY	3184	401	2.4	12.6	127	*201	2.0	6.3	108	*125	2.5	3.9	130
WIRED NETWORKS:													
ABC CONTEMPORARY	6911	770	4.6	11.1	112	470	4.8	6.8	116	*247	4.9	3.6	118
ABC DIRECTION	5212	592	3.5	11.4	114	297	3.0	5.7	97	*257	5.1	4.9	163
ABC ENTERTAINMENT	10385	989	5.9	9.5	96	611	6.2	5.9	100	384	7.6	3.7	122
ABC FM	4762	569	3.4	11.9	120	349	3.5	7.3	125	*112	2.2	2.4	78
ABC INFORMATION	11339	1021	6.1	9.0	91	586	6.0	5.2	88	*234	4.6	2.1	68
ABC ROCK	4878	496	3.0	10.2	102	365	3.7	7.5	128	*173	3.4	3.5	117
CBS	10709	1119	6.7	10.4	105	572	5.8	5.3	91	268	5.3	2.5	83
MUTUAL	10251	1114	6.7	10.9	109	594	6.0	5.8	99	346	6.8	3.4	111
NBC	12243	1130	6.8	9.2	93	751	7.6	6.1	105	363	7.1	3.0	98
RADIORADIO	4606	504	3.0	10.9	110	282	2.9	6.1	104	*177	3.5	3.8	127
RKO ONE	5148	612	3.7	11.9	120	311	3.2	6.0	103	*187	3.7	3.6	120
RKO TWO	7313	612	3.7	8.4	84	372	3.8	5.1	87	*158	3.1	2.2	71
THE SOURCE	5981	680	4.1	11.4	114	334	3.4	5.6	95	*272	5.4	4.5	150
NON-WIRED : BLAIR	19329	2298	13.8	11.9	120	1310	13.3	6.8	116	488	9.6	2.5	83
INTERNET	27139	2816	16.9	10.4	104	1673	17.0	6.2	105	880	17.3	3.2	107
KATZ RADIO GROUP	36319	3723	22.3	10.3	103	2045	20.8	5.6	96	1144	22.5	3.1	104
SUPERNET	22361	2277	13.7	10.2	102	1280	13.0	5.7	98	678	13.3	3.0	100
TELEVISION AVG. HALF HOUR													
MKDAY 7:00 AM - 9:00 AM	14532	1321	7.9	9.1	91	861	8.8	5.9	101	518	10.2	3.6	118
MKDAY 9:00 AM - 1:00 PM	18688	1931	11.6	10.3	104	1254	12.7	6.7	114	661	13.0	3.5	117
MKDAY 1:00 PM - 4:30 PM	24061	2421	14.5	10.1	101	1570	16.0	6.5	111	795	15.6	3.3	109
MKDAY 4:30 PM - 7:30 PM	44079	3990	23.9	9.1	91	2643	26.9	6.0	102	1375	27.1	3.1	103
MKDAY 7:30 PM - 8:00 PM	61979	5731	34.4	9.2	93	3719	37.8	6.0	102	1781	35.1	2.9	95
MKDAY 11:00 PM - 11:30 PM	49084	5147	30.9	10.5	105	3053	31.0	6.2	106	1483	29.2	3.0	100
MKDAY 11:30 PM - 1:00 AM	16560	1830	11.0	11.1	111	1067	10.8	6.4	110	507	10.0	3.1	101
M-SAT 8-11 PM+SUN 7-11 PM	66967	6643	39.8	9.9	100	4025	40.9	6.0	102	2045	40.2	3.1	101
MKDY DAYTIME NTWK 7AM-4:30PM													
ALL MY CHILDREN A	9269	931	5.6	10.0	101	606	6.2	6.5	111	251	4.9	2.7	89
ANOTHER WORLD N	6138	692	4.1	11.3	113	446	4.5	7.3	124	231	4.5	3.8	124
AS THE WORLD TURNS C	7707	723	4.3	9.4	94	535	5.4	6.9	118	225	4.4	2.9	96
CAPITOL C	4688	536	3.2	11.4	115	373	3.8	8.0	136	159	3.1	3.4	112
CBS MORN. NEWS 1 C	2792	273	1.6	9.8	98	105	1.1	3.8	64	*105	2.1	3.8	124
CBS MORN. NEWS 2 C	2071	187	1.1	9.0	91	*94	1.0	4.5	77	*92	1.8	4.4	147
DAYS OF OUR LIVES N	8018	920	5.5	11.5	115	528	5.4	6.6	112	226	4.4	2.8	93
FACTS OF LIFE - DAYTIME N	3487	368	2.2	10.6	106	227	2.3	6.5	111	*139	2.7	4.0	132
FAMILY FEUD A	4817	424	2.5	8.8	89	282	2.9	5.9	100	211	4.2	4.4	145
GENERAL HOSPITAL A	8333	784	4.7	9.4	95	491	5.0	5.9	100	302	5.9	3.6	120
GOOD MORNING, AMERICA-730 A	5472	496	3.0	9.1	91	332	3.4	6.1	103	192	3.8	3.5	116
GOOD MORNING, AMERICA-830 A	3965	341	2.0	8.6	86	209	2.1	5.3	90	113	2.2	2.8	94
GUIDING LIGHT C	7542	757	4.5	10.0	101	479	4.9	6.4	108	234	4.6	3.1	102
ONE LIFE TO LIVE A	6018	599	3.6	10.0	100	380	3.9	6.3	108	230	4.5	3.8	126
PRESS YOUR LUCK C	3589	386	2.3	10.8	108	289	2.9	8.1	137	185	3.6	5.2	170
PRICE IS RIGHT 1 C	7418	794	4.8	10.7	108	555	5.6	7.5	128	204	4.0	2.8	91
PRICE IS RIGHT 2 C	8276	904	5.4	10.9	110	586	6.0	7.1	121	238	4.7	2.9	95
RYAN'S HOPE A	4358	454	2.7	10.4	105	295	3.0	6.8	115	174	3.4	4.0	132
SALE OF THE CENTURY N	3749	337	2.0	9.0	90	323	3.3	8.6	147	*144	2.8	3.8	127
SEARCH FOR TOMORROW N	2884	355	2.1	12.3	124	238	2.4	8.3	141	*113	2.2	3.9	129
TODAY SHOW 1 N	4869	448	2.7	9.2	93	226	2.3	4.6	79	140	2.8	2.9	95
TODAY SHOW 2 N	4135	345	2.1	8.3	84	268	2.7	6.5	110	125	2.5	3.0	100
$25,000 PYRAMID C	4361	445	2.7	10.2	103	334	3.4	7.7	131	204	4.0	4.7	154
WHEEL OF FORTUNE N	6187	653	3.9	10.6	106	397	4.0	6.4	109	260	5.1	4.2	139
YOUNG AND THE RESTLESS C	8186	812	4.9	9.9	100	598	6.1	7.3	125	236	4.6	2.9	95
WEEKEND DAYTIME NTWK PRE 6PM													
ABC WIDE WORLD-SPORTS SAT A	4727	424	2.5	9.0	90	291	3.0	6.2	105	*120	2.4	2.5	84
NBA PLAYOFF GAME -1 C	5127	455	2.7	8.9	89	463	4.7	9.0	154	*123	2.4	2.4	79
NBC MAJOR LEAGUE PRE-GAME N	3945	487	2.9	12.3	124	*329	3.3	8.3	142	**92	1.8	2.3	77
SPORTSWORLD - SUN N	3370	387	2.3	11.5	115	*200	2.0	5.9	101	*143	2.8	4.2	140
SUNDAY MORNING C	4200	330	2.0	7.9	79	*173	1.8	4.1	70	*155	3.1	3.7	122

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EAT FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BRANDS EATEN
(ADULTS)

0311
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		TOTAL U.S. '000	SNICKERS A '000	SNICKERS B % DOWN	SNICKERS C % ACROSS	SNICKERS D INDX	THREE MUSKETEERS A '000	THREE MUSKETEERS B % DOWN	THREE MUSKETEERS C % ACROSS	THREE MUSKETEERS D INDX	YORK PEPPERMINT PATTIES A '000	YORK PEPPERMINT PATTIES B % DOWN	YORK PEPPERMINT PATTIES C % ACROSS	YORK PEPPERMINT PATTIES D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	16681	100.0	9.9	100	9838	100.0	5.9	100	5081	100.0	3.0	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4762	28.5	9.1	92	3129	31.8	6.0	102	1451	28.6	2.8	92				
NETWORK AFFILIATES - LATE		39164	4166	25.0	10.6	107	2361	24.0	6.0	103	1177	23.2	3.0	99				
INDEPENDENTS - LATE		5133	384	2.3	7.5	75	303	3.1	5.9	101	121	2.4	2.4	78				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2485	14.9	10.9	109	1344	13.7	5.9	100	657	12.9	2.9	95				
ABC MONDAY NIGHT MOVIE	A	11258	1048	6.3	9.3	94	511	5.2	4.5	77	323	6.4	2.9	95				
ABC SUNDAY NIGHT MOVIE	A	23600	2429	14.6	10.3	103	1534	15.6	6.5	111	787	15.5	3.3	110				
ABC WORLD NEWS TONIGHT	A	12801	1106	6.6	8.6	87	676	6.9	5.3	90	367	7.2	2.9	95				
AFTERMASH	C	10966	1120	6.7	10.2	103	537	5.5	4.9	83	*301	5.9	2.7	91				
ALICE	C	17050	1768	10.6	10.4	104	951	9.7	5.6	95	532	10.5	3.1	103				
AMERICAN PARADE	C	11998	1053	6.3	8.8	88	766	7.8	6.4	109	332	6.5	2.8	91				
BENSON	A	19258	1655	9.9	8.6	86	1085	11.0	5.6	96	568	11.2	2.9	97				
BLUE THUNDER	A	11478	1139	6.8	9.9	100	570	5.8	5.0	85	340	6.7	3.0	98				
CAGNEY & LACEY	C	18263	1948	11.7	10.7	107	1010	10.3	5.5	94	567	11.2	3.1	102				
CBS EVENING NEWS-DEAN	C	7733	439	2.6	5.7	57	393	4.0	5.1	87	*185	3.6	2.4	79				
CBS EVENING NEWS-RATHER	C	15653	1467	8.8	9.4	94	934	9.5	6.0	102	495	9.7	3.2	104				
CBS SAT. NEWS-SCHIEFFER	C	8744	630	3.8	7.2	72	506	5.1	5.8	99	229	4.5	2.6	86				
CBS SATURDAY NIGHT MOVIE	C	12000	1374	8.2	11.4	115	679	6.9	5.7	96	309	6.1	2.6	85				
CBS WEDNESDAY NIGHT MOVIE	C	11522	1111	6.7	9.6	97	658	6.7	5.7	97	313	6.2	2.7	90				
CHEERS	N	16818	1641	9.8	9.8	98	907	9.2	5.4	92	588	11.6	3.5	115				
DALLAS	C	37510	3864	23.2	10.3	104	2313	23.5	6.2	105	1325	26.1	3.5	117				
DIFF'RENT STROKES	N	11258	994	6.0	8.8	89	706	7.2	6.3	107	451	8.9	4.0	132				
DOUBLE TROUBLE	N	12248	1293	7.8	10.6	106	738	7.5	6.0	103	424	8.3	3.5	114				
DUCK FACTORY	N	11100	1155	6.9	10.4	105	623	6.3	5.6	96	425	8.4	3.8	126				
DUKES OF HAZZARD	C	12353	1328	8.0	10.8	108	799	8.1	6.5	110	327	6.4	2.6	87				
DYNASTY	A	33279	3440	20.6	10.3	104	2155	21.9	6.5	110	1075	21.2	3.2	107				
FACTS OF LIFE	N	13410	1393	8.4	10.4	104	765	7.8	5.7	97	418	8.2	3.1	103				
FALCON CREST	C	31093	3108	18.6	10.0	101	1854	18.8	6.0	102	1033	20.3	3.3	110				
FALL GUY	A	18649	1951	11.7	10.5	105	1195	12.1	6.4	109	653	12.9	3.5	116				
FAMILY TIES	N	13101	1400	8.4	10.7	107	683	6.9	5.2	89	461	9.1	3.5	116				
FANTASY ISLAND	A	13069	1200	7.2	9.2	92	765	7.8	5.9	100	386	7.6	3.0	97				
FOULUPS,BLEEPS & BLUNDERS	A	16588	1692	10.1	10.2	103	994	10.1	6.0	102	403	7.9	2.4	80				
FOUR SEASONS	C	9302	1011	6.1	10.9	109	432	4.4	4.6	79	*279	5.5	3.0	99				
GIMME A BREAK	N	13955	1263	7.6	9.1	91	808	8.2	5.8	99	511	10.1	3.7	121				
HART TO HART	A	15735	1464	8.8	9.3	94	872	8.9	5.5	94	441	8.7	2.8	93				
HILL STREET BLUES	N	18257	1900	11.4	10.4	105	1058	10.8	5.8	99	687	13.5	3.8	124				
HOTEL	A	24236	2232	13.4	9.2	93	1441	14.6	5.9	101	737	14.5	3.0	100				
JEFFERSONS	C	17010	1667	10.0	9.8	99	922	9.4	5.4	92	557	11.0	3.3	108				
JENNIFER SLEPT HERE	N	9397	808	4.8	8.6	86	549	5.6	5.8	100	303	6.0	3.2	106				
KATE & ALLIE	C	16762	1665	10.0	9.9	100	921	9.4	5.5	94	417	8.2	2.5	82				
KNIGHT RIDER	N	13164	1346	8.1	10.2	103	844	8.6	6.4	109	454	8.9	3.4	114				
LOVE BOAT	A	20400	1658	9.9	8.1	82	1079	11.0	5.3	90	639	12.6	3.1	103				
MAGNUM PI	C	22543	2247	13.5	10.0	100	1163	11.8	5.2	88	630	12.4	2.8	92				
MAMA'S FAMILY	N	9852	972	5.8	9.9	99	639	6.5	6.5	111	284	5.6	2.9	95				
MASTER, THE	N	8082	870	5.2	10.8	108	409	4.2	5.1	86	224	4.4	2.8	91				
MATT HOUSTON	A	12881	1252	7.5	9.7	98	709	7.2	5.5	94	378	7.4	2.9	97				
NBC MONDAY NIGHT MOVIE	N	23889	2764	16.6	11.6	116	1651	16.8	6.9	118	811	16.0	3.4	112				
NBC NIGHTLY NEWS	N	11156	1005	6.0	9.0	91	629	6.4	5.6	96	291	5.7	2.6	86				
NBC NIGHTLY NEWS-SAT	N	7363	610	3.7	8.3	83	416	4.2	5.6	96	*177	3.5	2.4	79				
NBC NIGHTLY NEWS-SUN	N	6214	603	3.6	9.7	98	353	3.6	5.7	97	*226	4.4	3.6	120				
NBC SUNDAY NIGHT MOVIE	N	17590	2021	12.1	11.5	116	1129	11.5	6.4	109	504	9.9	2.9	95				
NEWHART	C	16740	1781	10.7	10.6	107	939	9.5	5.6	96	551	10.8	3.3	109				
ONE DAY AT A TIME	C	11820	1316	7.9	11.1	112	551	5.6	4.7	79	385	7.6	3.3	108				
PEOPLE ARE FUNNY	N	9138	915	5.5	10.0	101	634	6.4	6.9	118	259	5.1	2.8	94				
REAL PEOPLE	N	15979	1525	9.1	9.5	96	904	9.2	5.7	96	424	8.3	2.7	88				
REMINGTON STEELE	N	14395	1618	9.7	11.2	113	840	8.5	5.8	99	583	11.5	4.1	134				
RIPLEY'S BELIEVE IT - NOT	A	11362	1206	7.2	10.6	107	677	6.9	6.0	102	432	8.5	3.8	126				
RIPTIDE	N	13920	1638	9.8	11.8	118	922	9.4	6.6	113	535	10.5	3.8	127				
SCARECROW & MRS. KING	C	17571	1895	11.4	10.8	108	932	9.5	5.3	90	556	10.9	3.2	104				
SIMON & SIMON	C	20208	1992	11.9	9.9	99	1174	11.9	5.8	99	533	10.5	2.6	87				
60 MINUTES	C	27668	2454	14.7	8.9	89	1451	14.7	5.2	89	675	13.3	2.4	81				
ST. ELSEWHERE	N	13699	1645	9.9	12.0	121	860	8.7	6.3	107	470	9.3	3.4	113				
THREE'S COMPANY	A	20632	2149	12.9	10.4	105	1239	12.6	6.0	102	577	11.4	2.8	92				
T.J. HOOKER	A	17136	1469	8.8	8.6	86	865	8.8	5.0	86	566	11.1	3.3	109				
TONIGHT SHOW	N	4963	497	3.0	10.0	101	305	3.1	6.1	105	136	2.7	2.7	90				
TRAPPER JOHN, M.D.	C	16332	1589	9.5	9.7	98	917	9.3	5.6	96	442	8.7	2.7	89				
TV BLOOPERS & PRAC. JOKES	N	18881	1822	10.9	9.6	97	996	10.1	5.3	90	438	8.6	2.3	77				
20/20	A	18315	1713	10.3	9.4	94	1021	10.4	5.6	95	571	11.2	3.1	103				
WEBSTER	A	18722	1671	10.0	8.9	90	1045	10.6	5.6	95	556	10.9	3.0	98				
WORLD NEWS - SUN	A	5327	431	2.6	8.1	81	320	3.3	6.0	102	*152	3.0	2.9	94				
YELLOW ROSE	N	8370	794	4.8	9.5	95	496	5.0	5.9	101	*226	4.4	2.7	89				
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3305	19.8	12.8	129	1866	19.0	7.2	123	962	18.9	3.7	123				
BASKETBALL - COLLEGE GAMES		14468	2167	13.0	15.0	151	837	8.5	5.8	99	*483	9.5	3.3	110				
BASKETBALL - PRO GAMES		12124	1528	9.2	12.6	127	772	7.8	6.4	109	*390	7.7	3.2	106				
BOWLING		9412	1076	6.5	11.4	115	662	6.7	7.0	120	*305	6.0	3.2	107				
BOXING		15409	2062	12.4	13.4	135	1209	12.3	7.8	134	*479	9.4	3.1	103				
FOOTBALL - COLLEGE GAMES		21400	3285	19.7	15.4	154	1642	16.7	7.7	131	889	17.5	4.2	137				
FOOTBALL - PRO GAMES		35944	4856	29.1	13.5	136	2528	25.7	7.0	120	1343	26.4	3.7	123				
GOLF		9759	1434	8.6	14.7	148	646	6.6	6.6	113	*382	7.5	3.9	129				
POST-SEASON COLL. FOOTBALL		18123	2799	16.8	15.4	155	1503	15.3	8.3	141	681	13.4	3.8	124				
POST-SEASON PRO FOOTBALL		22091	3350	20.1	15.2	152	1837	18.7	8.3	142	906	17.8	4.1	135				
TENNIS		6764	934	5.6	13.8	139	*437	4.4	6.5	110	*386	7.6	5.7	188				
WRESTLING - PROFESSIONAL		9695	1455	8.7	15.0	151	881	9.0	9.1	155	*457	9.0	4.7	156				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION-RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		'000	%	UNWEIGHTED
3A. DO YOU YOURSELF BUY IT?				
	YES	94326	56.2	10540
	NO	73401	43.8	8570

IF YOU DO

	ALL		SOLE		PRIMARY		SECONDARY		
3B. WHICH BRANDS DO YOU BUY?	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
BONKERS	891	.5	203	.1	511	.3	176	.1	92
BREATH SAVERS	20467	12.2	4022	2.4	11483	6.8	4963	3.0	2203
CERTS	41922	25.0	14499	8.6	22229	13.3	5195	3.1	4543
CHARMS	4008	2.4	683	.4	2542	1.5	783	.5	465
CLORETTES	8003	4.8	1731	1.0	4392	2.6	1880	1.1	979
LIFE SAVERS	44283	26.4	15571	9.3	21684	12.9	7027	4.2	4895
REED'S	3499	2.1	368	.2	1842	1.1	1289	.8	421
SWEET NOTHINGS	1635	1.0	58	*	1162	.7	415	.2	180
TRIDENT	9679	5.8	1016	.6	5894	3.5	2769	1.7	1078
VAN MELLE MENTOS	1197	.7	72	*	707	.4	418	.2	134
VELAMINTS	28660	17.1	6786	4.0	13627	8.1	8247	4.9	3103
OTHER BRANDS	6573	3.9	2400	1.4	2423	1.4	1750	1.0	735
DO NOT KNOW	442	.3							48

		'000	%	UNWEIGHTED
3C. ABOUT HOW MANY ROLLS OF HARD CANDY DID YOU BUY IN THE LAST 30 DAYS?				
14 OR MORE	H	3960	2.4	455
8 - 13	H	3625	2.2	433
7	H	3975	2.4	416
6	H	4624	2.8	538
4 - 5	H	14137	8.4	1583
2 - 3	M	29910	17.8	3288
1	L	19879	11.9	2232
NONE	L	14216	8.5	1595

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(ADULTS)

0314
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	94326	100.0	56.2	100	30321	100.0	18.1	100	29910	100.0	17.8	100	34095	100.0	20.3	100
MALES	79263	39094	41.4	49.3	88	13015	42.9	16.4	91	11874	39.7	15.0	84	14206	41.7	17.9	88
FEMALES	88464	55231	58.6	62.4	111	17306	57.1	19.6	108	18037	60.3	20.4	114	19889	58.3	22.5	111
18 - 24	28671	17145	18.2	59.8	106	5419	17.9	18.9	105	5203	17.4	18.1	102	6524	19.1	22.8	112
25 - 34	39536	23140	24.5	58.5	104	6456	21.3	16.3	90	7789	26.0	19.7	110	8896	26.1	22.5	111
35 - 44	28978	17155	18.2	59.2	105	5868	19.4	20.2	112	5403	18.1	18.6	105	5884	17.3	20.3	100
45 - 54	22345	12035	12.8	53.9	96	4304	14.2	19.3	107	3717	12.4	16.6	93	4013	11.8	18.0	88
55 - 64	22224	11820	12.5	53.2	95	3910	12.9	17.6	97	3699	12.4	16.6	93	4212	12.4	19.0	93
65 OR OLDER	25973	13031	13.8	50.2	89	4366	14.4	16.8	93	4099	13.7	15.8	88	4566	13.4	17.6	86
18 - 34	68207	40285	42.7	59.1	105	11874	39.2	17.4	96	12991	43.4	19.0	107	15420	45.2	22.6	111
18 - 49	108058	63100	66.9	58.4	104	19836	65.4	18.4	102	20121	67.3	18.6	104	23144	67.9	21.4	105
25 - 54	90859	52329	55.5	57.6	102	16627	54.8	18.3	101	16909	56.5	18.6	104	18793	55.1	20.7	102
35 - 49	39851	22815	24.2	57.3	102	7962	26.3	20.0	111	7129	23.8	17.9	100	7724	22.7	19.4	95
50 OR OLDER	59669	31225	33.1	52.3	93	10485	34.6	17.6	97	9789	32.7	16.4	92	10951	32.1	18.4	90
GRADUATED COLLEGE	28091	14422	15.3	51.3	91	3944	13.0	14.0	78	4604	15.4	16.4	92	5874	17.2	20.9	103
ATTENDED COLLEGE	28938	16918	17.9	58.5	104	4306	14.2	14.9	82	5725	19.1	19.8	111	6887	20.2	23.8	117
GRADUATED HIGH SCHOOL	65503	38778	41.1	59.2	105	12400	40.9	18.9	105	12449	41.6	19.0	107	13930	40.9	21.3	105
DID NOT GRADUATE HIGH SCHOOL	45195	24208	25.7	53.6	95	9671	31.9	21.4	118	7133	23.8	15.8	89	7404	21.7	16.4	81
EMPLOYED MALES	56429	28087	29.8	49.8	89	8976	29.6	15.9	88	8594	28.7	15.2	85	10517	30.8	18.6	92
EMPLOYED FEMALES	43971	28818	30.6	65.5	117	8895	29.3	20.2	112	9334	31.2	21.2	119	10589	31.1	24.1	118
EMPLOYED FULL-TIME	87773	49270	52.2	56.1	100	15661	51.7	17.8	99	15658	52.4	17.8	100	17951	52.6	20.5	101
EMPLOYED PART-TIME	12627	7635	8.1	60.5	108	2210	7.3	17.5	97	2270	7.6	18.0	101	3154	9.3	25.0	123
NOT EMPLOYED	67327	37421	39.7	55.6	99	12450	41.1	18.5	102	11982	40.1	17.8	100	12989	38.1	19.3	95
PROFESSIONAL/MANAGER	25845	14104	15.0	54.6	97	4000	13.2	15.5	86	4616	15.4	17.9	100	5488	16.1	21.2	104
TECH/CLERICAL/SALES	30895	18928	20.1	61.3	109	5710	18.8	18.5	102	6315	21.1	20.4	115	6903	20.2	22.3	110
PRECISION/CRAFT	12629	6248	6.6	49.5	88	2071	6.8	16.4	91	2017	6.7	16.0	90	2161	6.3	17.1	84
OTHER EMPLOYED	31031	17625	18.7	56.8	101	6090	20.1	19.6	109	4980	16.6	16.0	90	6555	19.2	21.1	104
SINGLE	35557	20594	21.8	57.9	103	6407	21.1	18.0	100	6187	20.7	17.4	98	8001	23.5	22.5	111
MARRIED	103585	57739	61.2	55.7	99	18240	60.2	17.6	97	18951	63.4	18.3	103	20548	60.3	19.8	98
DIVORCED/SEPARATED/WIDOWED	28585	15993	17.0	55.9	99	5675	18.7	19.9	110	4772	16.0	16.7	94	5546	16.3	19.4	95
PARENTS	59295	35686	37.8	60.2	107	11717	38.6	19.8	109	11751	39.3	19.8	111	12218	35.8	20.6	101
WHITE	146081	81368	86.3	55.7	99	24801	81.8	17.0	94	26191	87.6	17.9	101	30376	89.1	20.8	102
BLACK	17974	11081	11.7	61.7	110	4893	16.1	27.2	151	3112	10.4	17.3	97	3076	9.0	17.1	84
OTHER	3672	1877	2.0	51.1	91	*628	2.1	17.1	95	*608	2.0	16.6	93	*642	1.9	17.5	86
NORTHEAST-CENSUS	37005	20829	22.1	56.3	100	7699	25.4	20.8	115	5965	19.9	16.1	90	7165	21.0	19.4	95
NORTH CENTRAL	42642	24607	26.1	57.7	103	7005	23.1	16.4	91	7770	26.0	18.2	102	9832	28.8	23.1	113
SOUTH	56777	32480	34.4	57.2	102	11237	37.1	19.8	109	10787	36.1	19.0	107	10456	30.7	18.4	91
WEST	31303	16410	17.4	52.4	93	4380	14.4	14.0	77	5388	18.0	17.2	97	6641	19.5	21.2	104
NORTHEAST-MKTG.	38125	21484	22.8	56.4	100	7947	26.2	20.8	115	6501	21.7	17.1	96	7037	20.6	18.5	91
EAST CENTRAL	24794	14680	15.6	59.2	105	4539	15.0	18.3	101	4417	14.8	17.8	100	5724	16.8	23.1	114
WEST CENTRAL	28511	16106	17.1	56.5	100	4361	14.4	15.3	85	5169	17.3	18.1	102	6576	19.3	23.1	113
SOUTH	48953	27844	29.5	56.9	101	9613	31.7	19.6	109	9170	30.7	18.7	105	9062	26.6	18.5	91
PACIFIC	27344	14212	15.1	52.0	92	3862	12.7	14.1	78	4653	15.6	17.0	95	5697	16.7	20.8	102
COUNTY SIZE A	69301	38009	40.3	54.8	98	12080	39.8	17.4	96	12372	41.4	17.9	100	13557	39.8	19.6	96
COUNTY SIZE B	50633	29247	31.0	57.8	103	9631	31.8	19.0	105	9215	30.8	18.2	102	10402	30.5	20.5	101
COUNTY SIZE C	26259	14623	15.5	55.7	99	4398	14.5	16.7	93	4421	14.8	16.8	94	5804	17.0	22.1	109
COUNTY SIZE D	21534	12446	13.2	57.8	103	4212	13.9	19.6	108	3902	13.0	18.1	102	4333	12.7	20.1	99
METRO CENTRAL CITY	50014	27900	29.6	55.8	99	9746	32.1	19.5	108	8801	29.4	17.6	99	9352	27.4	18.7	92
METRO SUBURBAN	76832	43038	45.6	56.0	100	12902	42.6	16.8	93	14078	47.1	18.3	103	16058	47.1	20.9	103
NON METRO	40881	23388	24.8	57.2	102	7673	25.3	18.8	104	7031	23.5	17.2	96	8684	25.5	21.2	104
TOP 5 ADI'S	39550	21642	22.9	54.7	97	7392	24.4	18.7	103	6788	22.7	17.2	96	7463	21.9	18.9	93
TOP 10 ADI'S	54877	30213	32.0	55.1	98	10391	34.3	18.9	105	9696	32.4	17.7	99	10126	29.7	18.5	91
TOP 20 ADI'S	77516	41979	44.5	54.2	96	13626	44.9	17.6	97	13261	44.3	17.1	96	15093	44.3	19.5	96
HSHLD INC. $50,000 OR MORE	17257	9908	10.5	57.4	102	2852	9.4	16.5	91	2924	9.8	16.9	95	4132	12.1	23.9	118
$40,000 OR MORE	33235	19027	20.2	57.2	102	5593	18.4	16.8	93	6112	20.4	18.4	103	7322	21.5	22.0	108
$30,000 OR MORE	59693	33733	35.8	56.5	100	10024	33.1	16.8	93	11156	37.3	18.7	105	12552	36.8	21.0	103
$25,000 OR MORE	76275	43295	45.9	56.8	101	12880	42.5	16.9	93	14379	48.1	18.9	106	16036	47.0	21.0	103
$20,000 - $24,999	18607	10852	11.5	58.3	104	3582	11.8	19.3	106	3328	11.1	17.9	100	3942	11.6	21.2	104
$15,000 - $19,999	17175	9513	10.1	55.4	98	3034	10.0	17.7	98	2861	9.6	16.7	93	3619	10.6	21.1	104
$10,000 - $14,999	24569	13684	14.5	55.7	99	4659	15.4	19.0	105	4314	14.4	17.6	98	4711	13.8	19.2	94
UNDER $10,000	31101	16982	18.0	54.6	97	6166	20.3	19.8	110	5028	16.8	16.2	91	5788	17.0	18.6	92
HOUSEHOLD OF 1 PERSON	19441	10122	10.7	52.1	93	3221	10.6	16.6	92	2961	9.9	15.2	85	3940	11.6	20.3	100
2 PEOPLE	51803	27371	29.0	52.8	94	8519	28.1	16.4	91	8787	29.4	17.0	95	10064	29.5	19.4	96
3 OR 4 PEOPLE	66933	38868	41.2	58.1	103	12075	39.8	18.0	100	12552	42.0	18.8	105	14242	41.8	21.3	105
5 OR MORE PEOPLE	29550	17964	19.0	60.8	108	6506	21.5	22.0	122	5610	18.8	19.0	106	5848	17.2	19.8	97
NO CHILD IN HSHLD	96587	51580	54.7	53.4	95	16234	53.5	16.8	93	16079	53.8	16.6	93	19267	56.5	19.9	98
CHILD(REN) UNDER 2 YRS	10844	6420	6.8	59.2	105	1895	6.2	17.5	97	1977	6.6	18.2	102	2548	7.5	23.5	116
2 - 5 YEARS	26358	15922	16.9	60.4	107	5108	16.8	19.4	107	5301	17.7	20.1	113	5513	16.2	20.9	103
6 - 11 YEARS	30453	19070	20.2	62.6	111	6604	21.8	21.7	120	6412	21.4	21.1	118	6054	17.8	19.9	98
12 - 17 YEARS	36575	22274	23.6	60.9	108	7836	25.8	21.4	119	6729	22.5	18.4	103	7710	22.6	21.1	104
RESIDENCE OWNED	117770	66522	70.5	56.5	100	20987	69.2	17.8	99	20983	70.2	17.8	100	24553	72.0	20.8	103
VALUE: $50,000 OR MORE	70166	39106	41.5	55.7	99	11817	39.0	16.8	93	12237	40.9	17.4	98	15053	44.2	21.5	106
VALUE: UNDER $50,000	47604	27416	29.1	57.6	102	9170	30.2	19.3	107	8746	29.2	18.4	103	9501	27.9	20.0	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(ADULTS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS		167727	94326	100.0	56.2	100	30321	100.0	18.1	100	29910	100.0	17.8	100	34095	100.0	20.3	100
MAGAZINES	QUINTILE 1	34022	21400	22.7	62.9	112	7032	23.2	20.7	114	6999	23.4	20.6	115	7369	21.6	21.7	107
	QUINTILE 2	34800	20737	22.0	59.6	106	6505	21.5	18.7	103	6792	22.7	19.5	109	7440	21.8	21.4	105
	QUINTILE 3	30514	17136	18.2	56.2	100	5055	16.7	16.6	92	5421	18.1	17.8	100	6660	19.5	21.8	107
	QUINTILE 4	33324	17554	18.6	52.7	94	5505	18.2	16.5	91	5618	18.8	16.9	95	6432	18.9	19.3	95
	QUINTILE 5	35066	17499	18.6	49.9	89	6225	20.5	17.8	98	5080	17.0	14.5	81	6195	18.2	17.7	87
NEWSPAPERS	QUINTILE 1	29107	16616	17.6	57.1	102	5070	16.7	17.4	96	5381	18.0	18.5	104	6164	18.1	21.2	104
	QUINTILE 2	49095	28007	29.7	57.0	101	9004	29.7	18.3	101	8882	29.7	18.1	101	10121	29.7	20.6	101
	QUINTILE 3	23107	13491	14.3	58.4	104	4442	14.6	19.2	106	4413	14.8	19.1	107	4637	13.6	20.1	99
	QUINTILE 4	33556	19196	20.4	57.2	102	5981	19.7	17.8	99	6144	20.5	18.3	103	7070	20.7	21.1	104
	QUINTILE 5	32863	17016	18.0	51.8	92	5824	19.2	17.7	98	5089	17.0	15.5	87	6102	17.9	18.6	91
OUTDOOR	QUINTILE 1	33431	19356	20.5	57.9	103	5742	18.9	17.2	95	6057	20.3	18.1	102	7557	22.2	22.6	111
	QUINTILE 2	33478	19388	20.6	57.9	103	6368	21.0	19.0	105	6306	21.1	18.8	106	6714	19.7	20.1	99
	QUINTILE 3	33574	19264	20.4	57.4	102	6319	20.8	18.8	104	6086	20.3	18.1	102	6858	20.1	20.4	100
	QUINTILE 4	33935	18461	19.6	54.4	97	5688	18.8	16.8	93	5858	19.6	17.3	97	6915	20.3	20.4	100
	QUINTILE 5	33310	17858	18.9	53.6	95	6204	20.5	18.6	103	5603	18.7	16.8	94	6051	17.7	18.2	89
RADIO-DRIVE TIME	QUINTILE 1	33136	19325	20.5	58.3	104	6522	21.5	19.7	109	6163	20.6	18.6	104	6640	19.5	20.0	99
	QUINTILE 2	31658	18370	19.5	58.0	103	5881	19.4	18.6	103	5777	19.3	18.2	102	6711	19.7	21.2	104
	QUINTILE 3	32541	18343	19.4	56.4	100	6063	20.0	18.6	103	5657	18.9	17.4	97	6623	19.4	20.4	100
	QUINTILE 4	34247	19658	20.8	57.4	102	6011	19.8	17.6	97	6364	21.3	18.6	104	7283	21.4	21.3	105
	QUINTILE 5	36144	18630	19.8	51.5	92	5844	19.3	16.2	89	5949	19.9	16.5	92	6837	20.1	18.9	93
RADIO-MID-DAY	TERCILE 1	45037	25994	27.6	57.7	103	8706	28.7	19.3	107	8411	28.1	18.7	105	8878	26.0	19.7	97
	TERCILE 2	44819	25224	26.7	56.3	100	7750	25.6	17.3	96	7989	26.7	17.8	100	9485	27.8	21.2	104
	TERCILE 3	77872	43108	45.7	55.4	98	13866	45.7	17.8	98	13510	45.2	17.3	97	15732	46.1	20.2	99
RADIO-TOTAL	QUINTILE 1	33763	19705	20.9	58.4	104	6897	22.7	20.4	113	6334	21.2	18.8	105	6475	19.0	19.2	94
	QUINTILE 2	33240	19392	20.6	58.3	104	6331	20.9	19.0	105	6046	20.2	18.2	102	7016	20.6	21.1	104
	QUINTILE 3	33408	19025	20.2	56.9	101	5531	18.2	16.6	92	6172	20.6	18.5	104	7323	21.5	21.9	108
	QUINTILE 4	34792	19771	21.0	56.8	101	6214	20.5	17.9	99	6247	20.9	18.0	101	7310	21.4	21.0	103
	QUINTILE 5	32524	16432	17.4	50.5	90	5349	17.6	16.4	91	5112	17.1	15.7	88	5972	17.5	18.4	90
TV-PRIME TIME	QUINTILE 1	33090	19236	20.4	58.1	103	6222	20.5	18.8	104	6079	20.3	18.4	103	6935	20.3	21.0	103
	QUINTILE 2	33357	19385	20.6	58.1	103	6155	20.3	18.5	102	6403	21.4	19.2	108	6827	20.0	20.5	101
	QUINTILE 3	33980	19436	20.6	57.2	102	6125	20.2	18.0	100	6319	21.1	18.6	104	6993	20.5	20.6	101
	QUINTILE 4	33854	18623	19.7	55.0	98	6064	20.0	17.9	99	5700	19.1	16.8	94	6859	20.1	20.3	100
	QUINTILE 5	33444	17647	18.7	52.8	94	5756	19.0	17.2	95	5410	18.1	16.2	91	6480	19.0	19.4	95
TV-DAYTIME	TERCILE 1	49121	28105	29.8	57.2	102	9070	29.9	18.5	102	9127	30.5	18.6	104	9908	29.1	20.2	99
	TERCILE 2	48823	28342	30.0	58.1	103	9222	30.4	18.9	104	9078	30.4	18.6	104	10042	29.5	20.6	101
	TERCILE 3	69782	37879	40.2	54.3	97	12029	39.7	17.2	95	11705	39.1	16.8	94	14145	41.5	20.3	100
TV-TOTAL	QUINTILE 1	33584	19047	20.2	56.7	101	6248	20.6	18.6	103	6044	20.2	18.0	101	6755	19.8	20.1	99
	QUINTILE 2	33441	19212	20.4	57.5	102	6146	20.3	18.4	102	6310	21.1	18.9	106	6755	19.8	20.2	99
	QUINTILE 3	33505	18837	20.0	56.2	100	6297	20.8	18.8	104	5831	19.5	17.4	98	6709	19.7	20.0	99
	QUINTILE 4	33466	18775	19.9	56.1	100	5770	19.0	17.2	95	6183	20.7	18.5	104	6823	20.0	20.4	100
	QUINTILE 5	33731	18454	19.6	54.7	97	5860	19.3	17.4	96	5542	18.5	16.4	92	7053	20.7	20.9	103
MAGAZINES-NEWSPAPERS: DUAL		44503	26855	28.5	60.3	107	8584	28.3	19.3	107	8602	28.8	19.3	108	9669	28.4	21.7	107
MAGAZINE IMPERATIVE		39363	24052	25.5	61.1	109	7526	24.8	19.1	106	8000	26.7	20.3	114	8526	25.0	21.7	107
NEWSPAPER IMPERATIVE		46441	24666	26.1	53.1	94	7721	25.5	16.6	92	7955	26.6	17.1	96	8990	26.4	19.4	95
MAGAZINES-OUTDOOR: DUAL		33726	20715	22.0	61.4	109	6317	20.8	18.7	104	6875	23.0	20.4	114	7523	22.1	22.3	110
MAGAZINE IMPERATIVE		52846	31343	33.2	59.3	105	10278	33.9	19.4	108	9950	33.3	18.8	106	11115	32.6	21.0	103
OUTDOOR IMPERATIVE		52140	27944	29.6	53.6	95	8915	29.4	17.1	95	8601	28.8	16.5	93	10428	30.6	20.0	98
MAGAZINES-RADIO: DUAL		37081	22728	24.1	61.3	109	7645	25.2	20.6	114	7484	25.0	20.2	113	7599	22.3	20.5	101
MAGAZINE IMPERATIVE		49747	29468	31.2	59.2	105	8964	29.6	18.0	100	9482	31.7	19.1	107	11021	32.3	22.2	109
RADIO IMPERATIVE		49208	26684	28.3	54.2	96	8598	28.4	17.5	97	8327	27.8	16.9	95	9759	28.6	19.8	98
MAGAZINES-TELEVISION: DUAL		33103	19818	21.0	59.9	106	6213	20.5	18.8	104	6570	22.0	19.8	111	7035	20.6	21.3	105
MAGAZINE IMPERATIVE		54575	32668	34.6	59.9	106	10220	33.7	18.7	104	10490	35.1	19.2	108	11957	35.1	21.9	108
TELEVISION IMPERATIVE		53249	28207	29.9	53.0	94	9145	30.2	17.2	95	8923	29.8	16.8	94	10139	29.7	19.0	94
NEWSPAPERS-OUTDOOR: DUAL		36255	21118	22.4	58.2	104	6513	21.5	18.0	99	6935	23.2	19.1	107	7670	22.5	21.2	104
NEWSPAPER IMPERATIVE		55591	31560	33.5	56.8	101	10287	33.9	18.5	102	9898	33.1	17.8	100	11375	33.4	20.5	101
OUTDOOR IMPERATIVE		48319	27511	29.2	56.9	101	8871	29.3	18.4	102	8697	29.1	18.0	101	9943	29.2	20.6	101
NEWSPAPERS-RADIO: DUAL		37242	21764	23.1	58.4	104	7336	24.2	19.7	109	7085	23.7	19.0	107	7343	21.5	19.7	97
NEWSPAPER IMPERATIVE		54423	30564	32.4	56.2	100	9389	31.0	17.3	95	9686	32.4	17.8	100	11490	33.7	21.1	104
RADIO IMPERATIVE		46650	26757	28.4	57.4	102	8754	28.9	18.8	104	8444	28.2	18.1	102	9560	28.0	20.5	101
NEWSPAPERS-TELEVISION: DUAL		35974	20925	22.2	58.2	103	6815	22.5	18.9	105	6834	22.8	19.0	107	7276	21.3	20.2	99
NEWSPAPER IMPERATIVE		56095	31622	33.5	56.4	100	9933	32.8	17.7	98	9936	33.2	17.7	99	11753	34.5	21.0	103
TELEVISION IMPERATIVE		47170	26300	27.9	55.8	99	8572	28.3	18.2	101	8396	28.1	17.8	100	9332	27.4	19.8	97
OUTDOOR-RADIO: DUAL		33748	20402	21.6	60.5	107	6377	21.0	18.9	105	6816	22.8	20.2	113	7208	21.1	21.4	105
OUTDOOR IMPERATIVE		52785	29461	31.2	55.8	99	9317	30.7	17.7	98	9092	30.4	17.2	97	11052	32.4	20.9	103
RADIO IMPERATIVE		52852	29760	31.6	56.3	100	10034	33.1	19.0	105	9119	30.5	17.2	97	10606	31.1	20.1	99
OUTDOOR-TELEVISION: DUAL		32030	19000	20.1	59.3	105	6279	20.7	19.6	108	6057	20.3	18.9	106	6663	19.5	20.8	102
OUTDOOR IMPERATIVE		54626	31029	32.9	56.8	101	9672	31.9	17.7	98	9691	32.4	17.7	99	11666	34.2	21.4	105
TELEVISION IMPERATIVE		54874	30431	32.3	55.5	99	9942	32.8	18.1	100	9654	32.3	17.6	99	10835	31.8	19.7	97
RADIO-TELEVISION: DUAL		33386	19783	21.0	59.3	105	6789	22.4	20.3	112	6480	21.7	19.4	109	6514	19.1	19.5	96
RADIO IMPERATIVE		53810	30559	32.4	56.8	101	9699	32.0	18.0	100	9472	31.7	17.6	99	11389	33.4	21.2	104
TELEVISION IMPERATIVE		54023	29718	31.5	55.0	98	9346	30.8	17.3	96	9367	31.3	17.3	97	11005	32.3	20.4	100

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(ADULTS)

0316
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	94326	100.0	56.2	100	30321	100.0	18.1	100	29910	100.0	17.8	100	34095	100.0	20.3	100
ATLANTIC MONTHLY	867	357	0.4	41.2	73	**81	0.3	9.3	52	**88	0.3	10.1	57	*188	0.6	21.7	107
BARRON'S	1580	972	1.0	61.5	109	*361	1.2	22.8	126	*247	0.8	15.6	88	365	1.1	23.1	114
BETTER HOMES & GARDENS	22203	14511	15.4	65.4	116	4327	14.3	19.5	108	4747	15.9	21.4	120	5437	15.9	24.5	120
BON APPETIT	3810	2526	2.7	66.3	118	630	2.1	16.5	91	823	2.8	21.6	121	1074	3.2	28.2	139
BUSINESS WEEK	4663	2653	2.8	56.9	101	779	2.6	16.7	92	809	2.7	17.3	97	1065	3.1	22.8	112
CAR AND DRIVER	3102	1722	1.8	55.5	99	581	1.9	18.7	104	483	1.6	15.6	87	658	1.9	21.2	104
CBS MAGAZINE NETWORK (GROSS)	7311	4450	4.7	60.9	108	1484	4.9	20.3	112	1309	4.4	17.9	100	1657	4.9	22.7	111
CHANGING TIMES	3400	2075	2.2	61.0	109	676	2.2	19.9	110	618	2.1	18.2	102	781	2.3	23.0	113
COLONIAL HOMES	1796	1127	1.2	62.8	112	345	1.1	19.2	106	339	1.1	18.9	106	442	1.3	24.6	121
CONDE NAST MAG. PKG. (GROSS)	19924	13506	14.3	67.8	121	4166	13.7	20.9	116	4380	14.6	22.0	123	4961	14.6	24.9	122
CONSUMERS DIGEST	3125	1805	1.9	57.8	103	530	1.7	17.0	94	646	2.2	20.7	116	630	1.8	20.2	99
COSMOPOLITAN	10577	6980	7.4	66.0	117	2360	7.8	22.3	123	2272	7.6	21.5	120	2348	6.9	22.2	109
COUNTRY LIVING	3746	2502	2.7	66.8	119	689	2.3	18.4	102	921	3.1	24.6	138	893	2.6	23.8	117
CUISINE	2214	1394	1.5	63.0	112	345	1.1	15.6	86	438	1.5	19.8	111	611	1.8	27.6	136
CYCLE WORLD	2394	1456	1.5	60.8	108	527	1.7	22.0	122	430	1.4	18.0	101	499	1.5	20.8	103
DCI:CREATIVE IDEAS FOR LIV	3068	2094	2.2	68.3	121	749	2.5	24.4	135	698	2.3	22.8	128	647	1.9	21.1	104
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	6162	6.5	64.5	115	2015	6.6	21.1	117	2144	7.2	22.4	126	2003	5.9	21.0	103
DISCOVER	2277	1338	1.4	58.8	104	441	1.5	19.4	107	332	1.1	14.6	82	566	1.7	24.9	122
EBONY	7187	4853	5.1	67.5	120	2045	6.7	28.5	157	1362	4.6	19.0	106	1447	4.2	20.1	99
ESQUIRE	2560	1600	1.7	62.5	111	679	2.2	26.5	147	373	1.2	14.6	82	548	1.6	21.4	105
ESSENCE	3242	2357	2.5	72.7	129	857	2.8	26.4	146	677	2.3	20.9	117	823	2.4	25.4	125
FAMILY CIRCLE	19639	13373	14.2	68.1	121	4228	13.9	21.5	119	4612	15.4	23.5	132	4533	13.3	23.1	114
THE FAMILY HANDYMAN	3540	2120	2.2	59.9	106	777	2.6	21.9	121	620	2.1	17.5	98	723	2.1	20.4	100
FAMILY WEEKLY	23924	13848	14.7	57.9	103	4166	13.7	17.4	96	4293	14.4	17.9	101	5389	15.8	22.5	111
FIELD & STREAM	9883	5444	5.8	55.1	98	1725	5.7	17.5	97	1946	6.5	19.7	110	1773	5.2	17.9	88
FOOD & WINE	1030	731	0.8	71.0	126	310	1.0	30.1	166	*155	0.5	15.0	84	266	0.8	25.8	127
FORBES	2679	1497	1.6	55.9	99	449	1.5	16.8	93	497	1.7	18.6	104	551	1.6	20.6	101
FORTUNE	2931	1801	1.9	61.4	109	527	1.7	18.0	99	582	1.9	19.9	111	692	2.0	23.6	116
GENTLEMEN'S QUARTERLY	3481	1944	2.1	55.8	99	603	2.0	17.3	96	539	1.8	15.5	87	802	2.4	23.0	113
GLAMOUR	7163	5129	5.4	71.6	127	1563	5.2	21.8	121	1670	5.6	23.3	131	1897	5.6	26.5	130
GOLF DIGEST	2355	1384	1.5	58.8	105	470	1.6	20.0	110	488	1.6	20.7	116	427	1.3	18.1	89
GOLF DIGEST/TENNIS (GROSS)	3610	2033	2.2	56.3	100	694	2.3	19.2	106	658	2.2	18.2	102	681	2.0	18.9	93
GOLF MAGAZINE	2046	1288	1.4	63.0	112	370	1.2	18.1	100	452	1.5	22.1	124	466	1.4	22.8	112
GOLF MAGAZINE/SKI (GROSS)	3547	2147	2.3	60.5	108	515	1.7	14.5	80	761	2.5	21.5	120	872	2.6	24.6	121
GOOD HOUSEKEEPING	20353	13387	14.2	65.8	117	4110	13.6	20.2	112	4300	14.4	21.1	118	4977	14.6	24.5	120
HARPER'S BAZAAR	3362	2265	2.4	67.4	120	652	2.2	19.4	107	602	2.0	17.9	100	1010	3.0	30.0	148
HEALTH	2987	1978	2.1	66.2	118	767	2.5	25.7	142	528	1.8	17.7	99	683	2.0	22.9	112
HEARST MAG CORP. BUY (GROSS)	67928	43851	46.5	64.6	115	13676	45.1	20.1	111	13880	46.4	20.4	115	16295	47.8	24.0	118
HEARST MAN POWER (GROSS)	11282	6157	6.5	54.6	97	1908	6.3	16.9	94	1890	6.3	16.8	94	2360	6.9	20.9	103
HEARST WOMAN POWER (GROSS)	40514	27032	28.7	66.7	119	8554	28.2	21.1	117	8709	29.1	21.5	121	9769	28.7	24.1	119
HOUSE BEAUTIFUL	4885	3266	3.5	66.9	119	1194	3.9	24.4	135	956	3.2	19.6	110	1116	3.3	22.8	112
INC.	1308	817	0.9	62.5	111	*260	0.9	19.9	110	*206	0.7	15.7	88	351	1.0	26.8	132
JET	6498	4365	4.6	67.2	119	1924	6.3	29.6	164	1138	3.8	17.5	98	1303	3.8	20.1	99
LADIES' HOME JOURNAL	14797	10124	10.7	68.4	122	3097	10.2	20.9	116	3334	11.1	22.5	126	3693	10.8	25.0	123
LHJ FAMILY GRP COMBO(GROSS)	21743	14834	15.7	68.2	121	4887	16.1	22.5	124	4607	15.4	21.2	119	5340	15.7	24.6	121
LIFE	9881	6030	6.4	61.0	109	2111	7.0	21.4	118	1901	6.4	19.2	108	2017	5.9	20.4	100
L.A. TIMES HOME MAGAZINE	2775	1525	1.6	55.0	98	467	1.5	16.8	93	384	1.3	13.8	78	674	2.0	24.3	119
MADEMOISELLE	4219	2790	3.0	66.1	118	852	2.8	20.2	112	910	3.0	21.6	121	1027	3.0	24.3	120
MC CALL'S	16422	11151	11.8	67.9	121	3544	11.7	21.6	119	3962	13.2	24.1	135	3645	10.7	22.2	109
MC CALL'S/WRK MOTHER (GROSS)	17919	12276	13.0	68.5	122	3892	12.8	21.7	120	4417	14.8	24.6	138	3968	11.6	22.1	109
MECHANIX ILLUSTRATED	4433	2382	2.5	53.7	96	879	2.9	19.8	110	714	2.4	16.1	90	789	2.3	17.8	88
METROPOLITAN HOME	1504	916	1.0	60.9	108	253	0.8	16.8	93	293	1.0	19.5	109	370	1.1	24.6	121
MONEY	4723	2742	2.9	58.1	103	816	2.7	17.3	96	915	3.1	19.4	109	1010	3.0	21.4	105
MOTHER EARTH NEWS	2325	1243	1.3	53.5	95	*259	0.9	11.1	62	496	1.7	21.3	120	488	1.4	21.0	103
MS.	1189	769	0.8	64.7	115	*223	0.7	18.8	104	*219	0.7	18.4	103	328	1.0	27.6	136
NATIONAL ENQUIRER	18892	11832	12.5	62.6	111	4263	14.1	22.6	125	3898	13.0	20.6	116	3672	10.8	19.4	96
NATIONAL GEOGRAPHIC	22129	12607	13.4	57.0	101	3829	12.6	17.3	96	3893	13.0	17.6	99	4885	14.3	22.1	109
NATIONAL SUNDAY MAGAZINE PKG	103750	59626	63.2	57.5	102	18733	61.8	18.1	100	19034	63.6	18.3	103	21859	64.1	21.1	104
NATURAL HISTORY	1379	755	0.8	54.7	97	*255	0.8	18.5	102	*213	0.7	15.4	87	287	0.8	20.8	102
NEW WOMAN	2289	1545	1.6	67.5	120	476	1.6	20.8	115	584	2.0	25.5	143	484	1.4	21.1	104
NEW YORK INCLUDING CUE	1088	615	0.7	56.5	101	*183	0.6	16.8	93	*200	0.7	18.4	103	233	0.7	21.4	105
THE NEW YORKER	2459	1387	1.5	56.4	100	419	1.4	17.0	94	482	1.6	19.6	110	486	1.4	19.8	97
NEWSWEEK	16527	9583	10.2	58.0	103	3055	10.1	18.5	102	3122	10.4	18.9	106	3406	10.0	20.6	101
THE N.Y. TIMES DAILY EDITION	2739	1438	1.5	52.5	93	460	1.5	16.8	93	500	1.7	18.3	102	478	1.4	17.5	86
THE N.Y. TIMES MAGAZINE	4443	2407	2.6	54.2	96	715	2.4	16.1	89	839	2.8	18.9	106	853	2.5	19.2	94
OMNI	2799	1509	1.6	53.9	96	445	1.5	15.9	88	437	1.5	15.6	88	627	1.8	22.4	110
ON CABLE	2209	1330	1.4	60.2	107	432	1.4	19.6	108	442	1.5	20.0	112	457	1.3	20.7	102
1001 HOME IDEAS	3959	2732	2.9	69.0	123	1022	3.4	25.8	143	745	2.5	18.8	106	964	2.8	24.3	120
ORGANIC GARDENING	3111	1714	1.8	55.1	98	487	1.6	15.7	87	558	1.9	17.9	101	669	2.0	21.5	106
OUTDOOR LIFE	5024	2950	3.1	58.7	104	843	2.8	16.8	93	935	3.1	18.6	104	1173	3.4	23.3	115
PARADE MAGAZINE	51292	30229	32.0	58.9	105	9650	31.8	18.8	104	10070	33.7	19.6	110	10508	30.8	20.5	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(ADULTS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	94326	100.0	56.2	100	30321	100.0	18.1	100	29910	100.0	17.8	100	34095	100.0	20.3	100
PARENTS	5298	3452	3.7	65.2	116	934	3.1	17.6	98	1080	3.6	20.4	114	1438	4.2	27.1	134
PENTHOUSE	5129	2932	3.1	57.2	102	974	3.2	19.0	105	821	2.7	16.0	90	1137	3.3	22.2	109
PEOPLE	21070	13110	13.9	62.2	111	4213	13.9	20.0	111	4211	14.1	20.0	112	4686	13.7	22.2	109
PLAYBOY	10562	5968	6.3	56.5	100	2005	6.6	19.0	105	1693	5.7	16.0	90	2270	6.7	21.5	106
POPULAR HOT RODDING	2498	1452	1.5	58.1	103	513	1.7	20.5	114	438	1.5	17.5	98	501	1.5	20.1	99
POPULAR MECHANICS	5887	3296	3.5	56.0	100	1063	3.5	18.1	100	954	3.2	16.2	91	1279	3.8	21.7	107
POPULAR SCIENCE	4317	2443	2.6	56.6	101	829	2.7	19.2	106	715	2.4	16.6	93	898	2.6	20.8	102
PREVENTION	5792	3292	3.5	56.8	101	1116	3.7	19.3	107	1095	3.7	18.9	106	1081	3.2	18.7	92
PSYCHOLOGY TODAY	3284	2113	2.2	64.3	114	667	2.2	20.3	112	599	2.0	18.2	102	847	2.5	25.8	127
READER'S DIGEST	40048	24494	26.0	61.2	109	7644	25.2	19.1	106	8164	27.3	20.4	114	8687	25.5	21.7	107
REDBOOK	9584	6664	7.1	69.5	124	2084	6.9	21.7	120	2137	7.1	22.3	125	2443	7.2	25.5	125
ROAD & TRACK	2590	1489	1.6	57.5	102	532	1.8	20.5	114	429	1.4	16.6	93	528	1.5	20.4	100
ROLLING STONE	3302	1979	2.1	59.9	107	535	1.8	16.2	90	633	2.1	19.2	108	811	2.4	24.6	121
RUNNER'S WORLD	1229	716	0.8	58.3	104	*253	0.8	20.6	114	*227	0.8	18.5	104	*236	0.7	19.2	94
SATURDAY EVENING POST	2110	1292	1.4	61.2	109	446	1.5	21.1	117	335	1.1	15.9	89	512	1.5	24.3	119
SCIENCE 84	1543	735	0.8	47.6	85	236	0.8	15.3	85	*148	0.5	9.6	54	352	1.0	22.8	112
SCIENCE DIGEST	1747	941	1.0	53.9	96	240	0.8	13.7	76	*302	1.0	17.3	97	400	1.2	22.9	113
SCIENTIFIC AMERICAN	1994	1017	1.1	51.0	91	253	0.8	12.7	70	355	1.2	17.8	100	409	1.2	20.5	101
SELF	3119	2138	2.3	68.5	122	680	2.2	21.8	121	758	2.5	24.3	136	700	2.1	22.4	110
SEVENTEEN	3923	2675	2.8	68.2	121	813	2.7	20.7	115	805	2.7	20.5	115	1057	3.1	26.9	133
SKI	1501	859	0.9	57.2	102	*145	0.5	9.7	53	*309	1.0	20.6	115	406	1.2	27.0	133
SMITHSONIAN	5976	3371	3.6	56.4	100	1001	3.3	16.8	93	943	3.2	15.8	88	1427	4.2	23.9	117
SOAP OPERA DIGEST	4228	3013	3.2	71.3	127	1101	3.6	26.0	144	1032	3.5	24.4	137	881	2.6	20.8	103
SOUTHERN LIVING	6488	4068	4.3	62.7	111	1266	4.2	19.5	108	1446	4.8	22.3	125	1356	4.0	20.9	103
SPORT	3500	2074	2.2	59.3	105	864	2.8	24.7	137	501	1.7	14.3	80	710	2.1	20.3	100
THE SPORTING NEWS	2456	1423	1.5	57.9	103	578	1.9	23.5	130	304	1.0	12.4	69	542	1.6	22.1	109
SPORTS AFIELD	3648	1920	2.0	52.6	94	605	2.0	16.6	92	634	2.1	17.4	97	681	2.0	18.7	92
SPORTS ILLUSTRATED	14484	8197	8.7	56.6	101	2915	9.6	20.1	111	2385	8.0	16.5	92	2897	8.5	20.0	98
STAR	12661	7909	8.4	62.5	111	3024	10.0	23.9	132	2548	8.5	20.1	113	2337	6.9	18.5	91
SUNDAY	52799	29783	31.6	56.4	100	9683	31.9	18.3	101	9115	30.5	17.3	97	10985	32.2	20.8	102
SUNSET	3513	2012	2.1	57.3	102	410	1.4	11.7	65	661	2.2	18.8	106	940	2.8	26.8	132
TV GUIDE	42766	26469	28.1	61.9	110	8905	29.4	20.8	115	8854	29.6	20.7	116	8709	25.5	20.4	100
TENNIS	1254	649	0.7	51.8	92	*225	0.7	17.9	99	*170	0.6	13.6	76	*255	0.7	20.3	100
TIME	22054	12604	13.4	57.2	102	4211	13.9	19.1	106	4252	14.2	19.3	108	4141	12.1	18.8	92
TOWN & COUNTRY	1555	1070	1.1	68.8	122	218	0.7	14.0	78	322	1.1	20.7	116	529	1.6	34.0	167
TRAVEL & LEISURE	2173	1351	1.4	62.2	111	328	1.1	15.1	83	499	1.7	23.0	129	523	1.5	24.1	118
TRUE STORY	4636	3269	3.5	70.5	125	1153	3.8	24.9	138	1164	3.9	25.1	141	952	2.8	20.5	101
U.S.NEWS & WORLD REPORT	10353	5964	6.3	57.6	102	1749	5.8	16.9	93	2027	6.8	19.6	110	2188	6.4	21.1	104
USA TODAY	4994	2977	3.2	59.6	106	774	2.6	15.5	86	976	3.3	19.5	110	1227	3.6	24.6	121
US	3528	2431	2.6	68.9	123	720	2.4	20.4	113	843	2.8	23.9	134	868	2.5	24.6	121
VOGUE	5424	3449	3.7	63.6	113	1071	3.5	19.7	109	1041	3.5	19.2	108	1336	3.9	24.6	121
WALL STREET JOURNAL	6292	3400	3.6	54.0	96	898	3.0	14.3	79	1067	3.6	17.0	95	1436	4.2	22.8	112
WEIGHT WATCHERS	2762	1952	2.1	70.7	126	647	2.1	23.4	130	640	2.1	23.2	130	665	2.0	24.1	118
WOMAN'S DAY	16320	11242	11.9	68.9	122	3692	12.2	22.6	125	3810	12.7	23.3	131	3740	11.0	22.9	113
WORKING MOTHER	1496	1124	1.2	75.1	134	348	1.1	23.3	129	454	1.5	30.3	170	322	0.9	21.5	106
WORKING WOMAN	1851	1426	1.5	77.0	137	516	1.7	27.9	154	453	1.5	24.5	137	458	1.3	24.7	122
WORLD TENNIS	580	343	0.4	59.1	105	**97	0.3	16.7	93	*105	0.4	18.1	102	**141	0.4	24.3	120
ZIFF-DAVIS MAG NETWK (GROSS)	12412	7234	7.7	58.3	104	2312	7.6	18.6	103	2005	6.7	16.2	91	2917	8.6	23.5	116
BLAIR INSERTS	91671	52441	55.6	57.2	102	16617	54.8	18.1	100	16710	55.9	18.2	102	19113	56.1	20.8	103
DAILY NEWSPAPERS																	
READ ANY	109190	62250	66.0	57.0	101	19901	65.6	18.2	101	19904	66.5	18.2	102	22445	65.8	20.6	101
READ ONE	89587	51072	54.1	57.0	101	16539	54.5	18.5	102	16172	54.1	18.1	101	18362	53.9	20.5	101
READ TWO OR MORE	19602	11178	11.9	57.0	101	3362	11.1	17.2	95	3732	12.5	19.0	107	4083	12.0	20.8	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	62755	66.5	57.2	102	19934	65.7	18.2	101	20043	67.0	18.3	102	22779	66.8	20.8	102
READ ONE	95074	54209	57.5	57.0	101	17662	58.3	18.6	103	17092	57.1	18.0	101	19456	57.1	20.5	101
READ TWO OR MORE	14586	8546	9.1	58.6	104	2272	7.5	15.6	86	2951	9.9	20.2	113	3323	9.7	22.8	112
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	28.80	29.50				28.24				29.33				30.74			
30 DAY REACH	149706	84631	89.7	56.5	101	27133	89.5	18.1	100	26666	89.2	17.8	100	30832	90.4	20.6	101
50 SHHG - 30 DAY AV FREQ	15.16	15.48				14.85				15.40				16.09			
30 DAY REACH	142406	80755	85.6	56.7	101	25821	85.2	18.1	100	25410	85.0	17.8	100	29524	86.6	20.7	102
25 SHHG - 30 DAY AV FREQ	8.23	8.37				8.12				8.31				8.63			
30 DAY REACH	131152	74675	79.2	56.9	101	23600	77.8	18.0	100	23598	78.9	18.0	101	27478	80.6	21.0	103
CABLE TV: HOME WIRED	66879	38644	41.0	57.8	103	12189	40.2	18.2	101	12791	42.8	19.1	107	13664	40.1	20.4	101
HOME NOT WIRED	100848	55682	59.0	55.2	98	18132	59.8	18.0	99	17119	57.2	17.0	95	20431	59.9	20.3	100
HAVE PAY CABLE	35024	20786	22.0	59.3	106	6548	21.6	18.7	103	6864	22.9	19.6	110	7373	21.6	21.1	104

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(ADULTS)

0318
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	94326	100.0	56.2	100	30321	100.0	18.1	100	29910	100.0	17.8	100	34095	100.0	20.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	54857	58.2	57.4	102	17497	57.7	18.3	101	17678	59.1	18.5	104	19682	57.7	20.6	101
10:00 AM - 3:00 PM	63599	36340	38.5	57.1	102	11663	38.5	18.3	101	11752	39.3	18.5	104	12926	37.9	20.3	100
3:00 PM - 7:00 PM	72097	41302	43.8	57.3	102	13205	43.6	18.3	101	13086	43.8	18.2	102	15011	44.0	20.8	102
7:00 PM - MIDNIGHT	36670	21088	22.4	57.5	102	6873	22.7	18.7	104	6449	21.6	17.6	99	7766	22.8	21.2	104
MIDNIGHT - 6:00 AM	21908	12827	13.6	58.5	104	4313	14.2	19.7	109	3976	13.3	18.1	102	4538	13.3	20.7	102
6:00 AM - MIDNIGHT	127571	73079	77.5	57.3	102	23429	77.3	18.4	102	22934	76.7	18.0	101	26716	78.4	20.9	103
ENTIRE DAY	129239	74090	78.5	57.3	102	23736	78.3	18.4	102	23268	77.8	18.0	101	27086	79.4	21.0	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	19765	21.0	58.1	103	5894	19.4	17.3	96	6322	21.1	18.6	104	7549	22.1	22.2	109
ALL NEWS	6062	3333	3.5	55.0	98	1029	3.4	17.0	94	991	3.3	16.3	92	1313	3.9	21.7	107
AOR/PROGRESSIVE	11884	6774	7.2	57.0	101	2146	7.1	18.1	100	2099	7.0	17.7	99	2529	7.4	21.3	105
BEAUTIFUL MUSIC	11180	6546	6.9	58.6	104	2116	7.0	18.9	105	2009	6.7	18.0	101	2421	7.1	21.7	107
BLACK	4538	2977	3.2	65.6	117	1130	3.7	24.9	138	909	3.0	20.0	112	939	2.8	20.7	102
CLASSICAL	3857	2039	2.2	52.9	94	621	2.0	16.1	89	665	2.2	17.2	97	753	2.2	19.5	96
CHR/ROCK	21946	13017	13.8	59.3	105	3979	13.1	18.1	100	4155	13.9	18.9	106	4883	14.3	22.3	109
COUNTRY	27262	15683	16.6	57.5	102	5236	17.3	19.2	106	5258	17.6	19.3	108	5189	15.2	19.0	94
GOLDEN OLDIES	3339	1837	1.9	55.0	98	635	2.1	19.0	105	649	2.2	19.4	109	553	1.6	16.6	81
MOR/NOSTALGIA	10346	5601	5.9	54.1	96	1575	5.2	15.2	84	1728	5.8	16.7	94	2299	6.7	22.2	109
NEWS/TALK	8929	4708	5.0	52.7	94	1338	4.4	15.0	83	1461	4.9	16.4	92	1909	5.6	21.4	105
RELIGIOUS	5488	3060	3.2	55.8	99	1139	3.8	20.8	115	788	2.6	14.4	81	1133	3.3	20.6	102
SOFT ROCK	1232	690	0.7	56.0	100	*200	0.7	16.2	90	*201	0.7	16.3	91	*289	0.8	23.5	115
URBAN CONTEMPORARY	3184	2025	2.1	63.6	113	898	3.0	28.2	156	495	1.7	15.5	87	632	1.9	19.8	98
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	4235	4.5	61.3	109	1521	5.0	22.0	122	1295	4.3	18.7	105	1419	4.2	20.5	101
ABC DIRECTION	5212	3017	3.2	57.9	103	1069	3.5	20.5	113	897	3.0	17.2	97	1051	3.1	20.2	99
ABC ENTERTAINMENT	10385	5702	6.0	54.9	98	1680	5.5	16.2	89	1858	6.2	17.9	100	2164	6.3	20.8	103
ABC FM	4762	2810	3.0	59.0	105	905	3.0	19.0	105	872	2.9	18.3	103	1032	3.0	21.7	107
ABC INFORMATION	11339	6448	6.8	56.9	101	1847	6.1	16.3	90	2188	7.3	19.3	108	2413	7.1	21.3	105
ABC ROCK	4878	2863	3.0	58.7	104	897	3.0	18.4	102	937	3.1	19.2	108	1029	3.0	21.1	104
CBS	10709	6076	6.4	56.7	101	1693	5.6	15.8	87	1985	6.6	18.5	104	2398	7.0	22.4	110
MUTUAL	10251	6114	6.5	59.6	106	1994	6.6	19.5	108	1898	6.3	18.5	104	2222	6.5	21.7	107
NBC	12243	6845	7.3	55.9	99	2124	7.0	17.3	96	2227	7.4	18.2	102	2495	7.3	20.4	100
RADIORADIO	4606	2641	2.8	57.3	102	838	2.8	18.2	101	836	2.8	18.2	102	967	2.8	21.0	103
RKO ONE	5148	3141	3.3	61.0	108	1162	3.8	22.6	125	1009	3.4	19.6	110	971	2.8	18.9	93
RKO TWO	7313	3992	4.2	54.6	97	1331	4.4	18.2	101	1169	3.9	16.0	90	1491	4.4	20.4	100
THE SOURCE	5981	3385	3.6	56.6	101	1117	3.7	18.7	103	1085	3.6	18.1	102	1182	3.5	19.8	97
NON-WIRED : BLAIR	19329	11258	11.9	58.2	104	3333	11.0	17.2	95	3925	13.1	20.3	114	4001	11.7	20.7	102
INTERNET	27139	15680	16.6	57.8	103	4958	16.4	18.3	101	4699	15.7	17.3	97	6024	17.7	22.2	109
KATZ RADIO GROUP	36319	20669	21.9	56.9	101	6162	20.3	17.0	94	6406	21.4	17.6	99	8101	23.8	22.3	110
SUPERNET	22361	13146	13.9	58.8	105	4303	14.2	19.2	106	4070	13.6	18.2	102	4773	14.0	21.3	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	8257	8.8	56.8	101	2584	8.5	17.8	98	2609	8.7	18.0	101	3065	9.0	21.1	104
MKDAY 9:00 AM - 1:00 PM	18688	10828	11.5	57.9	103	3607	11.9	19.3	107	3533	11.8	18.9	106	3688	10.8	19.7	97
MKDAY 1:00 PM - 4:30 PM	24061	14214	15.1	59.1	105	4707	15.5	19.6	108	4583	15.3	19.0	107	4924	14.4	20.5	101
MKDAY 4:30 PM - 7:30 PM	44079	24817	26.3	56.3	100	8111	26.8	18.4	102	7817	26.1	17.7	99	8888	26.1	20.2	99
MKDAY 7:30 PM - 8:00 PM	61979	35003	37.1	56.5	100	11263	37.1	18.2	101	11275	37.7	18.2	102	12466	36.6	20.1	99
MKDAY 11:00 PM - 11:30 PM	49084	28196	29.9	57.4	102	9132	30.1	18.6	103	9019	30.2	18.4	103	10045	29.5	20.5	101
MKDAY 11:30 PM - 1:00 AM	16560	9628	10.2	58.1	103	3078	10.2	18.6	103	3094	10.3	18.7	105	3456	10.1	20.9	103
M-SAT 8-11 PM+SUN 7-11 PM	66967	38614	40.9	57.7	103	12395	40.9	18.5	102	12396	41.4	18.5	104	13823	40.5	20.6	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	5738	6.1	61.9	110	1932	6.4	20.8	115	1872	6.3	20.2	113	1934	5.7	20.9	103
ANOTHER WORLD N	6138	3865	4.1	63.0	112	1400	4.6	22.8	126	1293	4.3	21.1	118	1172	3.4	19.1	94
AS THE WORLD TURNS C	7707	4377	4.6	56.8	101	1351	4.5	17.5	97	1381	4.6	17.9	100	1645	4.8	21.3	105
CAPITOL C	4688	2637	2.8	56.3	100	808	2.7	17.2	95	842	2.8	18.0	101	988	2.9	21.1	104
CBS MORN. NEWS 1 C	2792	1611	1.7	57.7	103	494	1.6	17.7	98	548	1.8	19.6	110	569	1.7	20.4	100
CBS MORN. NEWS 2 C	2071	1096	1.2	52.9	94	355	1.2	17.1	95	363	1.2	17.5	98	378	1.1	18.3	90
DAYS OF OUR LIVES N	8018	4973	5.3	62.0	110	1767	5.8	22.0	122	1669	5.6	20.8	117	1537	4.5	19.2	94
FACTS OF LIFE - DAYTIME N	3487	2079	2.2	59.6	106	753	2.5	21.6	119	698	2.3	20.0	112	627	1.8	18.0	88
FAMILY FEUD A	4817	2793	3.0	58.0	103	873	2.9	18.1	100	914	3.1	19.0	106	1006	3.0	20.9	103
GENERAL HOSPITAL A	8333	5039	5.3	60.5	108	1733	5.7	20.8	115	1610	5.4	19.3	108	1697	5.0	20.4	100
GOOD MORNING, AMERICA-730 A	5472	3128	3.3	57.2	102	867	2.9	15.8	88	1125	3.8	20.6	115	1136	3.3	20.8	102
GOOD MORNING, AMERICA-830 A	3965	2346	2.5	59.2	105	744	2.5	18.8	104	814	2.7	20.5	115	788	2.3	19.9	98
GUIDING LIGHT C	7542	4400	4.7	58.3	104	1319	4.4	17.5	97	1459	4.9	19.3	108	1622	4.8	21.5	106
ONE LIFE TO LIVE A	6018	3654	3.9	60.7	108	1185	3.9	19.7	109	1175	3.9	19.5	109	1295	3.8	21.5	106
PRESS YOUR LUCK C	3589	2101	2.2	58.5	104	765	2.5	21.3	118	605	2.0	16.9	95	730	2.1	20.3	100
PRICE IS RIGHT 1 C	7418	4272	4.5	57.6	102	1394	4.6	18.8	104	1353	4.5	18.2	102	1524	4.5	20.5	101
PRICE IS RIGHT 2 C	8276	4907	5.2	59.3	105	1573	5.2	19.0	105	1562	5.2	18.9	106	1772	5.2	21.4	105
RYAN'S HOPE A	4358	2767	2.9	63.5	113	945	3.1	21.7	120	874	2.9	20.1	112	948	2.8	21.8	107
SALE OF THE CENTURY N	3749	2210	2.3	58.9	105	805	2.7	21.5	119	618	2.1	16.5	92	787	2.3	21.0	103
SEARCH FOR TOMORROW N	2884	1887	2.0	65.4	116	711	2.3	24.7	136	694	2.3	24.1	135	482	1.4	16.7	82
TODAY SHOW 1 N	4869	2753	2.9	56.5	101	786	2.6	16.1	89	805	2.7	16.5	93	1163	3.4	23.9	118
TODAY SHOW 2 N	4135	2257	2.4	54.6	97	599	2.0	14.5	80	766	2.6	18.5	104	892	2.6	21.6	106
$25,000 PYRAMID C	4361	2493	2.6	57.2	102	925	3.1	21.2	117	780	2.6	17.9	100	789	2.3	18.1	89
WHEEL OF FORTUNE N	6187	3664	3.9	59.2	105	1295	4.3	20.9	116	1165	3.9	18.8	106	1205	3.5	19.5	96
YOUNG AND THE RESTLESS C	8186	4686	5.0	57.2	102	1532	5.1	18.7	104	1483	5.0	18.1	102	1671	4.9	20.4	100
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	2517	2.7	53.2	95	759	2.5	16.1	89	850	2.8	18.0	101	907	2.7	19.2	94
NBA PLAYOFF GAME -1 C	5127	2577	2.7	50.3	89	810	2.7	15.8	87	836	2.8	16.3	91	931	2.7	18.2	89
NBC MAJOR LEAGUE PRE-GAME N	3945	2240	2.4	56.8	101	757	2.5	19.2	106	706	2.4	17.9	100	777	2.3	19.7	97
SPORTSWORLD - SUN N	3370	1913	2.0	56.8	101	599	2.0	17.8	98	783	2.6	23.2	130	530	1.6	15.7	77
SUNDAY MORNING C	4200	2364	2.5	56.3	100	710	2.3	16.9	94	778	2.6	18.5	104	877	2.6	20.9	103

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(ADULTS)

0319
P-22

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	94326	100.0	56.2	100	30321	100.0	18.1	100	29910	100.0	17.8	100	34095	100.0	20.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	29002	30.7	55.5	99	9496	31.3	18.2	100	9041	30.2	17.3	97	10465	30.7	20.0	98
NETWORK AFFILIATES - LATE		39164	22586	23.9	57.7	103	7239	23.9	18.5	102	7140	23.9	18.2	102	8207	24.1	21.0	103
INDEPENDENTS - LATE		5133	2743	2.9	53.4	95	884	2.9	17.2	95	869	2.9	16.9	95	991	2.9	19.3	95
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	13793	14.6	60.4	107	4909	16.2	21.5	119	4246	14.2	18.6	104	4638	13.6	20.3	100
ABC MONDAY NIGHT MOVIE	A	11258	6545	6.9	58.1	103	2030	6.7	18.0	100	2131	7.1	18.9	106	2384	7.0	21.2	104
ABC SUNDAY NIGHT MOVIE	A	23600	13729	14.6	58.2	103	4170	13.8	17.7	98	4593	15.4	19.5	109	4966	14.6	21.0	104
ABC WORLD NEWS TONIGHT	A	12801	7119	7.5	55.6	99	2536	8.4	19.8	110	2188	7.3	17.1	96	2396	7.0	18.7	92
AFTERMASH	C	10966	6006	6.4	54.8	97	1647	5.4	15.0	83	1987	6.6	18.1	102	2373	7.0	21.6	106
ALICE	C	17050	9897	10.5	58.0	103	3214	10.6	18.9	104	3110	10.4	18.2	102	3573	10.5	21.0	103
AMERICAN PARADE	C	11998	6536	6.9	54.5	97	1931	6.4	16.1	89	2255	7.5	18.8	105	2351	6.9	19.6	96
BENSON	A	19258	11181	11.9	58.1	103	3648	12.0	18.9	105	3520	11.8	18.3	102	4014	11.8	20.8	103
BLUE THUNDER	A	11478	6301	6.7	54.9	98	2143	7.1	18.7	103	2024	6.8	17.6	99	2133	6.3	18.6	91
CAGNEY & LACEY	C	18263	10713	11.4	58.7	104	3352	11.1	18.4	102	3606	12.1	19.7	111	3756	11.0	20.6	101
CBS EVENING NEWS-DEAN	C	7733	4129	4.4	53.4	95	1396	4.6	18.1	100	1387	4.6	17.9	101	1345	3.9	17.4	86
CBS EVENING NEWS-RATHER	C	15653	8816	9.3	56.3	100	2502	8.3	16.0	88	2751	9.2	17.6	99	3563	10.5	22.8	112
CBS SAT. NEWS-SCHIEFFER	C	8744	4759	5.0	54.4	97	1291	4.3	14.8	82	1543	5.2	17.6	99	1926	5.6	22.0	108
CBS SATURDAY NIGHT MOVIE	C	12000	7027	7.4	58.6	104	2185	7.2	18.2	101	2288	7.6	19.1	107	2555	7.5	21.3	105
CBS WEDNESDAY NIGHT MOVIE	C	11522	6783	7.2	58.9	105	2108	7.0	18.3	101	2179	7.3	18.9	106	2496	7.3	21.7	107
CHEERS	N	16818	10160	10.8	60.4	107	3236	10.7	19.2	106	3320	11.1	19.7	111	3604	10.6	21.4	105
DALLAS	C	37510	22497	23.9	60.0	107	7327	24.2	19.5	108	7237	24.2	19.3	108	7932	23.3	21.1	104
DIFF'RENT STROKES	N	11258	6563	7.0	58.3	104	2186	7.2	19.4	107	2182	7.3	19.4	109	2196	6.4	19.5	96
DOUBLE TROUBLE	N	12248	7356	7.8	60.1	107	2356	7.8	19.2	106	2328	7.8	19.0	107	2671	7.8	21.8	107
DUCK FACTORY	N	11100	6571	7.0	59.2	105	2126	7.0	19.2	106	2073	6.9	18.7	105	2372	7.0	21.4	105
DUKES OF HAZZARD	C	12353	6968	7.4	56.4	100	2147	7.1	17.4	96	2141	7.2	17.3	97	2680	7.9	21.7	107
DYNASTY	A	33279	19808	21.0	59.5	106	6307	20.8	19.0	105	6651	22.2	20.0	112	6850	20.1	20.6	101
FACTS OF LIFE	N	13410	8161	8.7	60.9	108	2735	9.0	20.4	113	2438	8.2	18.2	102	2988	8.8	22.3	110
FALCON CREST	C	31093	18681	19.8	60.1	107	6077	20.0	19.5	108	6239	20.9	20.1	113	6365	18.7	20.5	101
FALL GUY	A	18649	11057	11.7	59.3	105	3514	11.6	18.8	104	3459	11.6	18.5	104	4085	12.0	21.9	108
FAMILY TIES	N	13101	7702	8.2	58.8	105	2444	8.1	18.7	103	2597	8.7	19.8	111	2661	7.8	20.3	100
FANTASY ISLAND	A	13069	7473	7.9	57.2	102	2582	8.5	19.8	109	2198	7.3	16.8	94	2693	7.9	20.6	101
FOULUPS,BLEEPS & BLUNDERS	A	16588	9463	10.0	57.0	101	3047	10.0	18.4	102	2918	9.8	17.6	99	3499	10.3	21.1	104
FOUR SEASONS	C	9302	5092	5.4	54.7	97	1507	5.0	16.2	90	1645	5.5	17.7	99	1940	5.7	20.9	103
GIMME A BREAK	N	13955	8304	8.8	59.5	106	2814	9.3	20.2	112	2708	9.1	19.4	109	2782	8.2	19.9	98
HART TO HART	A	15735	9309	9.9	59.2	105	3147	10.4	20.0	111	2904	9.7	18.5	103	3258	9.6	20.7	102
HILL STREET BLUES	N	18257	10759	11.4	58.9	105	3455	11.4	18.9	105	3662	12.2	20.1	112	3642	10.7	19.9	98
HOTEL	A	24236	14023	14.9	57.9	103	4551	15.0	18.8	104	4615	15.4	19.0	107	4857	14.2	20.0	99
JEFFERSONS	C	17010	9630	10.2	56.6	101	3219	10.6	18.9	105	3011	10.1	17.7	99	3401	10.0	20.0	98
JENNIFER SLEPT HERE	N	9397	5508	5.8	58.6	104	1987	6.6	21.1	117	1684	5.6	17.9	100	1838	5.4	19.6	96
KATE & ALLIE	C	16762	9541	10.1	56.9	101	2893	9.5	17.3	95	3080	10.3	18.4	103	3568	10.5	21.3	105
KNIGHT RIDER	N	13164	7805	8.3	59.3	105	2705	8.9	20.5	114	2446	8.2	18.6	104	2654	7.8	20.2	99
LOVE BOAT	A	20400	11691	12.4	57.3	102	4063	13.4	19.9	110	3729	12.5	18.3	103	3899	11.4	19.1	94
MAGNUM PI	C	22543	13048	13.8	57.9	103	4163	13.7	18.5	102	4259	14.2	18.9	106	4625	13.6	20.5	101
MAMA'S FAMILY	N	9852	5706	6.0	57.9	103	2031	6.7	20.6	114	1756	5.9	17.8	100	1920	5.6	19.5	96
MASTER, THE	N	8082	4624	4.9	57.2	102	1589	5.2	19.7	109	1473	4.9	18.2	102	1562	4.6	19.3	95
MATT HOUSTON	A	12881	7440	7.9	57.8	103	2375	7.8	18.4	102	2174	7.3	16.9	95	2891	8.5	22.4	110
NBC MONDAY NIGHT MOVIE	N	23889	14081	14.9	58.9	105	4178	13.8	17.5	97	4527	15.1	19.0	106	5375	15.8	22.5	111
NBC NIGHTLY NEWS	N	11156	6192	6.6	55.5	99	2012	6.6	18.0	100	1893	6.3	17.0	95	2287	6.7	20.5	101
NBC NIGHTLY NEWS-SAT	N	7363	4077	4.3	55.4	98	1295	4.3	17.6	97	1333	4.5	18.1	102	1449	4.2	19.7	97
NBC NIGHTLY NEWS-SUN	N	6214	3351	3.6	53.9	96	1172	3.9	18.9	104	1048	3.5	16.9	95	1131	3.3	18.2	90
NBC SUNDAY NIGHT MOVIE	N	17590	10452	11.1	59.4	106	3229	10.6	18.4	102	3040	10.2	17.3	97	4184	12.3	23.8	117
NEIGHART	C	16740	9542	10.1	57.0	101	2969	9.8	17.7	98	3080	10.3	18.4	103	3493	10.2	20.9	103
ONE DAY AT A TIME	C	11820	7271	7.7	61.5	109	2228	7.3	18.8	104	2300	7.7	19.5	109	2742	8.0	23.2	114
PEOPLE ARE FUNNY	N	9138	5358	5.7	58.6	104	1807	6.0	19.8	109	1718	5.7	18.8	105	1833	5.4	20.1	99
REAL PEOPLE	N	15979	9000	9.5	56.3	100	2941	9.7	18.4	102	2808	9.4	17.6	99	3251	9.5	20.3	100
REMINGTON STEELE	N	14395	8653	9.2	60.1	107	3037	10.0	21.1	117	2493	8.3	17.3	97	3123	9.2	21.7	107
RIPLEY'S BELIEVE IT - NOT	A	11362	6262	6.6	55.1	98	1993	6.6	17.5	97	2158	7.2	19.0	107	2111	6.2	18.6	91
RIPTIDE	N	13920	8446	9.0	60.7	108	2752	9.1	19.8	109	2733	9.1	19.6	110	2962	8.7	21.3	105
SCARECROW & MRS. KING	C	17571	10150	10.8	57.8	103	2976	9.8	16.9	94	3270	10.9	18.6	104	3904	11.5	22.2	109
SIMON & SIMON	C	20208	11358	12.0	56.2	100	3791	12.5	18.8	104	3305	11.0	16.4	92	4262	12.5	21.1	104
60 MINUTES	C	27668	15223	16.1	55.0	98	4877	16.1	17.6	98	4904	16.4	17.7	99	5443	16.0	19.7	97
ST. ELSEWHERE	N	13699	8430	8.9	61.5	109	2730	9.0	19.9	110	2678	9.0	19.5	110	3022	8.9	22.1	109
THREE'S COMPANY	A	20632	12183	12.9	59.0	105	3979	13.1	19.3	107	3836	12.8	18.6	104	4368	12.8	21.2	104
T.J. HOOKER	A	17136	10037	10.6	58.6	104	3190	10.5	18.6	103	3152	10.5	18.4	103	3695	10.8	21.6	106
TONIGHT SHOW	N	4963	2951	3.1	59.5	106	951	3.1	19.2	106	921	3.1	18.6	104	1080	3.2	21.8	107
TRAPPER JOHN, M.D.	C	16332	9406	10.0	57.6	102	3139	10.4	19.2	106	3053	10.2	18.7	105	3215	9.4	19.7	97
TV BLOOPERS & PRAC. JOKES	N	18881	10850	11.5	57.5	102	3402	11.2	18.0	100	3575	12.0	18.9	106	3874	11.4	20.5	101
20/20	A	18315	10489	11.1	57.3	102	3192	10.5	17.4	96	3425	11.5	18.7	105	3871	11.4	21.1	104
WEBSTER	A	18722	11009	11.7	58.8	105	3691	12.2	19.7	109	3344	11.2	17.9	100	3974	11.7	21.2	104
WORLD NEWS - SUN	A	5327	3093	3.3	58.1	103	962	3.2	18.1	100	1006	3.4	18.9	106	1125	3.3	21.1	104
YELLOW ROSE	N	8370	4847	5.1	57.9	103	1454	4.8	17.4	96	1573	5.3	18.8	105	1821	5.3	21.8	107
TV VIEWING SPORTS EVENTS																		
BASEBALL		35859	14707	15.6	56.9	101	5046	16.6	19.5	108	4722	15.8	18.3	102	4939	14.5	19.1	94
BASKETBALL - COLLEGE GAMES		14468	8723	9.2	60.3	107	2717	9.0	18.8	104	2987	10.0	20.6	116	3019	8.9	20.9	103
BASKETBALL - PRO GAMES		12124	7298	7.7	60.2	107	2357	7.8	19.4	108	2577	8.6	21.3	119	2364	6.9	19.5	96
BOWLING		9412	5615	6.0	59.7	106	1910	6.3	20.3	112	2113	7.1	22.5	126	1591	4.7	16.9	83
BOXING		15409	9031	9.6	58.6	104	3101	10.2	20.1	111	2994	10.0	19.4	109	2936	8.6	19.1	94
FOOTBALL - COLLEGE GAMES		21400	12609	13.4	58.9	105	3749	12.4	17.5	97	4319	14.4	20.2	113	4541	13.3	21.2	104
FOOTBALL - PRO GAMES		35944	21285	22.6	59.2	105	6214	20.5	17.3	96	7058	23.6	19.6	110	8014	23.5	22.3	110
GOLF		9759	5692	6.0	58.3	104	1764	5.8	18.1	100	2041	6.8	20.9	117	1888	5.5	19.3	95
POST-SEASON COLL. FOOTBALL		18123	10477	11.1	57.8	103	3111	10.3	17.2	95	3489	11.7	19.3	108	3877	11.4	21.4	105
POST-SEASON PRO FOOTBALL		22091	12978	13.8	58.7	104	3805	12.5	17.2	95	4204	14.1	19.0	107	4969	14.6	22.5	111
TENNIS		6764	4189	4.4	61.9	110	1433	4.7	21.2	117	1318	4.4	19.5	109	1439	4.2	21.3	105
WRESTLING - PROFESSIONAL		9695	6166	6.5	63.6	113	2554	8.4	26.3	146	1757	5.9	18.1	102	1855	5.4	19.1	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	39094	100.0	49.3	100	13015	100.0	16.4	100	11874	100.0	15.0	100	14206	100.0	17.9	100
HOUSEHOLD HEADS	66405	32213	82.4	48.5	98	10495	80.6	15.8	96	10094	85.0	15.2	101	11624	81.8	17.5	98
18 - 24	13945	7499	19.2	53.8	109	2469	19.0	17.7	108	2112	17.8	15.1	101	2919	20.5	20.9	117
25 - 34	19334	9905	25.3	51.2	104	2954	22.7	15.3	93	3189	26.9	16.5	110	3762	26.5	19.5	109
35 - 44	14196	7475	19.1	52.7	107	2629	20.2	18.5	113	2231	18.8	15.7	105	2615	18.4	18.4	103
45 - 54	10896	4932	12.6	45.3	92	1837	14.1	16.9	103	1463	12.3	13.4	90	1631	11.5	15.0	84
55 - 64	10378	4642	11.9	44.7	91	1589	12.2	15.3	93	1420	12.0	13.7	91	1634	11.5	15.7	88
65 OR OLDER	10514	4642	11.9	44.2	90	1538	11.8	14.6	89	1458	12.3	13.9	93	1646	11.6	15.7	87
18 - 34	33279	17404	44.5	52.3	106	5423	41.7	16.3	99	5301	44.6	15.9	106	6680	47.0	20.1	112
18 - 49	52904	27244	69.7	51.5	104	8977	69.0	17.0	103	8177	68.9	15.5	103	10091	71.0	19.1	106
25 - 54	44426	22311	57.1	50.2	102	7420	57.0	16.7	102	6883	58.0	15.5	103	8008	56.4	18.0	101
35 - 49	19625	9840	25.2	50.1	102	3553	27.3	18.1	110	2876	24.2	14.7	98	3411	24.0	17.4	97
50 OR OLDER	26359	11850	30.3	45.0	91	4039	31.0	15.3	93	3697	31.1	14.0	94	4115	29.0	15.6	87
GRADUATED COLLEGE	15982	7314	18.7	45.8	93	2081	16.0	13.0	79	2364	19.9	14.8	99	2868	20.2	17.9	100
ATTENDED COLLEGE	13629	6850	17.5	50.3	102	1897	14.6	13.9	85	2060	17.3	15.1	101	2893	20.4	21.2	118
GRADUATED HIGH SCHOOL	28591	14567	37.3	50.9	103	4900	37.6	17.1	104	4450	37.5	15.6	104	5217	36.7	18.2	102
DID NOT GRADUATE HIGH SCHOOL	21061	10364	26.5	49.2	100	4137	31.8	19.6	120	3000	25.3	14.2	95	3227	22.7	15.3	85
EMPLOYED FULL-TIME	52316	26089	66.7	49.9	101	8402	64.6	16.1	98	8009	67.4	15.3	102	9678	68.1	18.5	103
EMPLOYED PART-TIME	4113	1998	5.1	48.6	98	573	4.4	13.9	85	*585	4.9	14.2	95	840	5.9	20.4	114
NOT EMPLOYED	22834	11008	28.2	48.2	98	4040	31.0	17.7	108	3280	27.6	14.4	96	3689	26.0	16.2	90
PROFESSIONAL/MANAGER	15034	7306	18.7	48.6	99	2003	15.4	13.3	81	2377	20.0	15.8	106	2925	20.6	19.5	109
TECH/CLERICAL/SALES	11255	5608	14.3	49.8	101	1865	14.3	16.6	101	1816	15.3	16.1	108	1928	13.6	17.1	96
PRECISION/CRAFT	11607	5576	14.3	48.0	97	1850	14.2	15.9	97	1856	15.6	16.0	107	1871	13.2	16.1	90
OTHER EMPLOYED	18534	9597	24.5	51.8	105	3258	25.0	17.6	107	2546	21.4	13.7	92	3793	26.7	20.5	114
SINGLE	19562	10100	25.8	51.6	105	3367	25.9	17.2	105	2829	23.8	14.5	97	3904	27.5	20.0	111
MARRIED	51896	25583	65.4	49.3	100	8489	65.2	16.4	100	7981	67.2	15.4	103	9113	64.1	17.6	98
DIVORCED/SEPARATED/WIDOWED	7804	3411	8.7	43.7	89	1160	8.9	14.9	91	1064	9.0	13.6	91	1188	8.4	15.2	85
PARENTS	25372	13473	34.5	53.1	108	4565	35.1	18.0	110	4441	37.4	17.5	117	4466	31.4	17.6	98
WHITE	69658	33614	86.0	48.3	98	10600	81.4	15.2	93	10446	88.0	15.0	100	12569	88.5	18.0	101
BLACK	7909	4672	12.0	59.1	120	2175	16.7	27.5	167	1181	9.9	14.9	100	1316	9.3	16.6	93
OTHER	1696	809	2.1	47.7	97	**240	1.8	14.2	86	**247	2.1	14.6	97	*321	2.3	18.9	106
NORTHEAST-CENSUS	17202	8493	21.7	49.4	100	3165	24.3	18.4	112	2489	21.0	14.5	97	2839	20.0	16.5	92
NORTH CENTRAL	20461	9640	24.7	47.1	96	2883	22.2	14.1	86	2869	24.2	14.0	94	3889	27.4	19.0	106
SOUTH	26695	14043	35.9	52.6	107	5089	39.1	19.1	116	4388	37.0	16.4	110	4566	32.1	17.1	95
WEST	14906	6918	17.7	46.4	94	1879	14.4	12.6	77	2128	17.9	14.3	95	2911	20.5	19.5	109
NORTHEAST-MKTG.	17962	8736	22.3	48.6	99	3364	25.8	18.7	114	2614	22.0	14.6	97	2757	19.4	15.3	86
EAST CENTRAL	11741	5891	15.1	50.2	102	1789	13.7	15.2	93	1732	14.6	14.8	98	2370	16.7	20.2	113
WEST CENTRAL	13518	6145	15.7	45.5	92	1891	14.5	14.0	85	1827	15.4	13.5	90	2427	17.1	18.0	100
SOUTH	23168	12368	31.6	53.4	108	4386	33.7	18.9	115	3830	32.3	16.5	110	4152	29.2	17.9	100
PACIFIC	12874	5956	15.2	46.3	94	1585	12.2	12.3	75	1871	15.8	14.5	97	2500	17.6	19.4	108
COUNTY SIZE A	32596	15313	39.2	47.0	95	5099	39.2	15.6	95	4979	41.9	15.3	102	5235	36.9	16.1	90
COUNTY SIZE B	23814	12194	31.2	51.2	104	4042	31.1	17.0	103	3654	30.8	15.3	102	4499	31.7	18.9	105
COUNTY SIZE C	12663	6259	16.0	49.4	100	2024	15.6	16.0	97	1629	13.7	12.9	86	2607	18.4	20.6	115
COUNTY SIZE D	10190	5328	13.6	52.3	106	1850	14.2	18.2	111	1612	13.6	15.8	106	1866	13.1	18.3	102
METRO CENTRAL CITY	23190	11217	28.7	48.4	98	4041	31.0	17.4	106	3345	28.2	14.4	96	3831	27.0	16.5	92
METRO SUBURBAN	36920	17931	45.9	48.6	98	5375	41.3	14.6	89	5837	49.2	15.8	106	6719	47.3	18.2	102
NON METRO	19152	9947	25.4	51.9	105	3599	27.7	18.8	114	2692	22.7	14.1	94	3656	25.7	19.1	107
TOP 5 ADI'S	18703	8870	22.7	47.4	96	3217	24.7	17.2	105	2742	23.1	14.7	98	2911	20.5	15.6	87
TOP 10 ADI'S	26158	12603	32.2	48.2	98	4585	35.2	17.5	107	3979	33.5	15.2	102	4038	28.4	15.4	86
TOP 20 ADI'S	36812	17274	44.2	47.2	96	5867	45.1	16.0	98	5442	45.8	14.9	99	5965	42.0	16.3	91
HSHLD INC. $50,000 OR MORE	9326	4520	11.6	48.5	98	1392	10.7	14.9	91	1241	10.5	13.3	89	1887	13.3	20.2	113
$40,000 OR MORE	18002	8837	22.6	49.1	100	2795	21.5	15.5	95	2700	22.7	15.0	100	3342	23.5	18.6	104
$30,000 OR MORE	31361	15379	39.3	49.0	99	4902	37.7	15.6	95	4830	40.7	15.4	103	5647	39.8	18.0	100
$25,000 OR MORE	39858	19429	49.7	48.7	99	6102	46.9	15.3	93	6236	52.5	15.6	104	7092	49.9	17.8	99
$20,000 - $24,999	8664	4392	11.2	50.7	103	1722	13.2	19.9	121	1213	10.2	14.0	93	1457	10.3	16.8	94
$15,000 - $19,999	7964	3711	9.5	46.6	94	1083	8.3	13.6	83	1144	9.6	14.4	96	1485	10.5	18.6	104
$10,000 - $14,999	11093	5583	14.3	50.3	102	2068	15.9	18.6	114	1507	12.7	13.6	91	2008	14.1	18.1	101
UNDER $10,000	11663	5978	15.3	51.2	104	2041	15.7	17.5	106	1773	14.9	15.2	101	2164	15.2	18.5	103
HOUSEHOLD OF 1 PERSON	7453	3243	8.3	43.5	88	1054	8.1	14.1	86	1067	9.0	14.3	96	1122	7.9	15.1	84
2 PEOPLE	24757	11484	29.4	46.4	94	3541	27.2	14.3	87	3311	27.9	13.4	89	4633	32.6	18.7	104
3 OR 4 PEOPLE	32682	16596	42.5	50.8	103	5385	41.4	16.5	100	5384	45.3	16.5	110	5827	41.0	17.8	99
5 OR MORE PEOPLE	14370	7772	19.9	54.1	110	3036	23.3	21.1	129	2112	17.8	14.7	98	2624	18.5	18.3	102
NO CHILD IN HSHLD	46768	21771	55.7	46.6	94	7104	54.6	15.2	93	6513	54.9	13.9	93	8154	57.4	17.4	97
CHILD(REN) UNDER 2 YRS	4799	2540	6.5	52.9	107	799	6.1	16.6	101	795	6.7	16.6	111	946	6.7	19.7	110
2 - 5 YEARS	11125	6388	16.3	57.4	116	2033	15.6	18.3	111	2070	17.4	18.6	124	2286	16.1	20.5	115
6 - 11 YEARS	14193	7986	20.4	56.3	114	2916	22.4	20.5	125	2402	20.2	16.9	113	2669	18.8	18.8	105
12 - 17 YEARS	17402	9177	23.5	52.7	107	3435	26.4	19.7	120	2460	20.7	14.1	94	3282	23.1	18.9	105
RESIDENCE OWNED	56398	27907	71.4	49.5	100	9201	70.7	16.3	99	8424	70.9	14.9	100	10282	72.4	18.2	102
VALUE: $50,000 OR MORE	34811	16747	42.8	48.1	98	5359	41.2	15.4	94	5152	43.4	14.8	99	6236	43.9	17.9	100
VALUE: UNDER $50,000	21587	11160	28.5	51.7	105	3842	29.5	17.8	108	3273	27.6	15.2	101	4046	28.5	18.7	105

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(MALES)

0321
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES		79263	39094	100.0	49.3	100	13015	100.0	16.4	100	11874	100.0	15.0	100	14206	100.0	17.9	100
MAGAZINES	QUINTILE 1	16033	8619	22.0	53.8	109	2878	22.1	18.0	109	2584	21.8	16.1	108	3157	22.2	19.7	110
	QUINTILE 2	15354	7935	20.3	51.7	105	2530	19.4	16.5	100	2559	21.6	16.7	111	2846	20.0	18.5	103
	QUINTILE 3	15888	7909	20.2	49.8	101	2589	19.9	16.3	99	2333	19.6	14.7	98	2987	21.0	18.8	105
	QUINTILE 4	17310	7979	20.4	46.1	93	2391	18.4	13.8	84	2746	23.1	15.9	106	2843	20.0	16.4	92
	QUINTILE 5	14677	6652	17.0	45.3	92	2627	20.2	17.9	109	1653	13.9	11.3	75	2372	16.7	16.2	90
NEWSPAPERS	QUINTILE 1	15277	7488	19.2	49.0	99	2283	17.5	14.9	91	2394	20.2	15.7	105	2811	19.8	18.4	103
	QUINTILE 2	22745	11266	28.8	49.5	100	4005	30.8	17.6	107	3348	28.2	14.7	98	3912	27.5	17.2	96
	QUINTILE 3	10692	5311	13.6	49.7	101	1560	12.0	14.6	89	1742	14.7	16.3	109	2008	14.1	18.8	105
	QUINTILE 4	11646	5744	14.7	49.3	100	1792	13.8	15.4	94	1788	15.1	15.4	102	2164	15.2	18.6	104
	QUINTILE 5	18903	9287	23.8	49.1	100	3375	25.9	17.9	109	2601	21.9	13.8	92	3311	23.3	17.5	98
OUTDOOR	QUINTILE 1	16620	8561	21.9	51.5	104	2435	18.7	14.7	89	2709	22.8	16.3	109	3417	24.1	20.6	115
	QUINTILE 2	16377	8474	21.7	51.7	105	2930	22.5	17.9	109	2480	20.9	15.1	101	3064	21.6	18.7	104
	QUINTILE 3	15995	8011	20.5	50.1	102	2996	23.0	18.7	114	2353	19.8	14.7	98	2663	18.7	16.6	93
	QUINTILE 4	15592	7070	18.1	45.3	92	2130	16.4	13.7	83	2294	19.3	14.7	98	2647	18.6	17.0	95
	QUINTILE 5	14679	6979	17.9	47.5	96	2526	19.4	17.2	105	2039	17.2	13.9	93	2415	17.0	16.5	92
RADIO-DRIVE TIME	QUINTILE 1	15746	8123	20.8	51.6	105	2762	21.2	17.5	107	2376	20.0	15.1	101	2986	21.0	19.0	106
	QUINTILE 2	15067	7570	19.4	50.2	102	2672	20.5	17.7	108	2275	19.2	15.1	101	2623	18.5	17.4	97
	QUINTILE 3	15631	7923	20.3	50.7	103	2817	21.6	18.0	110	2461	20.7	15.7	105	2644	18.6	16.9	94
	QUINTILE 4	16245	8055	20.6	49.6	101	2295	17.6	14.1	86	2428	20.4	14.9	100	3332	23.5	20.5	114
	QUINTILE 5	16573	7424	19.0	44.8	91	2469	19.0	14.9	91	2334	19.7	14.1	94	2621	18.4	15.8	88
RADIO-MID-DAY	TERCILE 1	21788	11087	28.4	50.9	103	3771	29.0	17.3	105	3377	28.4	15.5	103	3939	27.7	18.1	101
	TERCILE 2	21151	10081	25.8	47.7	97	3186	24.5	15.1	92	3150	26.5	14.9	99	3745	26.4	17.7	99
	TERCILE 3	36323	17926	45.9	49.4	100	6058	46.5	16.7	102	5347	45.0	14.7	98	6521	45.9	18.0	100
RADIO-TOTAL	QUINTILE 1	15977	8198	21.0	51.3	104	2760	21.2	17.3	105	2580	21.7	16.1	108	2858	20.1	17.9	100
	QUINTILE 2	15923	8141	20.8	51.1	104	2986	22.9	18.8	114	2215	18.7	13.9	93	2940	20.7	18.5	103
	QUINTILE 3	14980	7430	19.0	49.6	101	2165	16.6	14.5	88	2577	21.7	17.2	115	2687	18.9	17.9	100
	QUINTILE 4	17123	8450	21.6	49.3	100	2752	21.1	16.1	98	2538	21.4	14.8	99	3160	22.2	18.5	103
	QUINTILE 5	15240	6877	17.6	45.1	91	2352	18.1	15.4	94	1964	16.5	12.9	86	2561	18.0	16.8	94
TV-PRIME TIME	QUINTILE 1	15674	7919	20.3	50.5	102	2458	18.9	15.7	96	2538	21.4	16.2	108	2923	20.6	18.6	104
	QUINTILE 2	15944	8023	20.5	50.3	102	2439	18.7	15.3	93	2821	23.8	17.7	118	2763	19.4	17.3	97
	QUINTILE 3	16037	8212	21.0	51.2	104	2776	21.3	17.3	105	2455	20.7	15.3	102	2981	21.0	18.6	104
	QUINTILE 4	15412	7323	18.7	47.5	96	2705	20.8	17.6	107	2009	16.9	13.0	87	2610	18.4	16.9	94
	QUINTILE 5	16194	7617	19.5	47.0	95	2638	20.3	16.3	99	2051	17.3	12.7	85	2928	20.6	18.1	101
TV-DAYTIME	TERCILE 1	19156	9642	24.7	50.3	102	3114	23.9	16.3	99	3040	25.6	15.9	106	3488	24.6	18.2	102
	TERCILE 2	19343	9743	24.9	50.4	102	3313	25.5	17.1	104	2885	24.3	14.9	100	3546	25.0	18.3	102
	TERCILE 3	40764	19709	50.4	48.3	98	6589	50.6	16.2	98	5949	50.1	14.6	97	7171	50.5	17.6	98
TV-TOTAL	QUINTILE 1	15844	8144	20.8	51.4	104	2605	20.0	16.4	100	2557	21.5	16.1	108	2982	21.0	18.8	105
	QUINTILE 2	15767	7764	19.9	49.2	100	2413	18.5	15.3	93	2648	22.3	16.8	112	2703	19.0	17.1	96
	QUINTILE 3	15775	7630	19.5	48.4	98	2779	21.4	17.6	107	2246	18.9	14.2	95	2605	18.3	16.5	92
	QUINTILE 4	15903	7755	19.8	48.8	99	2664	20.5	16.8	102	2345	19.7	14.7	98	2746	19.3	17.3	96
	QUINTILE 5	15974	7802	20.0	48.8	99	2555	19.6	16.0	97	2077	17.5	13.0	87	3170	22.3	19.8	111
MAGAZINES-NEWSPAPERS: DUAL		21225	10897	27.9	51.3	104	3734	28.7	17.6	107	3324	28.0	15.7	105	3839	27.0	18.1	101
MAGAZINE IMPERATIVE		17728	9604	24.6	54.2	110	3023	23.2	17.1	104	2956	24.9	16.7	111	3625	25.5	20.4	114
NEWSPAPER IMPERATIVE		22987	10674	27.3	46.4	94	3380	26.0	14.7	90	3387	28.5	14.7	98	3907	27.5	17.0	95
MAGAZINES-OUTDOOR: DUAL		16244	8504	21.8	52.4	106	2624	20.2	16.2	98	2647	22.3	16.3	109	3233	22.8	19.9	111
MAGAZINE IMPERATIVE		24016	12382	31.7	51.6	105	4260	32.7	17.7	108	3766	31.7	15.7	105	4355	30.7	18.1	101
OUTDOOR IMPERATIVE		26020	12662	32.4	48.7	99	4300	33.0	16.5	101	3724	31.4	14.3	96	4639	32.7	17.8	99
MAGAZINES-RADIO: DUAL		16918	9094	23.3	53.8	109	3006	23.1	17.8	108	2931	24.7	17.3	116	3158	22.2	18.7	104
MAGAZINE IMPERATIVE		23456	11899	30.4	50.7	103	3860	29.7	16.5	100	3620	30.5	15.4	103	4419	31.1	18.8	105
RADIO IMPERATIVE		23900	11415	29.2	47.8	97	3936	30.2	16.5	100	3434	28.9	14.4	96	4046	28.5	16.9	94
MAGAZINES-TELEVISION: DUAL		15791	8228	21.0	52.1	106	2383	18.3	15.1	92	2862	24.1	18.1	121	2984	21.0	18.9	105
MAGAZINE IMPERATIVE		25476	13084	33.5	51.4	104	4546	34.9	17.8	109	3614	30.4	14.2	95	4925	34.7	19.3	108
TELEVISION IMPERATIVE		25744	12102	31.0	47.0	95	4043	31.1	15.7	96	3775	31.8	14.7	98	4284	30.2	16.6	93
NEWSPAPERS-OUTDOOR: DUAL		17628	8954	22.9	50.8	103	3019	23.2	17.1	104	2681	22.6	15.2	102	3254	22.9	18.5	103
NEWSPAPER IMPERATIVE		26414	12797	32.7	48.4	98	4262	32.7	16.1	98	3965	33.4	15.0	100	4571	32.2	17.3	97
OUTDOOR IMPERATIVE		23059	11800	30.2	51.2	104	3805	29.2	16.5	100	3689	31.1	16.0	107	4306	30.3	18.7	104
NEWSPAPERS-RADIO: DUAL		17996	9018	23.1	50.1	102	3018	23.2	16.8	102	2813	23.7	15.6	104	3187	22.4	17.7	99
NEWSPAPER IMPERATIVE		26269	12698	32.5	48.3	98	4102	31.5	15.6	95	3955	33.3	15.1	101	4641	32.7	17.7	99
RADIO IMPERATIVE		21342	10945	28.0	51.3	104	3738	28.7	17.5	107	3294	27.7	15.4	103	3913	27.5	18.3	102
NEWSPAPERS-TELEVISION: DUAL		17359	8576	21.9	49.4	100	2639	20.3	15.2	93	2921	24.6	16.8	112	3016	21.2	17.4	97
NEWSPAPER IMPERATIVE		26889	13160	33.7	48.9	99	4562	35.1	17.0	103	3753	31.6	14.0	93	4845	34.1	18.0	101
TELEVISION IMPERATIVE		21698	10998	28.1	50.7	103	3729	28.7	17.2	105	3385	28.5	15.6	104	3884	27.3	17.9	100
OUTDOOR-RADIO: DUAL		16456	8874	22.7	53.9	109	3031	23.3	18.4	112	2528	21.3	15.4	103	3316	23.3	20.2	112
OUTDOOR IMPERATIVE		25870	12738	32.6	49.2	100	4035	31.0	15.6	95	3933	33.1	15.2	101	4771	33.6	18.4	103
RADIO IMPERATIVE		23943	11608	29.7	48.5	98	3985	30.6	16.6	101	3668	30.9	15.3	102	3954	27.8	16.5	92
OUTDOOR-TELEVISION: DUAL		15918	8452	21.6	53.1	108	3030	23.3	19.0	116	2550	21.5	16.0	107	2872	20.2	18.0	101
OUTDOOR IMPERATIVE		26398	13248	33.9	50.2	102	4324	33.2	16.4	100	3688	31.1	14.0	93	5236	36.9	19.8	111
TELEVISION IMPERATIVE		24851	11864	30.3	47.7	97	3747	28.8	15.1	92	3940	33.2	15.9	106	4177	29.4	16.8	94
RADIO-TELEVISION: DUAL		15584	8042	20.6	51.6	105	2767	21.3	17.8	108	2603	21.9	16.7	111	2673	18.8	17.2	96
RADIO IMPERATIVE		25472	12653	32.4	49.7	101	4260	32.7	16.7	102	3620	30.5	14.2	95	4773	33.6	18.7	105
TELEVISION IMPERATIVE		25578	12473	31.9	48.8	99	3973	30.5	15.5	95	3946	33.2	15.4	103	4554	32.1	17.8	99

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(MALES)

	TOTAL U.S.	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES	79263	39094	100.0	49.3	100	13015	100.0	16.4	100	11874	100.0	15.0	100	14206	100.0	17.9	100
ATLANTIC MONTHLY	452	*179	0.5	39.6	80	**22	0.2	4.9	30	**58	0.5	12.8	86	**98	0.7	21.7	121
BARRON'S	1058	580	1.5	54.8	111	*225	1.7	21.3	130	**123	1.0	11.6	78	*231	1.6	21.8	122
BETTER HOMES & GARDENS	4773	2631	6.7	55.1	112	765	5.9	16.0	98	741	6.2	15.5	104	1125	7.9	23.6	132
BON APPETIT	1037	618	1.6	59.6	121	*198	1.5	19.1	116	*151	1.3	14.6	97	269	1.9	25.9	145
BUSINESS WEEK	3193	1691	4.3	53.0	107	484	3.7	15.2	92	481	4.1	15.1	101	727	5.1	22.8	127
CAR AND DRIVER	2705	1455	3.7	53.8	109	508	3.9	18.8	114	377	3.2	13.9	93	571	4.0	21.1	118
CBS MAGAZINE NETWORK (GROSS)	5678	3279	8.4	57.7	117	1110	8.5	19.5	119	824	6.9	14.5	97	1345	9.5	23.7	132
CHANGING TIMES	1847	1045	2.7	56.6	115	395	3.0	21.4	130	323	2.7	17.5	117	327	2.3	17.7	99
COLONIAL HOMES	492	306	0.8	62.2	126	**142	1.1	28.9	176	**63	0.5	12.8	85	**102	0.7	20.7	116
CONDE NAST MAG. PKG. (GROSS)	2046	1024	2.6	49.6	100	339	2.6	16.4	100	*193	1.6	9.3	62	493	3.5	23.9	133
CONSUMERS DIGEST	1719	848	2.2	49.3	100	321	2.5	18.7	114	*192	1.6	11.2	75	336	2.4	19.5	109
COSMOPOLITAN	1762	909	2.3	51.6	105	364	2.8	20.7	126	*213	1.8	12.1	81	333	2.3	18.9	105
COUNTRY LIVING	1110	621	1.6	55.9	113	*181	1.4	16.3	99	*235	2.0	21.2	141	*205	1.4	18.5	103
CUISINE	660	392	1.0	59.4	120	*124	1.0	18.8	114	**77	0.6	11.7	78	*191	1.3	28.9	161
CYCLE WORLD	1924	1140	2.9	59.3	120	386	3.0	20.1	122	*348	2.9	18.1	121	406	2.9	21.1	118
DCI:CREATIVE IDEAS FOR LIV	437	270	0.7	61.8	125	**83	0.6	19.0	116	**54	0.5	12.4	82	**132	0.9	30.2	169
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	1352	3.5	54.3	110	401	3.1	16.1	98	421	3.5	16.9	113	530	3.7	21.3	119
DISCOVER	1279	649	1.7	50.7	103	*219	1.7	17.1	104	*158	1.3	12.4	82	*272	1.9	21.3	119
EBONY	2698	1768	4.5	61.0	124	757	5.8	26.1	159	492	4.1	17.0	113	518	3.6	17.9	100
ESQUIRE	1384	835	2.1	60.3	122	361	2.8	26.1	159	*161	1.4	11.6	78	313	2.2	22.6	126
ESSENCE	850	633	1.6	74.5	151	285	2.2	33.5	204	*144	1.2	16.9	113	*204	1.4	24.0	134
FAMILY CIRCLE	2430	1414	3.6	58.2	118	527	4.0	21.7	132	391	3.3	16.1	107	496	3.5	20.4	114
THE FAMILY HANDYMAN	2356	1321	3.4	56.1	114	440	3.4	18.7	114	401	3.4	17.0	114	481	3.4	20.4	114
FAMILY WEEKLY	11533	5835	14.9	50.6	103	1674	12.9	14.5	88	1662	14.0	14.4	96	2499	17.6	21.7	121
FIELD & STREAM	7444	3832	9.8	51.5	104	1189	9.1	16.0	97	1383	11.6	18.6	124	1259	8.9	16.9	94
FOOD & WINE	416	230	0.6	55.3	112	**67	0.5	16.1	98	**23	0.2	5.5	37	**140	1.0	33.7	188
FORBES	1865	999	2.6	53.6	109	319	2.5	17.1	104	311	2.6	16.7	111	368	2.6	19.7	110
FORTUNE	1849	1037	2.7	56.1	114	348	2.7	18.8	115	272	2.3	14.7	98	417	2.9	22.6	126
GENTLEMEN'S QUARTERLY	2284	1231	3.1	53.9	109	377	2.9	16.5	101	345	2.9	15.1	101	509	3.6	22.3	124
GLAMOUR	538	*255	0.7	47.4	96	**38	0.3	7.1	43	**83	0.7	15.4	103	**134	0.9	24.9	139
GOLF DIGEST	1649	883	2.3	53.5	109	302	2.3	18.3	112	266	2.2	16.1	108	315	2.2	19.1	107
GOLF DIGEST/TENNIS (GROSS)	2294	1158	3.0	50.5	102	385	3.0	16.8	102	370	3.1	16.1	108	403	2.8	17.6	98
GOLF MAGAZINE	1577	911	2.3	57.8	117	278	2.1	17.6	107	332	2.8	21.1	141	302	2.1	19.2	107
GOLF MAGAZINE/SKI (GROSS)	2487	1375	3.5	55.3	112	359	2.8	14.4	88	486	4.1	19.5	130	531	3.7	21.4	119
GOOD HOUSEKEEPING	2569	1317	3.4	51.3	104	400	3.1	15.6	95	358	3.0	13.9	93	560	3.9	21.8	122
HARPER'S BAZAAR	431	*263	0.7	61.0	124	**96	0.7	22.3	136	**45	0.4	10.4	70	**122	0.9	28.3	158
HEALTH	788	462	1.2	58.6	119	**183	1.4	23.2	141	**100	0.8	12.7	85	*179	1.3	22.7	127
HEARST MAG CORP. BUY (GROSS)	18781	9887	25.3	52.6	107	3171	24.4	16.9	103	2781	23.4	14.8	99	3935	27.7	21.0	117
HEARST MAN POWER (GROSS)	9169	4711	12.1	51.4	104	1531	11.8	16.7	102	1307	11.0	14.3	95	1873	13.2	20.4	114
HEARST WOMAN POWER (GROSS)	5452	2844	7.3	52.2	106	961	7.4	17.6	107	763	6.4	14.0	93	1120	7.9	20.5	115
HOUSE BEAUTIFUL	1070	543	1.4	53.2	108	*156	1.2	15.3	93	*176	1.5	17.3	115	*212	1.5	20.8	116
INC.	993	595	1.5	59.9	121	**144	1.1	14.5	88	*160	1.3	16.1	108	*291	2.0	29.3	164
JET	2808	1690	4.3	60.2	122	796	6.1	28.3	173	382	3.2	13.6	91	513	3.6	18.3	102
LADIES' HOME JOURNAL	1868	1115	2.9	59.7	121	384	3.0	20.6	125	269	2.3	14.4	96	463	3.3	24.8	138
LHJ FAMILY GRP COMBO(GROSS)	3582	2154	5.5	60.1	122	755	5.8	21.1	128	522	4.4	14.6	97	877	6.2	24.5	137
LIFE	4817	2724	7.0	56.5	115	1056	8.1	21.9	134	774	6.5	16.1	107	894	6.3	18.6	104
L.A. TIMES HOME MAGAZINE	1465	696	1.8	47.5	96	234	1.8	16.0	97	*156	1.3	10.6	71	306	2.2	20.9	117
MADEMOISELLE	460	*181	0.5	39.3	80	**62	0.5	13.5	82	**15	0.1	3.3	22	**105	0.7	22.8	127
MC CALL'S	1764	1050	2.7	59.5	121	377	2.9	21.4	130	313	2.6	17.7	118	361	2.5	20.5	114
MC CALL'S/WRK MOTHER (GROSS)	2062	1288	3.3	62.5	127	461	3.5	22.4	136	349	2.9	16.9	113	478	3.4	23.2	129
MECHANIX ILLUSTRATED	3625	1818	4.7	50.2	102	641	4.9	17.7	108	539	4.5	14.9	99	638	4.5	17.6	98
METROPOLITAN HOME	495	258	0.7	52.1	106	**49	0.4	9.9	60	**41	0.3	8.3	55	*168	1.2	33.9	189
MONEY	3017	1642	4.2	54.4	110	503	3.9	16.7	102	623	5.2	20.6	138	516	3.6	17.1	95
MOTHER EARTH NEWS	1203	556	1.4	46.2	94	**104	0.8	8.6	53	*185	1.6	15.4	103	*268	1.9	22.3	124
MS.	*257	**166	0.4	64.6	131	**50	0.4	19.5	118	**39	0.3	15.2	101	**78	0.5	30.4	169
NATIONAL ENQUIRER	6921	3730	9.5	53.9	109	1219	9.4	17.6	107	1222	10.3	17.7	118	1289	9.1	18.6	104
NATIONAL GEOGRAPHIC	11626	5807	14.9	49.9	101	1871	14.4	16.1	98	1589	13.4	13.7	91	2348	16.5	20.2	113
NATIONAL SUNDAY MAGAZINE PKG	49424	24321	62.2	49.2	100	7835	60.2	15.9	97	7421	62.5	15.0	100	9064	63.8	18.3	102
NATURAL HISTORY	753	450	1.2	59.8	121	*176	1.4	23.4	142	**96	0.8	12.7	85	*178	1.3	23.6	132
NEW WOMAN	*296	**155	0.4	52.4	106	**55	0.4	18.6	113	**23	0.2	7.8	52	**77	0.5	26.0	145
NEW YORK INCLUDING CUE	541	289	0.7	53.4	108	**64	0.5	11.8	72	**82	0.7	15.2	101	*144	1.0	26.6	149
THE NEW YORKER	1078	505	1.3	46.8	95	*131	1.0	12.2	74	*144	1.2	13.4	89	231	1.6	21.4	120
NEWSWEEK	9602	4981	12.7	51.9	105	1584	12.2	16.5	100	1489	12.5	15.5	104	1908	13.4	19.9	111
THE N.Y. TIMES DAILY EDITION	1376	604	1.5	43.9	89	206	1.6	15.0	91	234	2.0	17.0	114	164	1.2	11.9	67
THE N.Y. TIMES MAGAZINE	2110	1049	2.7	49.7	101	310	2.4	14.7	89	392	3.3	18.6	124	347	2.4	16.4	92
OMNI	1927	925	2.4	48.0	97	*352	2.7	18.3	111	192	1.6	10.0	67	381	2.7	19.8	110
ON CABLE	911	468	1.2	51.4	104	*131	1.0	14.4	88	*145	1.2	15.9	106	*192	1.4	21.1	118
1001 HOME IDEAS	927	577	1.5	62.2	126	*189	1.5	20.4	124	*152	1.3	16.4	109	*235	1.7	25.4	141
ORGANIC GARDENING	1430	689	1.8	48.2	98	*166	1.3	11.6	71	*217	1.8	15.2	101	306	2.2	21.4	119
OUTDOOR LIFE	4064	2246	5.7	55.3	112	649	5.0	16.0	97	662	5.6	16.3	109	935	6.6	23.0	128
PARADE MAGAZINE	24538	12671	32.4	51.6	105	4270	32.8	17.4	106	3892	32.8	15.9	106	4509	31.7	18.4	103

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(MALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	39094	100.0	49.3	100	13015	100.0	16.4	100	11874	100.0	15.0	100	14206	100.0	17.9	100
PARENTS	1126	617	1.6	54.8	111	*199	1.5	17.7	108	*200	1.7	17.8	119	*218	1.5	19.4	108
PENTHOUSE	4157	2339	6.0	56.3	114	858	6.6	20.6	126	603	5.1	14.5	97	878	6.2	21.1	118
PEOPLE	7591	4038	10.3	53.2	108	1412	10.8	18.6	113	1159	9.8	15.3	102	1467	10.3	19.3	108
PLAYBOY	8379	4524	11.6	54.0	109	1593	12.2	19.0	116	1179	9.9	14.1	94	1752	12.3	20.9	117
POPULAR HOT RODDING	2110	1174	3.0	55.6	113	399	3.1	18.9	115	*337	2.8	16.0	107	437	3.1	20.7	116
POPULAR MECHANICS	4850	2630	6.7	54.2	110	873	6.7	18.0	110	707	6.0	14.6	97	1051	7.4	21.7	121
POPULAR SCIENCE	3397	1768	4.5	52.0	106	580	4.5	17.1	104	487	4.1	14.3	96	700	4.9	20.6	115
PREVENTION	1720	775	2.0	45.1	91	267	2.1	15.5	95	279	2.3	16.2	108	*228	1.6	13.3	74
PSYCHOLOGY TODAY	1344	753	1.9	56.0	114	*285	2.2	21.2	129	*179	1.5	13.3	89	*290	2.0	21.6	120
READER'S DIGEST	16016	8298	21.2	51.8	105	2674	20.5	16.7	102	2563	21.6	16.0	107	3061	21.5	19.1	107
REDBOOK	1121	619	1.6	55.2	112	*198	1.5	17.7	108	*193	1.6	17.2	115	*228	1.6	20.3	113
ROAD & TRACK	2161	1151	2.9	53.3	108	431	3.3	19.9	121	273	2.3	12.6	84	447	3.1	20.7	115
ROLLING STONE	1948	962	2.5	49.4	100	282	2.2	14.5	88	*228	1.9	11.7	78	453	3.2	23.3	130
RUNNER'S WORLD	899	497	1.3	55.3	112	**186	1.4	20.7	126	**130	1.1	14.5	97	*180	1.3	20.0	112
SATURDAY EVENING POST	841	469	1.2	55.8	113	*134	1.0	15.9	97	*158	1.3	18.8	125	*177	1.2	21.0	117
SCIENCE 84	841	312	0.8	37.1	75	*97	0.7	11.5	70	**47	0.4	5.6	37	*169	1.2	20.1	112
SCIENCE DIGEST	1194	550	1.4	46.1	93	*148	1.1	12.4	75	**127	1.1	10.6	71	*275	1.9	23.0	129
SCIENTIFIC AMERICAN	1379	692	1.8	50.2	102	*193	1.5	14.0	85	*220	1.9	16.0	106	*279	2.0	20.2	113
SELF	436	*247	0.6	56.7	115	**104	0.8	23.9	145	**37	0.3	8.5	57	**106	0.7	24.3	136
SEVENTEEN	614	356	0.9	58.0	118	**122	0.9	19.9	121	**66	0.6	10.7	72	**169	1.2	27.5	154
SKI	910	464	1.2	51.0	103	**81	0.6	8.9	54	**154	1.3	16.9	113	*229	1.6	25.2	140
SMITHSONIAN	2937	1536	3.9	52.3	106	479	3.7	16.3	99	377	3.2	12.8	86	680	4.8	23.2	129
SOAP OPERA DIGEST	545	376	1.0	69.0	140	**138	1.1	25.3	154	**78	0.7	14.3	96	**159	1.1	29.2	163
SOUTHERN LIVING	2054	1083	2.8	52.7	107	318	2.4	15.5	94	367	3.1	17.9	119	398	2.8	19.4	108
SPORT	2799	1531	3.9	54.7	111	673	5.2	24.0	146	356	3.0	12.7	85	501	3.5	17.9	100
THE SPORTING NEWS	1938	1022	2.6	52.7	107	398	3.1	20.5	125	232	2.0	12.0	80	391	2.8	20.2	113
SPORTS AFIELD	3125	1531	3.9	49.0	99	510	3.9	16.3	99	474	4.0	15.2	101	547	3.9	17.5	98
SPORTS ILLUSTRATED	11159	5806	14.9	52.0	105	2069	15.9	18.5	113	1612	13.6	14.4	96	2125	15.0	19.0	106
STAR	4095	2109	5.4	51.5	104	708	5.4	17.3	105	637	5.4	15.6	104	764	5.4	18.7	104
SUNDAY	25169	11926	30.5	47.4	96	4074	31.3	16.2	99	3521	29.7	14.0	93	4331	30.5	17.2	96
SUNSET	1294	695	1.8	53.7	109	**174	1.3	13.4	82	*258	2.2	19.9	133	*264	1.9	20.4	114
TV GUIDE	13508	9939	25.4	73.7	109	3393	26.1	18.3	112	3229	27.2	17.4	116	3317	23.3	17.9	100
TENNIS	645	275	0.7	42.6	86	**83	0.6	12.9	78	*104	0.9	16.1	108	**88	0.6	13.6	76
TIME	12124	6060	15.5	50.0	101	2074	15.9	17.1	104	1922	16.2	15.9	106	2064	14.5	17.0	95
TOWN & COUNTRY	493	292	0.7	59.2	120	**43	0.3	8.7	53	**80	0.7	16.2	108	**169	1.2	34.3	191
TRAVEL & LEISURE	1122	630	1.6	56.1	114	*164	1.3	14.6	89	*190	1.6	16.9	113	277	1.9	24.7	138
TRUE STORY	690	486	1.2	70.4	143	**179	1.4	25.9	158	**140	1.2	20.3	135	**167	1.2	24.2	135
U.S.NEWS & WORLD REPORT	6571	3357	8.6	51.1	104	1019	7.8	15.5	94	1111	9.4	16.9	113	1227	8.6	18.7	104
USA TODAY	3120	1676	4.3	53.7	109	422	3.2	13.5	82	562	4.7	18.0	120	692	4.9	22.2	124
US	1315	792	2.0	60.2	122	*276	2.1	21.0	128	*234	2.0	17.8	119	*283	2.0	21.5	120
VOGUE	632	342	0.9	54.1	110	*136	1.0	21.5	131	**58	0.5	9.2	61	**148	1.0	23.4	131
WALL STREET JOURNAL	4247	2116	5.4	49.8	101	604	4.6	14.2	87	651	5.5	15.3	102	861	6.1	20.3	113
WEIGHT WATCHERS	398	283	0.7	71.1	144	**78	0.6	19.6	119	**126	1.1	31.7	211	**79	0.6	19.8	111
WOMAN'S DAY	1139	677	1.7	59.4	121	*235	1.8	20.6	126	*198	1.7	17.4	116	*244	1.7	21.4	120
WORKING MOTHER	298	*238	0.6	79.9	162	**84	0.6	28.2	172	**37	0.3	12.4	83	**117	0.8	39.3	219
WORKING WOMAN	327	*205	0.5	62.7	127	**75	0.6	22.9	140	**47	0.4	14.4	96	**82	0.6	25.1	140
WORLD TENNIS	397	*212	0.5	53.4	108	**47	0.4	11.8	72	**63	0.5	15.9	106	**101	0.7	25.4	142
ZIFF-DAVIS MAG NETWK (GROSS)	9835	5370	13.7	55.7	113	1666	12.8	17.3	105	1391	11.7	14.4	96	2314	16.3	24.0	134
BLAIR INSERTS	43762	21409	54.8	48.9	99	6948	53.4	15.9	97	6572	55.3	15.0	100	7888	55.5	18.0	101
DAILY NEWSPAPERS																	
READ ANY	52459	25987	66.5	49.5	100	8594	66.0	16.4	100	8104	68.2	15.4	103	9289	65.4	17.7	99
READ ONE	41891	20781	53.2	49.6	101	7039	54.1	16.8	102	6483	54.6	15.5	103	7260	51.1	17.3	97
READ TWO OR MORE	10568	5206	13.3	49.3	100	1555	11.9	14.7	90	1621	13.7	15.3	102	2029	14.3	19.2	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	25530	65.3	49.2	100	8302	63.8	16.0	97	7809	65.8	15.0	100	9419	66.3	18.1	101
READ ONE	44561	21739	55.6	48.8	99	7324	56.3	16.4	100	6496	54.7	14.6	97	7919	55.7	17.8	99
READ TWO OR MORE	7368	3791	9.7	51.5	104	978	7.5	13.3	81	1313	11.1	17.8	119	1500	10.6	20.4	114
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	29.63	30.78				28.93				30.79				32.44			
30 DAY REACH	71522	35452	90.7	49.6	100	11741	90.2	16.4	100	10732	90.4	15.0	100	12978	91.4	18.1	101
50 SHMG - 30 DAY AV FREQ	15.55	16.14				15.14				16.12				17.06			
30 DAY REACH	68168	33820	86.5	49.6	101	11219	86.2	16.5	100	10268	86.5	15.1	101	12333	86.8	18.1	101
25 SHMG - 30 DAY AV FREQ	8.43	8.71				8.23				8.70				9.15			
30 DAY REACH	62898	31336	80.2	49.8	101	10313	79.2	16.4	100	9525	80.2	15.1	101	11499	80.9	18.3	102
CABLE TV: HOME WIRED	31664	15961	40.8	50.4	102	5210	40.0	16.5	100	5178	43.6	16.4	109	5573	39.2	17.6	98
HOME NOT WIRED	47599	23133	59.2	48.6	99	7806	60.0	16.4	100	6695	56.4	14.1	94	8633	60.8	18.1	101
HAVE PAY CABLE	17139	8872	22.7	51.8	105	2864	22.0	16.7	102	2998	25.2	17.5	117	3010	21.2	17.6	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(MALES)

0324
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	39094	100.0	49.3	100	13015	100.0	16.4	100	11874	100.0	15.0	100	14206	100.0	17.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	24086	61.6	50.6	103	8042	61.8	16.9	103	7496	63.1	15.7	105	8548	60.2	17.9	100
10:00 AM - 3:00 PM	29926	14933	38.2	49.9	101	4847	37.2	16.2	99	4763	40.1	15.9	106	5323	37.5	17.8	99
3:00 PM - 7:00 PM	37666	19118	48.9	50.8	103	6282	48.3	16.7	102	5913	49.8	15.7	105	6922	48.7	18.4	103
7:00 PM - MIDNIGHT	18909	9676	24.8	51.2	104	3267	25.1	17.3	105	2886	24.3	15.3	102	3523	24.8	18.6	104
MIDNIGHT - 6:00 AM	11822	5954	15.2	50.4	102	2089	16.1	17.7	108	1636	13.8	13.8	92	2229	15.7	18.9	105
6:00 AM - MIDNIGHT	63254	31839	81.4	50.3	102	10498	80.7	16.6	101	9689	81.6	15.3	102	11652	82.0	18.4	103
ENTIRE DAY	64057	32235	82.5	50.3	102	10661	81.9	16.6	101	9815	82.7	15.3	102	11759	82.8	18.4	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	8348	21.4	50.3	102	2407	18.5	14.5	88	2806	23.6	16.9	113	3134	22.1	18.9	105
ALL NEWS	3542	1845	4.7	52.1	106	598	4.6	16.9	103	577	4.9	16.3	109	670	4.7	18.9	106
AOR/PROGRESSIVE	7465	3860	9.9	51.7	105	1270	9.8	17.0	104	1154	9.7	15.5	103	1436	10.1	19.2	107
BEAUTIFUL MUSIC	5061	2533	6.5	50.0	101	753	5.8	14.9	91	766	6.5	15.1	101	1014	7.1	20.0	112
BLACK	1914	1230	3.1	64.3	130	522	4.0	27.3	166	308	2.6	16.1	107	400	2.8	20.9	117
CLASSICAL	2304	1107	2.8	48.0	97	353	2.7	15.3	93	399	3.4	17.3	116	355	2.5	15.4	86
CHR/ROCK	10663	5456	14.0	51.2	104	1735	13.3	16.3	99	1646	13.9	15.4	103	2075	14.6	19.5	109
COUNTRY	13919	7195	18.4	51.7	105	2576	19.8	18.5	113	2101	17.7	15.1	101	2518	17.7	18.1	101
GOLDEN OLDIES	2040	1121	2.9	55.0	111	406	3.1	19.9	121	423	3.6	20.7	138	292	2.1	14.3	80
MOR/NOSTALGIA	5105	2476	6.3	48.5	98	761	5.8	14.9	91	715	6.0	14.0	93	1000	7.0	19.6	109
NEWS/TALK	4764	2168	5.5	45.5	92	648	5.0	13.6	83	672	5.7	14.1	94	849	6.0	17.8	99
RELIGIOUS	2164	1126	2.9	52.0	105	390	3.0	18.0	110	325	2.7	15.0	100	411	2.9	19.0	106
SOFT ROCK	623	296	0.8	47.5	96	**119	0.9	19.1	116	**89	0.7	14.3	95	**88	0.6	14.1	79
URBAN CONTEMPORARY	1331	744	1.9	55.9	113	325	2.5	24.4	149	*161	1.4	12.1	81	*258	1.8	19.4	108
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	1724	4.4	54.1	110	635	4.9	19.9	121	521	4.4	16.4	109	568	4.0	17.8	99
ABC DIRECTION	2724	1327	3.4	48.7	99	545	4.2	20.0	122	386	3.3	14.2	95	396	2.8	14.5	81
ABC ENTERTAINMENT	5256	2539	6.5	48.3	98	775	6.0	14.7	90	851	7.2	16.2	108	913	6.4	17.4	97
ABC FM	2263	1135	2.9	50.2	102	343	2.6	15.2	92	289	2.4	12.8	85	503	3.5	22.2	124
ABC INFORMATION	5618	2855	7.3	50.8	103	878	6.7	15.6	95	935	7.9	16.6	111	1042	7.3	18.5	103
ABC ROCK	2857	1443	3.7	50.5	102	435	3.3	15.2	93	487	4.1	17.0	114	522	3.7	18.3	102
CBS	5953	3060	7.8	51.4	104	935	7.2	15.7	96	922	7.8	15.5	103	1203	8.5	20.2	113
MUTUAL	4979	2591	6.6	52.0	106	812	6.2	16.3	99	881	7.4	17.7	118	899	6.3	18.1	101
NBC	7279	3537	9.0	48.6	99	981	7.5	13.5	82	1296	10.9	17.8	119	1261	8.9	17.3	97
RADIORADIO	2389	1247	3.2	52.2	106	437	3.4	18.3	111	394	3.3	16.5	110	417	2.9	17.5	97
RKO ONE	2583	1442	3.7	55.8	113	558	4.3	21.6	132	394	3.3	15.3	102	490	3.4	19.0	106
RKO TWO	3674	1766	4.5	48.1	97	607	4.7	16.5	101	542	4.6	14.8	98	617	4.3	16.8	94
THE SOURCE	3514	1819	4.7	51.8	105	627	4.8	17.8	109	572	4.8	16.3	109	620	4.4	17.6	98
NON-WIRED : BLAIR	9864	5207	13.3	52.8	107	1640	12.6	16.6	101	1799	15.2	18.2	122	1769	12.5	17.9	100
INTERNET	13522	6967	17.8	51.5	104	2259	17.4	16.7	102	1929	16.2	14.3	95	2779	19.6	20.6	115
KATZ RADIO GROUP	19321	9588	24.5	49.6	101	2886	22.2	14.9	91	2952	24.9	15.3	102	3749	26.4	19.4	108
SUPERNET	10739	5584	14.3	52.0	105	1983	15.2	18.5	112	1594	13.4	14.8	99	2007	14.1	18.7	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	2645	6.8	51.8	105	847	6.5	16.6	101	795	6.7	15.6	104	1002	7.1	19.6	109
WKDAY 9:00 AM - 1:00 PM	5383	2675	6.8	49.7	101	912	7.0	16.9	103	818	6.9	15.2	101	945	6.7	17.6	98
WKDAY 1:00 PM - 4:30 PM	6469	3229	8.3	49.9	101	1132	8.7	17.5	107	997	8.4	15.4	103	1100	7.7	17.0	95
WKDAY 4:30 PM - 7:30 PM	19661	9797	25.1	49.8	101	3169	24.3	16.1	98	3064	25.8	15.6	104	3564	25.1	18.1	101
WKDAY 7:30 PM - 8:00 PM	27579	13626	34.9	49.4	100	4452	34.2	16.1	98	4366	36.8	15.8	106	4808	33.8	17.4	97
WKDAY 11:00 PM - 11:30 PM	22964	11506	29.4	50.1	102	3858	29.6	16.8	102	3700	31.2	16.1	108	3949	27.8	17.2	96
WKDAY 11:30 PM - 1:00 AM	8158	4065	10.4	49.8	101	1407	10.8	17.2	105	1277	10.8	15.7	104	1380	9.7	16.9	94
M-SAT 8-11 PM+SUN 7-11 PM	30140	15088	38.6	50.1	101	4876	37.5	16.2	99	4805	40.5	15.9	106	5406	38.1	17.9	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	1212	3.1	59.2	120	379	2.9	18.5	113	421	3.5	20.6	137	411	2.9	20.1	112
ANOTHER WORLD N	1214	605	1.5	49.8	101	223	1.7	18.4	112	202	1.7	16.6	111	179	1.3	14.7	82
AS THE WORLD TURNS C	1740	697	1.8	40.1	81	256	2.0	14.7	90	184	1.5	10.6	71	257	1.8	14.8	82
CAPITOL C	1016	389	1.0	38.3	78	204	1.6	20.1	122	*85	0.7	8.4	56	*101	0.7	9.9	55
CBS MORN. NEWS 1 C	1203	650	1.7	54.0	110	149	1.1	12.4	75	208	1.8	17.3	115	293	2.1	24.4	136
CBS MORN. NEWS 2 C	773	397	1.0	51.4	104	110	0.8	14.2	87	123	1.0	15.9	106	163	1.1	21.1	118
DAYS OF OUR LIVES N	1629	739	1.9	45.4	92	255	2.0	15.7	95	257	2.2	15.8	105	227	1.6	13.9	78
FACTS OF LIFE - DAYTIME N	961	528	1.4	54.9	111	206	1.6	21.4	131	*142	1.2	14.8	99	180	1.3	18.7	105
FAMILY FEUD A	1390	672	1.7	48.3	98	315	2.4	22.7	138	172	1.4	12.4	83	185	1.3	13.3	74
GENERAL HOSPITAL A	1463	816	2.1	55.8	113	296	2.3	20.2	123	294	2.5	20.1	134	226	1.6	15.4	86
GOOD MORNING, AMERICA-730 A	1705	915	2.3	53.7	109	322	2.5	18.9	115	292	2.5	17.1	114	301	2.1	17.7	99
GOOD MORNING, AMERICA-830 A	889	500	1.3	56.2	114	198	1.5	22.3	136	178	1.5	20.0	134	124	0.9	13.9	78
GUIDING LIGHT C	1754	704	1.8	40.1	81	279	2.1	15.9	97	196	1.7	11.2	75	230	1.6	13.1	73
ONE LIFE TO LIVE A	1100	670	1.7	60.9	123	239	1.8	21.7	132	257	2.2	23.4	156	174	1.2	15.8	88
PRESS YOUR LUCK C	1222	600	1.5	49.1	100	207	1.6	16.9	103	154	1.3	12.6	84	239	1.7	19.6	109
PRICE IS RIGHT 1 C	2692	1360	3.5	50.5	102	397	3.1	14.7	90	427	3.6	15.9	106	537	3.8	19.9	111
PRICE IS RIGHT 2 C	2764	1406	3.6	50.9	103	391	3.0	14.1	86	456	3.8	16.5	110	559	3.9	20.2	113
RYAN'S HOPE A	880	543	1.4	61.7	125	173	1.3	19.7	120	199	1.7	22.6	151	171	1.2	19.4	108
SALE OF THE CENTURY N	926	488	1.2	52.7	107	154	1.2	16.6	101	108	0.9	11.7	78	225	1.6	24.3	136
SEARCH FOR TOMORROW N	359	151	0.4	42.1	85	*60	0.5	16.7	102	*56	0.5	15.6	104	**35	0.2	9.7	54
TODAY SHOW 1 N	1890	1000	2.6	52.9	107	284	2.2	15.0	92	251	2.1	13.3	89	465	3.3	24.6	137
TODAY SHOW 2 N	1344	627	1.6	46.7	95	164	1.3	12.2	74	179	1.5	13.3	89	284	2.0	21.1	118
$25,000 PYRAMID C	1462	719	1.8	49.2	100	235	1.8	16.1	98	212	1.8	14.5	97	272	1.9	18.6	104
WHEEL OF FORTUNE N	1497	742	1.9	49.6	100	268	2.1	17.9	109	234	2.0	15.6	104	240	1.7	16.0	89
YOUNG AND THE RESTLESS C	1954	883	2.3	45.2	92	365	2.8	18.7	114	254	2.1	13.0	87	265	1.9	13.6	76
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	1253	3.2	45.5	92	383	2.9	13.9	85	420	3.5	15.2	102	450	3.2	16.3	91
NBA PLAYOFF GAME -1 C	3881	1814	4.6	46.7	95	549	4.2	14.1	86	598	5.0	15.4	103	667	4.7	17.2	96
NBC MAJOR LEAGUE PRE-GAME N	2805	1591	4.1	56.7	115	566	4.3	20.2	123	465	3.9	16.6	111	560	3.9	20.0	111
SPORTSWORLD - SUN N	2041	1017	2.6	49.8	101	348	2.7	17.1	104	396	3.3	19.4	130	273	1.9	13.4	75
SUNDAY MORNING C	2555	1302	3.3	51.0	103	438	3.4	17.1	104	437	3.7	17.1	114	427	3.0	16.7	93

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(MALES)

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		TOTAL U.S.	ALL USERS				HEAVY USERS FOUR OR MORE				MEDIUM USERS TWO-THREE				LIGHT USERS ONE OR LESS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL MALES		79263	39094	100.0	49.3	100	13015	100.0	16.4	100	11874	100.0	15.0	100	14206	100.0	17.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	12038	30.8	49.5	100	4083	31.4	16.8	102	3790	31.9	15.6	104	4165	29.3	17.1	96
NETWORK AFFILIATES - LATE		17197	8649	22.1	50.3	102	2895	22.2	16.8	103	2728	23.0	15.9	106	3027	21.3	17.6	98
INDEPENDENTS - LATE		2887	1367	3.5	47.4	96	484	3.7	16.8	102	446	3.8	15.4	103	437	3.1	15.1	84
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	5887	15.1	52.1	106	2128	16.4	18.8	115	1698	14.3	15.0	100	2061	14.5	18.2	102
ABC MONDAY NIGHT MOVIE	A	4379	2257	5.8	51.5	105	601	4.6	13.7	84	830	7.0	19.0	127	827	5.8	18.9	105
ABC SUNDAY NIGHT MOVIE	A	9910	4944	12.6	49.9	101	1572	12.1	15.9	97	1705	14.4	17.2	115	1667	11.7	16.8	94
ABC WORLD NEWS TONIGHT	A	6212	3257	8.3	52.4	106	1141	8.8	18.4	112	1015	8.5	16.3	109	1101	7.8	17.7	99
AFTERMASH	C	4575	2011	5.1	44.0	89	580	4.5	12.7	77	679	5.7	14.8	99	753	5.3	16.5	92
ALICE	C	6777	3322	8.5	49.0	99	1223	9.4	18.0	110	912	7.7	13.5	90	1187	8.4	17.5	98
AMERICAN PARADE	C	4868	2335	6.0	48.0	97	659	5.1	13.5	82	843	7.1	17.3	116	832	5.9	17.1	95
BENSON	A	7593	3711	9.5	48.9	99	1172	9.0	15.4	94	1150	9.7	15.1	101	1389	9.8	18.3	102
BLUE THUNDER	A	6036	2819	7.2	46.7	95	1001	7.7	16.6	101	899	7.6	14.9	99	919	6.5	15.2	85
CAGNEY & LACEY	C	7698	3802	9.7	49.4	100	1220	9.4	15.8	97	1285	10.8	16.7	111	1297	9.1	16.8	94
CBS EVENING NEWS-DEAN	C	4066	1957	5.0	48.1	98	684	5.3	16.8	102	693	5.8	17.0	114	580	4.1	14.3	80
CBS EVENING NEWS-RATHER	C	8092	4052	10.4	50.1	102	1171	9.0	14.5	88	1300	10.9	16.1	107	1581	11.1	19.5	109
CBS SAT. NEWS-SCHIEFFER	C	4795	2365	6.0	49.3	100	604	4.6	12.6	77	865	7.3	18.0	120	896	6.3	18.7	104
CBS SATURDAY NIGHT MOVIE	C	6034	3088	7.9	51.2	104	968	7.4	16.0	98	1057	8.9	17.5	117	1062	7.5	17.6	98
CBS WEDNESDAY NIGHT MOVIE	C	4993	2656	6.8	53.2	108	778	6.0	15.6	95	876	7.4	17.5	117	1003	7.1	20.1	112
CHEERS	N	6976	3765	9.6	54.0	109	1154	8.9	16.5	101	1288	10.8	18.5	123	1323	9.3	19.0	106
DALLAS	C	13575	7139	18.3	52.6	107	2264	17.4	16.7	102	2224	18.7	16.4	109	2651	18.7	19.5	109
DIFF'RENT STROKES	N	3684	1814	4.6	49.2	100	619	4.8	16.8	102	583	4.9	15.8	106	612	4.3	16.6	93
DOUBLE TROUBLE	N	4462	2438	6.2	54.6	111	841	6.5	18.8	115	632	5.3	14.2	95	965	6.8	21.6	121
DUCK FACTORY	N	4810	2549	6.5	53.0	107	784	6.0	16.3	99	802	6.8	16.7	111	962	6.8	20.0	112
DUKES OF HAZZARD	C	5951	2845	7.3	47.8	97	820	6.3	13.8	84	941	7.9	15.8	106	1084	7.6	18.2	102
DYNASTY	A	11325	5922	15.1	52.3	106	1916	14.7	16.9	103	1942	16.4	17.1	114	2064	14.5	18.2	102
FACTS OF LIFE	N	4512	2363	6.0	52.4	106	846	6.5	18.8	114	591	5.0	13.1	87	925	6.5	20.5	114
FALCON CREST	C	9215	4737	12.1	51.4	104	1554	11.9	16.9	103	1508	12.7	16.4	109	1675	11.8	18.2	101
FALL GUY	A	8604	4448	11.4	51.7	105	1485	11.4	17.3	105	1338	11.3	15.6	104	1625	11.4	18.9	105
FAMILY TIES	N	4179	2025	5.2	48.5	98	695	5.3	16.6	101	614	5.2	14.7	98	716	5.0	17.1	96
FANTASY ISLAND	A	4781	2363	6.0	49.4	100	878	6.7	18.4	112	646	5.4	13.5	90	839	5.9	17.5	98
FOULUPS,BLEEPS & BLUNDERS	A	6697	3337	8.5	49.8	101	1087	8.4	16.2	99	1044	8.8	15.6	104	1206	8.5	18.0	100
FOUR SEASONS	C	3873	1710	4.4	44.2	90	491	3.8	12.7	77	584	4.9	15.1	101	635	4.5	16.4	91
GIMME A BREAK	N	4310	2156	5.5	50.0	101	768	5.9	17.8	109	627	5.3	14.5	97	762	5.4	17.7	99
HART TO HART	A	5751	2942	7.5	51.2	104	1051	8.1	18.3	111	789	6.6	13.7	92	1102	7.8	19.2	107
HILL STREET BLUES	N	8568	4340	11.1	50.7	103	1349	10.4	15.7	96	1455	12.3	17.0	113	1536	10.8	17.9	100
HOTEL	A	8801	4328	11.1	49.2	100	1374	10.6	15.6	95	1344	11.3	15.3	102	1610	11.3	18.3	102
JEFFERSONS	C	6978	3345	8.6	47.9	97	1224	9.4	17.5	107	921	7.8	13.2	88	1201	8.5	17.2	96
JENNIFER SLEPT HERE	N	3021	1416	3.6	46.9	95	484	3.7	16.0	98	441	3.7	14.6	97	491	3.5	16.3	91
KATE & ALLIE	C	6811	3207	8.2	47.1	95	916	7.0	13.4	82	931	7.8	13.7	91	1359	9.6	20.0	111
KNIGHT RIDER	N	5256	2546	6.5	48.4	98	1034	7.9	19.7	120	691	5.8	13.1	88	821	5.8	15.6	87
LOVE BOAT	A	7174	3497	8.9	48.7	99	1217	9.4	17.0	103	1143	9.6	15.9	106	1137	8.0	15.8	88
MAGNUM PI	C	10438	5245	13.4	50.2	102	1606	12.3	15.4	94	1706	14.4	16.3	109	1933	13.6	18.5	103
MAMA'S FAMILY	N	3488	1727	4.4	49.5	100	629	4.8	18.0	110	559	4.7	16.0	107	539	3.8	15.5	86
MASTER, THE	N	4127	2030	5.2	49.2	100	647	5.0	15.7	95	619	5.2	15.0	100	764	5.4	18.5	103
MATT HOUSTON	A	5978	2917	7.5	48.8	99	938	7.2	15.7	96	790	6.7	13.2	88	1189	8.4	19.9	111
NBC MONDAY NIGHT MOVIE	N	10446	5299	13.6	50.7	103	1618	12.4	15.5	94	1555	13.1	14.9	99	2126	15.0	20.4	114
NBC NIGHTLY NEWS .	N	5571	2694	6.9	48.4	98	911	7.0	16.4	100	812	6.8	14.6	97	970	6.8	17.4	97
NBC NIGHTLY NEWS-SAT	N	3675	1952	5.0	53.1	108	641	4.9	17.4	106	594	5.0	16.2	108	717	5.0	19.5	109
NBC NIGHTLY NEWS-SUN	N	2905	1372	3.5	47.2	96	462	3.5	15.9	97	426	3.6	14.7	98	484	3.4	16.7	93
NBC SUNDAY NIGHT MOVIE	N	8352	4275	10.9	51.2	104	1184	9.1	14.2	86	1309	11.0	15.7	105	1782	12.5	21.3	119
NEWHART	C	6864	3242	8.3	47.2	96	1083	8.3	15.8	96	932	7.8	13.6	91	1227	8.6	17.9	100
ONE DAY AT A TIME	C	3866	2050	5.2	53.0	108	723	5.6	18.7	114	603	5.1	15.6	104	724	5.1	18.7	104
PEOPLE ARE FUNNY	N	3956	2027	5.2	51.2	104	677	5.2	17.1	104	713	6.0	18.0	120	636	4.5	16.1	90
REAL PEOPLE	N	6305	2977	7.6	47.2	96	999	7.7	15.8	96	856	7.2	13.6	91	1121	7.9	17.8	99
REMINGTON STEELE	N	5884	2884	7.4	49.0	99	1041	8.0	17.7	108	800	6.7	13.6	91	1043	7.3	17.7	99
RIPLEY'S BELIEVE IT - NOT	A	5706	2749	7.0	48.2	98	896	6.9	15.7	96	944	8.0	16.5	110	909	6.4	15.9	89
RIPTIDE	N	6202	3046	7.8	49.1	100	1034	7.9	16.7	102	932	7.8	15.0	100	1080	7.6	17.4	97
SCARECROW & MRS. KING	C	6513	3186	8.1	48.9	99	980	7.5	15.0	92	950	8.0	14.6	97	1256	8.8	19.3	108
SIMON & SIMON	C	8593	4175	10.7	48.6	99	1349	10.4	15.7	96	1341	11.3	15.6	104	1485	10.5	17.3	96
60 MINUTES	C	13342	6426	16.4	48.2	98	2050	15.8	15.4	94	2091	17.6	15.7	105	2285	16.1	17.1	96
ST. ELSEWHERE	N	6029	3157	8.1	52.4	106	973	7.5	16.1	98	897	7.6	14.9	99	1287	9.1	21.3	119
THREE'S COMPANY	A	8565	4540	11.6	53.0	107	1441	11.1	16.8	102	1343	11.3	15.7	105	1757	12.4	20.5	114
T.J. HOOKER	A	7400	3717	9.5	50.2	102	1114	8.6	15.1	92	1160	9.8	15.7	105	1444	10.2	19.5	109
TONIGHT SHOW	N	2433	1254	3.2	51.5	104	433	3.3	17.8	108	367	3.1	15.1	101	454	3.2	18.7	104
TRAPPER JOHN, M.D.	C	5958	2978	7.6	50.0	101	949	7.3	15.9	97	878	7.4	14.7	98	1151	8.1	19.3	108
TV BLOOPERS & PRAC. JOKES	N	9086	4640	11.9	51.1	104	1382	10.6	15.2	93	1429	12.0	15.7	105	1829	12.9	20.1	112
20/20	A	8306	4066	10.4	49.0	99	1376	10.6	16.6	101	1315	11.1	15.8	106	1376	9.7	16.6	92
WEBSTER	A	6788	3268	8.4	48.1	98	1161	8.9	17.1	104	920	7.7	13.6	90	1187	8.4	17.5	98
WORLD NEWS - SUN	A	2036	1064	2.7	52.3	106	322	2.5	15.8	96	373	3.1	18.3	122	370	2.6	18.2	101
YELLOW ROSE	N	3174	1527	3.9	48.1	98	441	3.4	13.9	85	485	4.1	15.3	102	601	4.2	18.9	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	8159	20.9	50.0	101	2884	22.2	17.7	108	2379	20.0	14.6	97	2896	20.4	17.8	99
BASKETBALL - COLLEGE GAMES		10054	5543	14.2	55.1	112	1681	12.9	16.7	102	1785	15.0	17.8	119	2078	14.6	20.7	115
BASKETBALL - PRO GAMES		8248	4559	11.7	55.3	112	1553	11.9	18.8	115	1559	13.1	18.9	126	1447	10.2	17.5	98
BOWLING		5356	2757	7.1	51.5	104	863	6.6	16.1	98	991	8.3	18.5	124	904	6.4	16.9	94
BOXING		11255	5992	15.3	53.2	108	2177	16.7	19.3	118	2126	17.9	18.9	126	1690	11.9	15.0	84
FOOTBALL - COLLEGE GAMES		14647	7773	19.9	53.1	108	2393	18.4	16.3	99	2534	21.3	17.3	115	2846	20.0	19.4	108
FOOTBALL - PRO GAMES		23581	12335	31.6	52.3	106	3750	28.8	15.9	97	3990	33.6	16.9	113	4595	32.3	19.5	109
GOLF		6145	3221	8.2	52.4	106	1098	8.4	17.9	109	1062	8.9	17.3	115	1062	7.5	17.3	96
POST-SEASON COLL. FOOTBALL		12828	6607	16.9	51.5	104	2139	16.4	16.7	102	2025	17.1	15.8	105	2443	17.2	19.0	106
POST-SEASON PRO FOOTBALL		15397	8076	20.7	52.5	106	2475	19.0	16.1	98	2448	20.6	15.9	106	3152	22.2	20.5	114
TENNIS		3483	1820	4.7	52.3	106	530	4.1	15.2	93	580	4.9	16.7	111	710	5.0	20.4	114
WRESTLING - PROFESSIONAL		6023	3454	8.8	57.3	116	1429	11.0	23.7	144	1054	8.9	17.5	117	971	6.8	16.1	90

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(FEMALES)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	55231	100.0	62.4	100	17306	100.0	19.6	100	18037	100.0	20.4	100	19889	100.0	22.5	100
FEMALE HOMEMAKERS	80986	50146	90.8	61.9	99	16059	92.8	19.8	101	16217	89.9	20.0	98	17870	89.8	22.1	98
EMPLOYED MOTHERS	18702	12489	22.6	66.8	107	4178	24.1	22.3	114	3994	22.1	21.4	105	4317	21.7	23.1	103
18 - 24	14726	9646	17.5	65.5	105	2950	17.0	20.0	102	3091	17.1	21.0	103	3605	18.1	24.5	109
25 - 34	20202	13235	24.0	65.5	105	3501	20.2	17.3	89	4600	25.5	22.8	112	5135	25.8	25.4	113
35 - 44	14781	9680	17.5	65.5	105	3239	18.7	21.9	112	3172	17.6	21.5	105	3269	16.4	22.1	98
45 - 54	11449	7103	12.9	62.0	99	2467	14.3	21.5	110	2254	12.5	19.7	97	2382	12.0	20.8	93
55 - 64	11846	7178	13.0	60.6	97	2321	13.4	19.6	100	2279	12.6	19.2	94	2578	13.0	21.8	97
65 OR OLDER	15459	8389	15.2	54.3	87	2828	16.3	18.3	94	2641	14.6	17.1	84	2920	14.7	18.9	84
18 - 34	34928	22881	41.4	65.5	105	6451	37.3	18.5	94	7691	42.6	22.0	108	8740	43.9	25.0	111
18 - 49	55154	35856	64.9	65.0	104	10860	62.8	19.7	101	11944	66.2	21.7	106	13053	65.6	23.7	105
25 - 54	46433	30018	54.3	64.6	104	9207	53.2	19.8	101	10026	55.6	21.6	106	10785	54.2	23.2	103
35 - 49	20226	12975	23.5	64.2	103	4409	25.5	21.8	111	4253	23.6	21.0	103	4313	21.7	21.3	95
50 OR OLDER	33310	19375	35.1	58.2	93	6446	37.2	19.4	99	6093	33.8	18.3	90	6836	34.4	20.5	91
GRADUATED COLLEGE	12110	7109	12.9	58.7	94	1863	10.8	15.4	79	2241	12.4	18.5	91	3005	15.1	24.8	110
ATTENDED COLLEGE	15309	10068	18.2	65.8	105	2409	13.9	15.7	80	3665	20.3	23.9	117	3993	20.1	26.1	116
GRADUATED HIGH SCHOOL	36912	24211	43.8	65.6	105	7500	43.3	20.3	104	7998	44.3	21.7	106	8713	43.8	23.6	105
DID NOT GRADUATE HIGH SCHOOL	24134	13844	25.1	57.4	92	5534	32.0	22.9	117	4133	22.9	17.1	84	4177	21.0	17.3	77
EMPLOYED FULL-TIME	35457	23181	42.0	65.4	105	7259	41.9	20.5	105	7649	42.4	21.6	106	8274	41.6	23.3	104
EMPLOYED PART-TIME	8514	5637	10.2	66.2	106	1637	9.5	19.2	98	1685	9.3	19.8	97	2315	11.6	27.2	121
NOT EMPLOYED	44494	26414	47.8	59.4	95	8411	48.6	18.9	97	8703	48.3	19.6	96	9301	46.8	20.9	93
PROFESSIONAL/MANAGER	10811	6798	12.3	62.9	101	1997	11.5	18.5	94	2239	12.4	20.7	102	2562	12.9	23.7	105
TECH/CLERICAL/SALES	19640	13320	24.1	67.8	109	3845	22.2	19.6	100	4500	24.9	22.9	112	4975	25.0	25.3	113
PRECISION/CRAFT	1023	672	1.2	65.7	105	**221	1.3	21.6	110	**161	0.9	15.7	77	**290	1.5	28.3	126
OTHER EMPLOYED	12498	8028	14.5	64.2	103	2833	16.4	22.7	116	2434	13.5	19.5	96	2761	13.9	22.1	98
SINGLE	15995	10494	19.0	65.6	105	3040	17.6	19.0	97	3358	18.6	21.0	103	4096	20.6	25.6	114
MARRIED	51689	32156	58.2	62.2	100	9751	56.3	18.9	96	10970	60.8	21.2	104	11435	57.5	22.1	98
DIVORCED/SEPARATED/WIDOWED	20780	12582	22.8	60.5	97	4515	26.1	21.7	111	3709	20.6	17.8	88	4358	21.9	21.0	93
PARENTS	33922	22213	40.2	65.5	105	7151	41.3	21.1	108	7310	40.5	21.5	106	7752	39.0	22.9	102
WHITE	76422	47753	86.5	62.5	100	14201	82.1	18.6	95	15745	87.3	20.6	101	17808	89.5	23.3	104
BLACK	10066	6409	11.6	63.7	102	2718	15.7	27.0	138	1931	10.7	19.2	94	1761	8.9	17.5	78
OTHER	1976	*1069	1.9	54.1	87	**387	2.2	19.6	100	**361	2.0	18.3	90	**321	1.6	16.2	72
NORTHEAST-CENSUS	19803	12336	22.3	62.3	100	4534	26.2	22.9	117	3476	19.3	17.6	86	4325	21.7	21.8	97
NORTH CENTRAL	22181	14967	27.1	67.5	108	4123	23.8	18.6	95	4901	27.2	22.1	108	5943	29.9	26.8	119
SOUTH	30082	18437	33.4	61.3	98	6147	35.5	20.4	104	6399	35.5	21.3	104	5891	29.6	19.6	87
WEST	16398	9492	17.2	57.9	93	2502	14.5	15.3	78	3261	18.1	19.9	98	3730	18.8	22.7	101
NORTHEAST-MKTG.	20163	12749	23.1	63.2	101	4582	26.5	22.7	116	3887	21.6	19.3	95	4279	21.5	21.2	94
EAST CENTRAL	13054	8789	15.9	67.3	108	2750	15.9	21.1	108	2685	14.9	20.6	101	3354	16.9	25.7	114
WEST CENTRAL	14993	9961	18.0	66.4	106	2470	14.3	16.5	84	3342	18.5	22.3	109	4149	20.9	27.7	123
SOUTH	25785	15477	28.0	60.0	96	5227	30.2	20.3	104	5340	29.6	20.7	102	4910	24.7	19.0	85
PACIFIC	14470	8256	14.9	57.1	91	2277	13.2	15.7	80	2782	15.4	19.2	94	3197	16.1	22.1	98
COUNTY SIZE A	36705	22696	41.1	61.8	99	6981	40.3	19.0	97	7393	41.0	20.1	99	8322	41.8	22.7	101
COUNTY SIZE B	26819	17053	30.9	63.6	102	5589	32.3	20.8	107	5561	30.8	20.7	102	5903	29.7	22.0	98
COUNTY SIZE C	13597	8364	15.1	61.5	99	2374	13.7	17.5	89	2793	15.5	20.5	101	3197	16.1	23.5	105
COUNTY SIZE D	11344	7119	12.9	62.8	101	2362	13.6	20.8	106	2290	12.7	20.2	99	2467	12.4	21.7	97
METRO CENTRAL CITY	26825	16683	30.2	62.2	100	5705	33.0	21.3	109	5456	30.2	20.3	100	5522	27.8	20.6	92
METRO SUBURBAN	39912	25107	45.5	62.9	101	7528	43.5	18.9	96	8241	45.7	20.6	101	9339	47.0	23.4	104
NON METRO	21728	13441	24.3	61.9	99	4073	23.5	18.7	96	4339	24.1	20.0	98	5029	25.3	23.1	103
TOP 5 ADI'S	20847	12772	23.1	61.3	98	4175	24.1	20.0	102	4045	22.4	19.4	95	4551	22.9	21.8	97
TOP 10 ADI'S	28719	17610	31.9	61.3	98	5806	33.5	20.2	103	5717	31.7	19.9	98	6087	30.6	21.2	94
TOP 20 ADI'S	40904	24705	44.7	60.4	97	7759	44.8	19.0	97	7819	43.3	19.1	94	9128	45.9	22.3	99
HSHLD INC. $50,000 OR MORE	7931	5389	9.8	67.9	109	1460	8.4	18.4	94	1683	9.3	21.2	104	2246	11.3	28.3	126
$40,000 OR MORE	15233	10190	18.4	66.9	107	2798	16.2	18.4	94	3412	18.9	22.4	110	3980	20.0	26.1	116
$30,000 OR MORE	28333	18354	33.2	64.8	104	5123	29.6	18.1	92	6326	35.1	22.3	110	6905	34.7	24.4	108
$25,000 OR MORE	36417	23865	43.2	65.5	105	6778	39.2	18.6	95	8143	45.1	22.4	110	8944	45.0	24.6	109
$20,000 - $24,999	9943	6460	11.7	65.0	104	1860	10.7	18.7	96	2115	11.7	21.3	104	2485	12.5	25.0	111
$15,000 - $19,999	9211	5802	10.5	63.0	101	1951	11.3	21.2	108	1716	9.5	18.6	91	2134	10.7	23.2	103
$10,000 - $14,999	13477	8101	14.7	60.1	96	2591	15.0	19.2	98	2807	15.6	20.8	102	2703	13.6	20.1	89
UNDER $10,000	19418	11004	19.9	56.7	91	4125	23.8	21.2	109	3255	18.0	16.8	82	3625	18.2	18.7	83
HOUSEHOLD OF 1 PERSON	11987	6880	12.5	57.4	92	2167	12.5	18.1	92	1894	10.5	15.8	77	2819	14.2	23.5	105
2 PEOPLE	27046	15886	28.8	58.7	94	4979	28.8	18.4	94	5476	30.4	20.2	99	5432	27.3	20.1	89
3 OR 4 PEOPLE	34251	22273	40.3	65.0	104	6690	38.7	19.5	100	7168	39.7	20.9	103	8415	42.3	24.6	109
5 OR MORE PEOPLE	15180	10193	18.5	67.1	108	3470	20.1	22.9	117	3498	19.4	23.0	113	3225	16.2	21.2	94
NO CHILD IN HSHLD	49819	29809	54.0	59.8	96	9130	52.8	18.3	94	9566	53.0	19.2	94	11113	55.9	22.3	99
CHILD(REN) UNDER 2 YRS	6045	3880	7.0	64.2	103	1096	6.3	18.1	93	1182	6.6	19.6	96	1602	8.1	26.5	118
2 - 5 YEARS	15233	9533	17.3	62.6	100	3075	17.8	20.2	103	3231	17.9	21.2	104	3227	16.2	21.2	94
6 - 11 YEARS	16260	11084	20.1	68.2	109	3688	21.3	22.7	116	4010	22.2	24.7	121	3386	17.0	20.8	93
12 - 17 YEARS	19173	13098	23.7	68.3	109	4401	25.4	23.0	117	4269	23.7	22.3	109	4428	22.3	23.1	103
RESIDENCE OWNED	61371	38616	69.9	62.9	101	11785	68.1	19.2	98	12559	69.6	20.5	100	14272	71.8	23.3	103
VALUE: $50,000 OR MORE	35355	22359	40.5	63.2	101	6457	37.3	18.3	93	7086	39.3	20.0	98	8817	44.3	24.9	111
VALUE: UNDER $50,000	26016	16256	29.4	62.5	100	5328	30.8	20.5	105	5473	30.3	21.0	103	5455	27.4	21.0	93

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(FEMALES)

0327
P-22

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES		88464	55231	100.0	62.4	100	17306	100.0	19.6	100	18037	100.0	20.4	100	19889	100.0	22.5	100
MAGAZINES	QUINTILE 1	17988	12781	23.1	71.1	114	4154	24.0	23.1	118	4415	24.5	24.5	120	4212	21.2	23.4	104
	QUINTILE 2	19446	12802	23.2	65.8	105	3975	23.0	20.4	104	4234	23.5	21.8	107	4593	23.1	23.6	105
	QUINTILE 3	14626	9226	16.7	63.1	101	2465	14.2	16.9	86	3089	17.1	21.1	104	3672	18.5	25.1	112
	QUINTILE 4	16014	9575	17.3	59.8	96	3114	18.0	19.4	99	2872	15.9	17.9	88	3589	18.0	22.4	100
	QUINTILE 5	20389	10848	19.6	53.2	85	3598	20.8	17.6	90	3427	19.0	16.8	82	3823	19.2	18.8	83
NEWSPAPERS	QUINTILE 1	13830	9128	16.5	66.0	106	2787	16.1	20.2	103	2987	16.6	21.6	106	3354	16.9	24.3	108
	QUINTILE 2	26350	16742	30.3	63.5	102	4999	28.9	19.0	97	5534	30.7	21.0	103	6209	31.2	23.6	105
	QUINTILE 3	12415	8181	14.8	65.9	106	2882	16.7	23.2	119	2671	14.8	21.5	106	2628	13.2	21.2	94
	QUINTILE 4	21911	13452	24.4	61.4	98	4189	24.2	19.1	98	4356	24.2	19.9	98	4907	24.7	22.4	100
	QUINTILE 5	13960	7729	14.0	55.4	89	2450	14.2	17.6	90	2488	13.8	17.8	87	2791	14.0	20.0	89
OUTDOOR	QUINTILE 1	16810	10795	19.5	64.2	103	3307	19.1	19.7	101	3348	18.6	19.9	98	4140	20.8	24.6	110
	QUINTILE 2	17101	10915	19.8	63.8	102	3439	19.9	20.1	103	3826	21.2	22.4	110	3650	18.4	21.3	95
	QUINTILE 3	17579	11253	20.4	64.0	103	3324	19.2	18.9	97	3734	20.7	21.2	104	4195	21.1	23.9	106
	QUINTILE 4	18343	11391	20.6	62.1	99	3558	20.6	19.4	99	3564	19.8	19.4	95	4269	21.5	23.3	104
	QUINTILE 5	18631	10879	19.7	58.4	94	3678	21.3	19.7	101	3565	19.8	19.1	94	3636	18.3	19.5	87
RADIO-DRIVE TIME	QUINTILE 1	17390	11201	20.3	64.4	103	3760	21.7	21.6	111	3787	21.0	21.8	107	3654	18.4	21.0	93
	QUINTILE 2	16591	10800	19.6	65.1	104	3209	18.5	19.3	99	3502	19.4	21.1	104	4088	20.6	24.6	110
	QUINTILE 3	16910	10421	18.9	61.6	99	3246	18.8	19.2	98	3196	17.7	18.9	93	3979	20.0	23.5	105
	QUINTILE 4	18002	11603	21.0	64.5	103	3716	21.5	20.6	106	3936	21.8	21.9	107	3951	19.9	21.9	98
	QUINTILE 5	19572	11207	20.3	57.3	92	3375	19.5	17.2	88	3615	20.0	18.5	91	4217	21.2	21.5	96
RADIO-MID-DAY	TERCILE 1	23248	14907	27.0	64.1	103	4935	28.5	21.2	109	5034	27.9	21.7	106	4939	24.8	21.2	94
	TERCILE 2	23667	15143	27.4	64.0	102	4564	26.4	19.3	99	4839	26.8	20.4	100	5740	28.9	24.3	108
	TERCILE 3	41549	25181	45.6	60.6	97	7808	45.1	18.8	96	8164	45.3	19.6	96	9210	46.3	22.2	99
RADIO-TOTAL	QUINTILE 1	17786	11508	20.8	64.7	104	4137	23.9	23.3	119	3754	20.8	21.1	104	3617	18.2	20.3	90
	QUINTILE 2	17316	11251	20.4	65.0	104	3345	19.3	19.3	99	3831	21.2	22.1	109	4076	20.5	23.5	105
	QUINTILE 3	18428	11596	21.0	62.9	101	3365	19.4	18.3	93	3595	19.9	19.5	96	4636	23.3	25.2	112
	QUINTILE 4	17669	11321	20.5	64.1	103	3462	20.0	19.6	100	3709	20.6	21.0	103	4150	20.9	23.5	104
	QUINTILE 5	17265	9556	17.3	55.3	89	2996	17.3	17.4	89	3148	17.5	18.2	89	3411	17.2	19.8	88
TV-PRIME TIME	QUINTILE 1	17416	11317	20.5	65.0	104	3764	21.7	21.6	110	3541	19.6	20.3	100	4012	20.2	23.0	102
	QUINTILE 2	17413	11362	20.6	65.3	105	3716	21.5	21.3	109	3582	19.9	20.6	101	4064	20.4	23.3	104
	QUINTILE 3	17943	11224	20.3	62.6	100	3348	19.3	18.7	95	3863	21.4	21.5	106	4012	20.2	22.4	99
	QUINTILE 4	18442	11300	20.5	61.3	98	3360	19.4	18.2	93	3691	20.5	20.0	98	4249	21.4	23.0	102
	QUINTILE 5	17250	10029	18.2	58.1	93	3118	18.0	18.1	92	3359	18.6	19.5	96	3552	17.9	20.6	92
TV-DAYTIME	TERCILE 1	29966	18463	33.4	61.6	99	5956	34.4	19.9	102	6088	33.8	20.3	100	6420	32.3	21.4	95
	TERCILE 2	29480	18598	33.7	63.1	101	5910	34.1	20.0	102	6193	34.3	21.0	103	6495	32.7	22.0	98
	TERCILE 3	29018	18170	32.9	62.6	100	5440	31.4	18.7	96	5756	31.9	19.8	97	6974	35.1	24.0	107
TV-TOTAL	QUINTILE 1	17740	10903	19.7	61.5	98	3643	21.1	20.5	105	3487	19.3	19.7	96	3773	19.0	21.3	95
	QUINTILE 2	17674	11448	20.7	64.8	104	3734	21.6	21.1	108	3662	20.3	20.7	102	4052	20.4	22.9	102
	QUINTILE 3	17730	11208	20.3	63.2	101	3518	20.3	19.8	101	3585	19.9	20.2	99	4105	20.6	23.2	103
	QUINTILE 4	17563	11021	20.0	62.8	101	3106	17.9	17.7	90	3838	21.3	21.9	107	4077	20.5	23.2	103
	QUINTILE 5	17757	10653	19.3	60.0	96	3305	19.1	18.6	95	3465	19.2	19.5	96	3883	19.5	21.9	97
MAGAZINES-NEWSPAPERS: DUAL		23278	15958	28.9	68.6	110	4849	28.0	20.8	106	5278	29.3	22.7	111	5830	29.3	25.0	111
MAGAZINE IMPERATIVE		21634	14448	26.2	66.8	107	4503	26.0	20.8	106	5044	28.0	23.3	114	4901	24.6	22.7	101
NEWSPAPER IMPERATIVE		23455	13992	25.3	59.7	96	4341	25.1	18.5	95	4568	25.3	19.5	96	5083	25.6	21.7	96
MAGAZINES-OUTDOOR: DUAL		17482	12211	22.1	69.8	112	3693	21.3	21.1	108	4228	23.4	24.2	119	4290	21.6	24.5	109
MAGAZINE IMPERATIVE		28830	18962	34.3	65.8	105	6018	34.8	20.9	107	6184	34.3	21.4	105	6760	34.0	23.4	104
OUTDOOR IMPERATIVE		26119	15282	27.7	58.5	94	4616	26.7	17.7	90	4877	27.0	18.7	92	5790	29.1	22.2	99
MAGAZINES-RADIO: DUAL		20162	13633	24.7	67.6	108	4639	26.8	23.0	118	4553	25.2	22.6	111	4441	22.3	22.0	98
MAGAZINE IMPERATIVE		26292	17569	31.8	66.8	107	5104	29.5	19.4	99	5863	32.5	22.3	109	6602	33.2	25.1	112
RADIO IMPERATIVE		25308	15269	27.6	60.3	97	4663	26.9	18.4	94	4893	27.1	19.3	95	5713	28.7	22.6	100
MAGAZINES-TELEVISION: DUAL		17312	11590	21.0	66.9	107	3830	22.1	22.1	113	3709	20.6	21.4	105	4051	20.4	23.4	104
MAGAZINE IMPERATIVE		29099	19583	35.5	67.3	108	5675	32.8	19.5	100	6876	38.1	23.6	116	7033	35.4	24.2	108
TELEVISION IMPERATIVE		27505	16106	29.2	58.6	94	5102	29.5	18.5	95	5148	28.5	18.7	92	5855	29.4	21.3	95
NEWSPAPERS-OUTDOOR: DUAL		18628	12163	22.0	65.3	105	3493	20.2	18.8	96	4254	23.6	22.8	112	4416	22.2	23.7	105
NEWSPAPER IMPERATIVE		29178	18763	34.0	64.3	103	6026	34.8	20.7	106	5934	32.9	20.3	100	6804	34.2	23.3	104
OUTDOOR IMPERATIVE		25260	15711	28.4	62.2	100	5066	29.3	20.1	103	5008	27.8	19.8	97	5637	28.3	22.3	99
NEWSPAPERS-RADIO: DUAL		19246	12747	23.1	66.2	106	4318	25.0	22.4	115	4272	23.7	22.2	109	4157	20.9	21.6	96
NEWSPAPER IMPERATIVE		28155	17866	32.3	63.5	102	5287	30.6	18.8	96	5731	31.8	20.4	100	6849	34.4	24.3	108
RADIO IMPERATIVE		25308	15812	28.6	62.5	100	5016	29.0	19.8	101	5150	28.6	20.3	100	5646	28.4	22.3	99
NEWSPAPERS-TELEVISION: DUAL		18615	12349	22.4	66.3	106	4176	24.1	22.4	115	3913	21.7	21.0	103	4260	21.4	22.9	102
NEWSPAPER IMPERATIVE		29207	18462	33.4	63.2	101	5371	31.0	18.4	94	6183	34.3	21.2	104	6908	34.7	23.7	105
TELEVISION IMPERATIVE		25472	15302	27.7	60.1	96	4843	28.0	19.0	97	5011	27.8	19.7	96	5448	27.4	21.4	95
OUTDOOR-RADIO: DUAL		17292	11527	20.9	66.7	107	3346	19.3	19.3	99	4288	23.8	24.8	122	3893	19.6	22.5	100
OUTDOOR IMPERATIVE		26915	16723	30.3	62.1	100	5283	30.5	19.6	100	5159	28.6	19.2	94	6281	31.6	23.3	104
RADIO IMPERATIVE		28938	18152	32.9	62.7	100	6049	35.0	20.9	107	5451	30.2	18.8	92	6652	33.4	23.0	102
OUTDOOR-TELEVISION: DUAL		16112	10548	19.1	65.5	105	3249	18.8	20.2	103	3508	19.4	21.8	107	3791	19.1	23.5	105
OUTDOOR IMPERATIVE		28228	17780	32.2	63.0	101	5348	30.9	18.9	97	6003	33.3	21.3	104	6430	32.3	22.8	101
TELEVISION IMPERATIVE		30024	18567	33.6	61.8	99	6194	35.8	20.6	105	5714	31.7	19.0	93	6658	33.5	22.2	99
RADIO-TELEVISION: DUAL		17803	11741	21.3	65.9	106	4022	23.2	22.6	115	3877	21.5	21.8	107	3842	19.3	21.6	96
RADIO IMPERATIVE		28338	17906	32.4	63.2	101	5438	31.4	19.2	98	5852	32.4	20.7	101	6616	33.3	23.3	104
TELEVISION IMPERATIVE		28445	17245	31.2	60.6	97	5373	31.0	18.9	97	5420	30.0	19.1	93	6451	32.4	22.7	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(FEMALES)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	55231	100.0	62.4	100	17306	100.0	19.6	100	18037	100.0	20.4	100	19889	100.0	22.5	100
ATLANTIC MONTHLY	415	*179	0.3	43.1	69	**58	0.3	14.0	71	**31	0.2	7.5	37	**90	0.5	21.7	96
BARRON'S	522	392	0.7	75.1	120	**135	0.8	25.9	132	**124	0.7	23.8	117	**133	0.7	25.5	113
BETTER HOMES & GARDENS	17429	11880	21.5	68.2	109	3561	20.6	20.4	104	4006	22.2	23.0	113	4313	21.7	24.7	110
BON APPETIT	2772	1909	3.5	68.9	110	432	2.5	15.6	80	672	3.7	24.2	119	805	4.0	29.0	129
BUSINESS WEEK	1469	962	1.7	65.5	105	295	1.7	20.1	103	*328	1.8	22.3	110	338	1.7	23.0	102
CAR AND DRIVER	397	*267	0.5	67.3	108	**74	0.4	18.6	95	**107	0.6	27.0	132	**87	0.4	21.9	97
CBS MAGAZINE NETWORK (GROSS)	1633	1171	2.1	71.7	115	374	2.2	22.9	117	485	2.7	29.7	146	312	1.6	19.1	85
CHANGING TIMES	1554	1030	1.9	66.3	106	281	1.6	18.1	92	295	1.6	19.0	93	454	2.3	29.2	130
COLONIAL HOMES	1304	820	1.5	62.9	101	*204	1.2	15.6	80	277	1.5	21.2	104	340	1.7	26.1	116
CONDE NAST MAG. PKG. (GROSS)	17858	12481	22.6	69.9	112	3827	22.1	21.4	110	4187	23.2	23.4	115	4468	22.5	25.0	111
CONSUMERS DIGEST	1406	957	1.7	68.1	109	*209	1.2	14.9	76	453	2.5	32.2	158	294	1.5	20.9	93
COSMOPOLITAN	8815	6071	11.0	68.9	110	1996	11.5	22.6	116	2059	11.4	23.4	115	2016	10.1	22.9	102
COUNTRY LIVING	2636	1881	3.4	71.4	114	508	2.9	19.3	99	685	3.8	26.0	127	688	3.5	26.1	116
CUISINE	1554	1002	1.8	64.5	103	*222	1.3	14.3	73	360	2.0	23.2	114	420	2.1	27.0	120
CYCLE WORLD	469	*316	0.6	67.4	108	**141	0.8	30.1	154	**82	0.5	17.5	86	**93	0.5	19.8	88
DCI:CREATIVE IDEAS FOR LIV	2631	1825	3.3	69.4	111	665	3.8	25.3	129	644	3.6	24.5	120	515	2.6	19.6	87
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	4810	8.7	68.1	109	1614	9.3	22.8	117	1723	9.6	24.4	120	1473	7.4	20.8	93
DISCOVER	998	690	1.2	69.1	111	*223	1.3	22.3	114	*174	1.0	17.4	86	294	1.5	29.5	131
EBONY	4289	3085	5.6	71.9	115	1288	7.4	30.0	154	869	4.8	20.3	99	928	4.7	21.6	96
ESQUIRE	1176	765	1.4	65.1	104	318	1.8	27.0	138	*212	1.2	18.0	88	235	1.2	20.0	89
ESSENCE	2392	1724	3.1	72.1	115	573	3.3	24.0	122	532	2.9	22.2	109	619	3.1	25.9	115
FAMILY CIRCLE	17209	11960	21.7	69.5	111	3701	21.4	21.5	110	4222	23.4	24.5	120	4037	20.3	23.5	104
THE FAMILY HANDYMAN	1184	799	1.4	67.5	108	337	1.9	28.5	145	*220	1.2	18.6	91	*242	1.2	20.4	91
FAMILY WEEKLY	12391	8013	14.5	64.7	104	2492	14.4	20.1	103	2631	14.6	21.2	104	2890	14.5	23.3	104
FIELD & STREAM	2438	1612	2.9	66.1	106	536	3.1	22.0	112	563	3.1	23.1	113	513	2.6	21.0	94
FOOD & WINE	614	501	0.9	81.6	131	*242	1.4	39.4	201	*133	0.7	21.7	106	*126	0.6	20.5	91
FORBES	813	498	0.9	61.3	98	**130	0.8	16.0	82	*186	1.0	22.9	112	*183	0.9	22.5	100
FORTUNE	1083	764	1.4	70.5	113	*179	1.0	16.5	84	*310	1.7	28.6	140	*275	1.4	25.4	113
GENTLEMEN'S QUARTERLY	1197	713	1.3	59.6	95	*226	1.3	18.9	97	*194	1.1	16.2	79	293	1.5	24.5	109
GLAMOUR	6625	4875	8.8	73.6	118	1525	8.8	23.0	118	1587	8.8	24.0	117	1763	8.9	26.6	118
GOLF DIGEST	707	502	0.9	71.0	114	*168	1.0	23.8	121	*222	1.2	31.4	154	**111	0.6	15.7	70
GOLF DIGEST/TENNIS (GROSS)	1316	876	1.6	66.6	107	309	1.8	23.5	120	288	1.6	21.9	107	279	1.4	21.2	94
GOLF MAGAZINE	469	376	0.7	80.2	128	**92	0.5	19.6	100	**120	0.7	25.6	125	*164	0.8	35.0	156
GOLF MAGAZINE/SKI (GROSS)	1060	772	1.4	72.8	117	*156	0.9	14.7	75	*275	1.5	25.9	127	341	1.7	32.2	143
GOOD HOUSEKEEPING	17784	12070	21.9	67.9	109	3711	21.4	20.9	107	3942	21.9	22.2	109	4417	22.2	24.8	110
HARPER'S BAZAAR	2931	2002	3.6	68.3	109	557	3.2	19.0	97	557	3.1	19.0	93	888	4.5	30.3	135
HEALTH	2199	1517	2.7	69.0	110	585	3.4	26.6	136	428	2.4	19.5	95	504	2.5	22.9	102
HEARST MAG CORP. BUY (GROSS)	49148	33964	61.5	69.1	111	10506	60.7	21.4	109	11099	61.5	22.6	111	12359	62.1	25.1	112
HEARST MAN POWER (GROSS)	2113	1446	2.6	68.4	110	377	2.2	17.8	91	582	3.2	27.5	135	487	2.4	23.0	103
HEARST WOMAN POWER (GROSS)	35062	24187	43.8	69.0	110	7593	43.9	21.7	111	7946	44.1	22.7	111	8648	43.5	24.7	110
HOUSE BEAUTIFUL	3865	2722	4.9	70.4	113	1038	6.0	26.9	137	780	4.3	20.2	99	904	4.5	23.4	104
INC.	315	*222	0.4	70.5	113	**116	0.7	36.8	188	**46	0.3	14.6	72	**61	0.3	19.4	86
JET	3690	2675	4.8	72.5	116	1127	6.5	30.5	156	757	4.2	20.5	101	790	4.0	21.4	95
LADIES' HOME JOURNAL	12930	9008	16.3	69.7	112	2713	15.7	21.0	107	3065	17.0	23.7	116	3230	16.2	25.0	111
LHJ FAMILY GRP COMBO(GROSS)	18161	12680	23.0	69.8	112	4132	23.9	22.8	116	4085	22.6	22.5	110	4463	22.4	24.6	109
LIFE	5065	3306	6.0	65.3	105	1055	6.1	20.8	106	1127	6.2	22.3	109	1124	5.7	22.2	99
L.A. TIMES HOME MAGAZINE	1310	829	1.5	63.3	101	*233	1.3	17.8	91	*228	1.3	17.4	85	368	1.9	28.1	125
MADEMOISELLE	3759	2609	4.7	69.4	111	790	4.6	21.0	107	896	5.0	23.8	117	923	4.6	24.6	109
MC CALL'S	14658	10101	18.3	68.9	110	3167	18.3	21.6	110	3650	20.2	24.9	122	3285	16.5	22.4	100
MC CALL'S/WRK MOTHER (GROSS)	15857	10988	19.9	69.3	111	3430	19.8	21.6	111	4067	22.5	25.6	126	3490	17.5	22.0	98
MECHANIX ILLUSTRATED	809	563	1.0	69.6	111	*238	1.4	29.4	150	*175	1.0	21.6	106	*150	0.8	18.5	82
METROPOLITAN HOME	1009	658	1.2	65.2	104	*204	1.2	20.2	103	*251	1.4	24.9	122	203	1.0	20.1	89
MONEY	1707	1100	2.0	64.4	103	313	1.8	18.3	94	292	1.6	17.1	84	495	2.5	29.0	129
MOTHER EARTH NEWS	1123	687	1.2	61.2	98	*155	0.9	13.8	71	311	1.7	27.7	136	*220	1.1	19.6	87
MS.	932	603	1.1	64.7	104	*173	1.0	18.6	95	*180	1.0	19.3	95	250	1.3	26.8	119
NATIONAL ENQUIRER	11971	8103	14.7	67.7	108	3044	17.6	25.4	130	2676	14.8	22.4	110	2383	12.0	19.9	89
NATIONAL GEOGRAPHIC	10503	6800	12.3	64.7	104	1958	11.3	18.6	95	2305	12.8	21.9	108	2537	12.8	24.2	107
NATIONAL SUNDAY MAGAZINE PKG	54325	35305	63.9	65.0	104	10898	63.0	20.1	103	11612	64.4	21.4	105	12795	64.3	23.6	105
NATURAL HISTORY	626	305	0.6	48.7	78	**79	0.5	12.6	65	*117	0.6	18.7	92	**109	0.5	17.4	77
NEW WOMAN	1992	1390	2.5	69.8	112	421	2.4	21.1	108	562	3.1	28.2	138	408	2.1	20.5	91
NEW YORK INCLUDING CUE	547	326	0.6	59.6	95	**120	0.7	21.9	112	*118	0.7	21.6	106	**89	0.4	16.3	72
THE NEW YORKER	1380	882	1.6	63.9	102	289	1.7	20.9	107	338	1.9	24.5	120	256	1.3	18.6	83
NEWSWEEK	6925	4602	8.3	66.5	106	1471	8.5	21.2	109	1633	9.1	23.6	116	1498	7.5	21.6	96
THE N.Y. TIMES DAILY EDITION	1363	834	1.5	61.2	98	254	1.5	18.6	95	266	1.5	19.5	96	313	1.6	23.0	102
THE N.Y. TIMES MAGAZINE	2333	1358	2.5	58.2	93	406	2.3	17.4	89	447	2.5	19.2	94	505	2.5	21.6	96
OMNI	872	584	1.1	67.0	107	**93	0.5	10.7	55	*245	1.4	28.1	138	*246	1.2	28.2	125
ON CABLE	1298	862	1.6	66.4	106	301	1.7	23.2	119	*297	1.6	22.9	112	*264	1.3	20.3	90
1001 HOME IDEAS	3032	2155	3.9	71.1	114	833	4.8	27.5	140	593	3.3	19.6	96	729	3.7	24.0	107
ORGANIC GARDENING	1680	1025	1.9	61.0	98	321	1.9	19.1	98	340	1.9	20.2	99	364	1.8	21.7	96
OUTDOOR LIFE	960	704	1.3	73.3	117	*194	1.1	20.2	103	273	1.5	28.4	139	*238	1.2	24.8	110
PARADE MAGAZINE	26755	17557	31.8	65.6	105	5381	31.1	20.1	103	6178	34.3	23.1	113	5999	30.2	22.4	100

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(FEMALES)

0329
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	55231	100.0	62.4	100	17306	100.0	19.6	100	18037	100.0	20.4	100	19889	100.0	22.5	100
PARENTS	4173	2835	5.1	67.9	109	734	4.2	17.6	90	880	4.9	21.1	103	1221	6.1	29.3	130
PENTHOUSE	973	593	1.1	60.9	98	**116	0.7	11.9	61	*218	1.2	22.4	110	*259	1.3	26.6	118
PEOPLE	13479	9072	16.4	67.3	108	2802	16.2	20.8	106	3052	16.9	22.6	111	3219	16.2	23.9	106
PLAYBOY	2183	1443	2.6	66.1	106	412	2.4	18.9	96	514	2.8	23.5	115	518	2.6	23.7	106
POPULAR HOT RODDING	388	*279	0.5	71.9	115	**114	0.7	29.4	150	**101	0.6	26.0	128	**64	0.3	16.5	73
POPULAR MECHANICS	1037	666	1.2	64.2	103	*190	1.1	18.3	94	*247	1.4	23.8	117	*228	1.1	22.0	98
POPULAR SCIENCE	920	675	1.2	73.4	118	*249	1.4	27.1	138	*228	1.3	24.8	122	*198	1.0	21.5	96
PREVENTION	4071	2518	4.6	61.9	99	849	4.9	20.9	107	815	4.5	20.0	98	853	4.3	21.0	93
PSYCHOLOGY TODAY	1940	1360	2.5	70.1	112	382	2.2	19.7	101	420	2.3	21.6	106	558	2.8	28.8	128
READER'S DIGEST	24031	16196	29.3	67.4	108	4970	28.7	20.7	106	5601	31.1	23.3	114	5626	28.3	23.4	104
REDBOOK	8464	6045	10.9	71.4	114	1886	10.9	22.3	114	1944	10.8	23.0	113	2215	11.1	26.2	116
ROAD & TRACK	429	*338	0.6	78.8	126	**101	0.6	23.5	120	**156	0.9	36.4	178	**81	0.4	18.9	84
ROLLING STONE	1355	1017	1.8	75.1	120	*253	1.5	18.7	95	405	2.2	29.9	147	359	1.8	26.5	118
RUNNER'S WORLD	329	*220	0.4	66.9	107	**67	0.4	20.4	104	**96	0.5	29.2	143	**56	0.3	17.0	76
SATURDAY EVENING POST	1268	823	1.5	64.9	104	312	1.8	24.6	126	*177	1.0	14.0	68	335	1.7	26.4	118
SCIENCE 84	702	423	0.8	60.3	97	*139	0.8	19.8	101	**101	0.6	14.4	71	*183	0.9	26.1	116
SCIENCE DIGEST	553	392	0.7	70.9	114	**92	0.5	16.6	85	**175	1.0	31.6	155	**125	0.6	22.6	101
SCIENTIFIC AMERICAN	615	325	0.6	52.8	85	**60	0.3	9.8	50	*135	0.7	22.0	108	*129	0.6	21.0	93
SELF	2683	1891	3.4	70.5	113	576	3.3	21.5	110	721	4.0	26.9	132	594	3.0	22.1	98
SEVENTEEN	3309	2319	4.2	70.1	112	691	4.0	20.9	107	739	4.1	22.3	110	889	4.5	26.9	119
SKI	591	395	0.7	66.8	107	**64	0.4	10.8	55	*155	0.9	26.2	129	*177	0.9	29.9	133
SMITHSONIAN	3039	1835	3.3	60.4	97	522	3.0	17.2	88	567	3.1	18.7	92	747	3.8	24.6	109
SOAP OPERA DIGEST	3683	2637	4.8	71.6	115	963	5.6	26.1	134	953	5.3	25.9	127	721	3.6	19.6	87
SOUTHERN LIVING	4434	2985	5.4	67.3	108	948	5.5	21.4	109	1079	6.0	24.3	119	958	4.8	21.6	96
SPORT	701	543	1.0	77.5	124	*190	1.1	27.1	139	**145	0.8	20.7	101	*208	1.0	29.7	132
THE SPORTING NEWS	518	*402	0.7	77.6	124	**180	1.0	34.7	178	**71	0.4	13.7	67	**151	0.8	29.2	130
SPORTS AFIELD	523	389	0.7	74.4	119	**94	0.5	18.0	92	**160	0.9	30.6	150	*135	0.7	25.8	115
SPORTS ILLUSTRATED	3325	2391	4.3	71.9	115	846	4.9	25.4	130	773	4.3	23.2	114	772	3.9	23.2	103
STAR	8567	5799	10.5	67.7	108	2315	13.4	27.0	138	1911	10.6	22.3	109	1573	7.9	18.4	82
SUNDAY	27630	17857	32.3	64.6	104	5608	32.4	20.3	104	5594	31.0	20.2	99	6655	33.5	24.1	107
SUNSET	2219	1316	2.4	59.3	95	*237	1.4	10.7	55	403	2.2	18.2	89	676	3.4	30.5	136
TV GUIDE	24258	16530	29.9	68.1	109	5512	31.9	22.7	116	5626	31.2	23.2	114	5392	27.1	22.2	99
TENNIS	609	374	0.7	61.4	98	**141	0.8	23.2	118	**66	0.4	10.8	53	*167	0.8	27.4	122
TIME	9929	6544	11.8	65.9	106	2137	12.3	21.5	110	2331	12.9	23.5	115	2076	10.4	20.9	93
TOWN & COUNTRY	1062	778	1.4	73.3	117	*175	1.0	16.5	84	*242	1.3	22.8	112	361	1.8	34.0	151
TRAVEL & LEISURE	1051	721	1.3	68.6	110	*165	1.0	15.7	80	310	1.7	29.5	145	246	1.2	23.4	104
TRUE STORY	3946	2783	5.0	70.5	113	974	5.6	24.7	126	1024	5.7	26.0	127	785	3.9	19.9	88
U.S.NEWS & WORLD REPORT	3782	2607	4.7	68.9	110	731	4.2	19.3	99	916	5.1	24.2	119	961	4.8	25.4	113
USA TODAY	1874	1301	2.4	69.4	111	352	2.0	18.8	96	414	2.3	22.1	108	535	2.7	28.5	127
US	2213	1639	3.0	74.1	119	444	2.6	20.1	103	610	3.4	27.6	135	585	2.9	26.4	118
VOGUE	4792	3107	5.6	64.8	104	935	5.4	19.5	100	983	5.4	20.5	101	1189	6.0	24.8	110
WALL STREET JOURNAL	2045	1284	2.3	62.8	101	294	1.7	14.4	73	415	2.3	20.3	100	575	2.9	28.1	125
WEIGHT WATCHERS	2364	1670	3.0	70.6	113	569	3.3	24.1	123	514	2.8	21.7	107	586	2.9	24.8	110
WOMAN'S DAY	15182	10565	19.1	69.6	111	3457	20.0	22.8	116	3612	20.0	23.8	117	3495	17.6	23.0	102
WORKING MOTHER	1198	887	1.6	74.0	119	*264	1.5	22.0	113	418	2.3	34.9	171	*206	1.0	17.2	76
WORKING WOMAN	1523	1221	2.2	80.2	128	440	2.5	28.9	148	405	2.2	26.6	130	376	1.9	24.7	110
WORLD TENNIS	*183	*131	0.2	71.6	115	**50	0.3	27.3	140	**42	0.2	23.0	113	**40	0.2	21.9	97
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1864	3.4	67.1	108	646	3.7	23.3	119	614	3.4	22.1	108	603	3.0	21.7	97
BLAIR INSERTS	47909	31032	56.2	64.8	104	9669	55.9	20.2	103	10138	56.2	21.2	104	11225	56.4	23.4	104
DAILY NEWSPAPERS																	
READ ANY	56731	36263	65.7	63.9	102	11307	65.3	19.9	102	11800	65.4	20.8	102	13156	66.1	23.2	103
READ ONE	47696	30291	54.8	63.5	102	9500	54.9	19.9	102	9689	53.7	20.3	100	11102	55.8	23.3	104
READ TWO OR MORE	9034	5972	10.8	66.1	106	1807	10.4	20.0	102	2111	11.7	23.4	115	2054	10.3	22.7	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	37225	67.4	64.5	103	11631	67.2	20.1	103	12234	67.8	21.2	104	13360	67.2	23.1	103
READ ONE	50513	32470	58.8	64.3	103	10337	59.7	20.5	105	10596	58.7	21.0	103	11537	58.0	22.8	102
READ TWO OR MORE	7219	4755	8.6	65.9	106	1294	7.5	17.9	92	1638	9.1	22.7	111	1822	9.2	25.2	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	28.57				27.71				28.35				29.51			
30 DAY REACH	78184	49179	89.0	62.9	101	15392	88.9	19.7	101	15934	88.3	20.4	100	17854	89.8	22.8	102
50 SHWG - 30 DAY AV FREQ	14.80	15.00				14.62				14.92				15.40			
30 DAY REACH	74239	46935	85.0	63.2	101	14602	84.4	19.7	101	15142	83.9	20.4	100	17191	86.4	23.2	103
25 SHWG - 30 DAY AV FREQ	8.05	8.12				8.04				8.04				8.26			
30 DAY REACH	68254	43339	78.5	63.5	102	13287	76.8	19.5	100	14073	78.0	20.6	101	15979	80.3	23.4	104
CABLE TV: HOME WIRED	35215	22683	41.1	64.4	103	6979	40.3	19.8	101	7612	42.2	21.6	106	8091	40.7	23.0	102
HOME NOT WIRED	53250	32549	58.9	61.1	98	10327	59.7	19.4	99	10424	57.8	19.6	96	11798	59.3	22.2	99
HAVE PAY CABLE	17885	11914	21.6	66.6	107	3684	21.3	20.6	105	3866	21.4	21.6	106	4364	21.9	24.4	109

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(FEMALES)

D330
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	55231	100.0	62.4	100	17306	100.0	19.6	100	18037	100.0	20.4	100	19889	100.0	22.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	30771	55.7	64.1	103	9454	54.6	19.7	101	10182	56.5	21.2	104	11135	56.0	23.2	103
10:00 AM - 3:00 PM	33674	21407	38.8	63.6	102	6816	39.4	20.2	103	6989	38.7	20.8	102	7603	38.2	22.6	100
3:00 PM - 7:00 PM	34431	22184	40.2	64.4	103	6923	40.0	20.1	103	7172	39.8	20.8	102	8089	40.7	23.5	104
7:00 PM - MIDNIGHT	17761	11412	20.7	64.3	103	3605	20.8	20.3	104	3543	19.8	20.1	98	4244	21.3	23.9	106
MIDNIGHT - 6:00 AM	10087	6873	12.4	68.1	109	2224	12.9	22.0	113	2340	13.0	23.2	114	2309	11.6	22.9	102
6:00 AM - MIDNIGHT	64318	41239	74.7	64.1	103	12931	74.7	20.1	103	13245	73.4	20.6	101	15064	75.7	23.4	104
ENTIRE DAY	65181	41855	75.8	64.2	103	13075	75.6	20.1	103	13453	74.6	20.6	101	15328	77.1	23.5	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	11418	20.7	65.6	105	3487	20.1	20.0	102	3516	19.5	20.2	99	4415	22.2	25.4	113
ALL NEWS	2520	1488	2.7	59.0	95	431	2.5	17.1	87	414	2.3	16.4	81	643	3.2	25.5	113
AOR/PROGRESSIVE	4419	2914	5.3	65.9	106	876	5.1	19.8	101	945	5.2	21.4	105	1093	5.5	24.7	110
BEAUTIFUL MUSIC	6119	4013	7.3	65.6	105	1363	7.9	22.3	114	1243	6.9	20.3	100	1407	7.1	23.0	102
BLACK	2623	1747	3.2	66.6	107	608	3.5	23.2	118	601	3.3	22.9	112	538	2.7	20.5	91
CLASSICAL	1553	932	1.7	60.0	96	*268	1.5	17.3	88	*266	1.5	17.1	84	398	2.0	25.6	114
CHR/ROCK	11282	7560	13.7	67.0	107	2243	13.0	19.9	102	2509	13.9	22.2	109	2808	14.1	24.9	111
COUNTRY	13343	8489	15.4	63.6	102	2660	15.4	19.9	102	3157	17.5	23.7	116	2671	13.4	20.0	89
GOLDEN OLDIES	1299	716	1.3	55.1	88	*229	1.3	17.6	90	*226	1.3	17.4	85	*262	1.3	20.2	90
MOR/NOSTALGIA	5241	3126	5.7	59.6	96	814	4.7	15.5	79	1013	5.6	19.3	95	1299	6.5	24.8	110
NEWS/TALK	4165	2540	4.6	61.0	98	691	4.0	16.6	85	790	4.4	19.0	93	1060	5.3	25.5	113
RELIGIOUS	3324	1934	3.5	58.2	93	749	4.3	22.5	115	463	2.6	13.9	68	722	3.6	21.7	97
SOFT ROCK	609	394	0.7	64.7	104	**81	0.5	13.3	68	**112	0.6	18.4	90	*201	1.0	33.0	147
URBAN CONTEMPORARY	1853	1280	2.3	69.1	111	572	3.3	30.9	158	334	1.9	18.0	88	374	1.9	20.2	90
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	2511	4.5	67.4	108	887	5.1	23.8	122	774	4.3	20.8	102	851	4.3	22.9	102
ABC DIRECTION	2488	1689	3.1	67.9	109	524	3.0	21.1	108	511	2.8	20.5	101	654	3.3	26.3	117
ABC ENTERTAINMENT	5129	3163	5.7	61.7	99	905	5.2	17.6	90	1007	5.6	19.6	96	1251	6.3	24.4	108
ABC FM	2498	1674	3.0	67.0	107	562	3.2	22.5	115	583	3.2	23.3	114	529	2.7	21.2	94
ABC INFORMATION	5721	3593	6.5	62.8	101	970	5.6	17.0	87	1253	6.9	21.9	107	1371	6.9	24.0	107
ABC ROCK	2021	1420	2.6	70.3	113	462	2.7	22.9	117	450	2.5	22.3	109	508	2.6	25.1	112
CBS	4756	3017	5.5	63.4	102	759	4.4	16.0	82	1062	5.9	22.3	110	1195	6.0	25.1	112
MUTUAL	5272	3523	6.4	66.8	107	1182	6.8	22.4	115	1018	5.6	19.3	95	1323	6.7	25.1	112
NBC	4964	3308	6.0	66.6	107	1143	6.6	23.0	118	931	5.2	18.8	92	1234	6.2	24.9	111
RADIORADIO	2218	1394	2.5	62.8	101	401	2.3	18.1	92	443	2.5	20.0	98	550	2.8	24.8	110
RKO ONE	2565	1700	3.1	66.3	106	604	3.5	23.5	120	615	3.4	24.0	118	481	2.4	18.8	83
RKO TWO	3640	2225	4.0	61.1	98	724	4.2	19.9	102	627	3.5	17.2	84	875	4.4	24.0	107
THE SOURCE	2467	1565	2.8	63.4	102	490	2.8	19.9	102	513	2.8	20.8	102	562	2.8	22.8	101
NON-WIRED : BLAIR	9466	6051	11.0	63.9	102	1693	9.8	17.9	91	2127	11.8	22.5	110	2232	11.2	23.6	105
INTERNET	13616	8714	15.8	64.0	103	2699	15.6	19.8	101	2770	15.4	20.3	100	3245	16.3	23.8	106
KATZ RADIO GROUP	16998	11081	20.1	65.2	104	3276	18.9	19.3	99	3454	19.1	20.3	100	4352	21.9	25.6	114
SUPERNET	11622	7562	13.7	65.1	104	2320	13.4	20.0	102	2477	13.7	21.3	105	2765	13.9	23.8	106
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	5612	10.2	59.5	95	1736	10.0	18.4	94	1813	10.1	19.2	94	2063	10.4	21.9	97
MKDAY 9:00 AM - 1:00 PM	13304	8153	14.8	61.3	98	2695	15.6	20.3	104	2715	15.1	20.4	100	2743	13.8	20.6	92
MKDAY 1:00 PM - 4:30 PM	17591	10985	19.9	62.4	100	3576	20.7	20.3	104	3586	19.9	20.4	100	3823	19.2	21.7	97
MKDAY 4:30 PM - 7:30 PM	24418	15020	27.2	61.5	99	4942	28.6	20.2	103	4753	26.4	19.5	95	5325	26.8	21.8	97
MKDAY 7:30 PM - 8:00 PM	34400	21377	38.7	62.1	100	6810	39.4	19.8	101	6909	38.3	20.1	99	7657	38.5	22.3	99
MKDAY 11:00 PM - 11:30 PM	26120	16690	30.2	63.9	102	5274	30.5	20.2	103	5320	29.5	20.4	100	6096	30.7	23.3	104
MKDAY 11:30 PM - 1:00 AM	8402	5563	10.1	66.2	106	1671	9.7	19.9	102	1817	10.1	21.6	106	2075	10.4	24.7	110
M-SAT 8-11 PM+SUN 7-11 PM	36828	23526	42.6	63.9	102	7518	43.4	20.4	104	7590	42.1	20.6	101	8417	42.3	22.9	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	4527	8.2	62.7	100	1553	9.0	21.5	110	1451	8.0	20.1	99	1523	7.7	21.1	94
ANOTHER WORLD N	4924	3261	5.9	66.2	106	1177	6.8	23.9	122	1091	6.0	22.2	109	993	5.0	20.2	90
AS THE WORLD TURNS C	5966	3680	6.7	61.7	99	1095	6.3	18.4	94	1197	6.6	20.1	98	1388	7.0	23.3	103
CAPITOL C	3672	2248	4.1	61.2	98	604	3.5	16.4	84	757	4.2	20.6	101	887	4.5	24.2	107
CBS MORN. NEWS 1 C	1590	962	1.7	60.5	97	345	2.0	21.7	111	340	1.9	21.4	105	277	1.4	17.4	77
CBS MORN. NEWS 2 C	1298	699	1.3	53.9	86	245	1.4	18.9	96	240	1.3	18.5	91	214	1.1	16.5	73
DAYS OF OUR LIVES N	6389	4234	7.7	66.3	106	1512	8.7	23.7	121	1413	7.8	22.1	108	1309	6.6	20.5	91
FACTS OF LIFE - DAYTIME N	2526	1551	2.8	61.4	98	548	3.2	21.7	111	556	3.1	22.0	108	448	2.3	17.7	79
FAMILY FEUD A	3427	2120	3.8	61.9	99	558	3.2	16.3	83	741	4.1	21.6	106	821	4.1	24.0	107
GENERAL HOSPITAL A	6870	4224	7.6	61.5	98	1437	8.3	20.9	107	1316	7.3	19.2	94	1471	7.4	21.4	95
GOOD MORNING, AMERICA-730 A	3767	2213	4.0	58.7	94	544	3.1	14.4	74	833	4.6	22.1	108	835	4.2	22.2	99
GOOD MORNING, AMERICA-830 A	3076	1846	3.3	60.0	96	546	3.2	17.8	91	637	3.5	20.7	102	664	3.3	21.6	96
GUIDING LIGHT C	5789	3696	6.7	63.8	102	1040	6.0	18.0	92	1264	7.0	21.8	107	1392	7.0	24.0	107
ONE LIFE TO LIVE A	4918	2985	5.4	60.7	97	945	5.5	19.2	98	918	5.1	18.7	92	1121	5.6	22.8	101
PRESS YOUR LUCK C	2367	1501	2.7	63.4	102	558	3.2	23.6	121	452	2.5	19.1	94	491	2.5	20.7	92
PRICE IS RIGHT 1 C	4727	2911	5.3	61.6	99	997	5.8	21.1	108	926	5.1	19.6	96	988	5.0	20.9	93
PRICE IS RIGHT 2 C	5511	3501	6.3	63.5	102	1182	6.8	21.4	110	1106	6.1	20.1	98	1213	6.1	22.0	98
RYAN'S HOPE A	3479	2223	4.0	63.9	102	772	4.5	22.2	113	674	3.7	19.4	95	777	3.9	22.3	99
SALE OF THE CENTURY N	2823	1722	3.1	61.0	98	650	3.8	23.0	118	510	2.8	18.1	89	562	2.8	19.9	89
SEARCH FOR TOMORROW N	2525	1736	3.1	68.8	110	651	3.8	25.8	132	637	3.5	25.2	124	447	2.2	17.7	79
TODAY SHOW 1 N	2979	1753	3.2	58.8	94	501	2.9	16.8	86	554	3.1	18.6	91	698	3.5	23.4	104
TODAY SHOW 2 N	2792	1631	3.0	58.4	94	436	2.5	15.6	80	587	3.3	21.0	103	608	3.1	21.8	97
$25,000 PYRAMID C	2899	1775	3.2	61.2	98	690	4.0	23.8	122	568	3.1	19.6	96	516	2.6	17.8	79
WHEEL OF FORTUNE N	4689	2922	5.3	62.3	100	1026	5.9	21.9	112	931	5.2	19.9	97	965	4.9	20.6	92
YOUNG AND THE RESTLESS C	6231	3803	6.9	61.0	98	1167	6.7	18.7	96	1229	6.8	19.7	97	1406	7.1	22.6	100
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	1264	2.3	64.1	103	376	2.2	19.1	97	430	2.4	21.8	107	457	2.3	23.2	103
NBA PLAYOFF GAME -1 C	1246	763	1.4	61.2	98	261	1.5	20.9	107	238	1.3	19.1	94	264	1.3	21.2	94
NBC MAJOR LEAGUE PRE-GAME N	1140	649	1.2	56.9	91	*191	1.1	16.8	86	*241	1.3	21.1	104	*217	1.1	19.0	85
SPORTSWORLD - SUN N	1328	895	1.6	67.4	108	251	1.5	18.9	97	387	2.1	29.1	143	258	1.3	19.4	86
SUNDAY MORNING C	1645	1063	1.9	64.6	104	272	1.6	16.5	85	341	1.9	20.7	102	450	2.3	27.4	122

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HARD ROLL CANDY/CANDY BREATH MINTS - USAGE IN LAST 30 DAYS
(FEMALES)

0331
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES		88464	55231	100.0	62.4	100	17306	100.0	19.6	100	18037	100.0	20.4	100	19889	100.0	22.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	16964	30.7	60.7	97	5413	31.3	19.4	99	5250	29.1	18.8	92	6300	31.7	22.5	100
NETWORK AFFILIATES - LATE		21966	13936	25.2	63.4	102	4344	25.1	19.8	101	4413	24.5	20.1	99	5180	26.0	23.6	105
INDEPENDENTS - LATE		2247	1376	2.5	61.2	98	400	2.3	17.8	91	423	2.3	18.8	92	553	2.8	24.6	109
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	7906	14.3	68.6	110	2781	16.1	24.1	123	2548	14.1	22.1	108	2577	13.0	22.4	99
ABC MONDAY NIGHT MOVIE	A	6879	4288	7.8	62.3	100	1429	8.3	20.8	106	1302	7.2	18.9	93	1557	7.8	22.6	101
ABC SUNDAY NIGHT MOVIE	A	13690	8785	15.9	64.2	103	2598	15.0	19.0	97	2888	16.0	21.1	103	3299	16.6	24.1	107
ABC WORLD NEWS TONIGHT	A	6589	3862	7.0	58.6	94	1395	8.1	21.2	108	1172	6.5	17.8	87	1295	6.5	19.7	87
AFTERMASH	C	6391	3994	7.2	62.5	100	1067	6.2	16.7	85	1308	7.3	20.5	100	1620	8.1	25.3	113
ALICE	C	10273	6575	11.9	64.0	103	1990	11.5	19.4	99	2198	12.2	21.4	105	2387	12.0	23.2	103
AMERICAN PARADE	C	7130	4202	7.6	58.9	94	1271	7.3	17.8	91	1412	7.8	19.8	97	1519	7.6	21.3	95
BENSON	A	11665	7470	13.5	64.0	103	2476	14.3	21.2	109	2369	13.1	20.3	100	2625	13.2	22.5	100
BLUE THUNDER	A	5442	3482	6.3	64.0	102	1142	6.6	21.0	107	1125	6.2	20.7	101	1214	6.1	22.3	99
CAGNEY & LACEY	C	10565	6911	12.5	65.4	105	2131	12.3	20.2	103	2321	12.9	22.0	108	2459	12.4	23.3	104
CBS EVENING NEWS-DEAN	C	3668	2172	3.9	59.2	95	713	4.1	19.4	99	694	3.8	18.9	93	765	3.8	20.9	93
CBS EVENING NEWS-RATHER	C	7561	4764	8.6	63.0	101	1332	7.7	17.6	90	1450	8.0	19.2	94	1982	10.0	26.2	117
CBS SAT. NEWS-SCHIEFFER	C	3948	2394	4.3	60.6	97	686	4.0	17.4	89	678	3.8	17.2	84	1030	5.2	26.1	116
CBS SATURDAY NIGHT MOVIE	C	5966	3940	7.1	66.0	106	1217	7.0	20.4	104	1230	6.8	20.6	101	1492	7.5	25.0	111
CBS WEDNESDAY NIGHT MOVIE	C	6529	4127	7.5	63.2	101	1330	7.7	20.4	104	1303	7.2	20.0	98	1494	7.5	22.9	102
CHEERS	N	9842	6395	11.6	65.0	104	2082	12.0	21.2	108	2032	11.3	20.6	101	2281	11.5	23.2	103
DALLAS	C	23935	15358	27.8	64.2	103	5063	29.3	21.2	108	5013	27.8	20.9	103	5281	26.6	22.1	98
DIFF'RENT STROKES	N	7574	4749	8.6	62.7	100	1567	9.1	20.7	106	1599	8.9	21.1	104	1583	8.0	20.9	93
DOUBLE TROUBLE	N	7786	4918	8.9	63.2	101	1515	8.8	19.5	99	1697	9.4	21.8	107	1706	8.6	21.9	97
DUCK FACTORY	N	6290	4022	7.3	63.9	102	1342	7.8	21.3	109	1270	7.0	20.2	99	1410	7.1	22.4	100
DUKES OF HAZZARD	C	6402	4123	7.5	64.4	103	1327	7.7	20.7	106	1200	6.7	18.7	92	1596	8.0	24.9	111
DYNASTY	A	21955	13885	25.1	63.2	101	4391	25.4	20.0	102	4708	26.1	21.4	105	4786	24.1	21.8	97
FACTS OF LIFE	N	8898	5798	10.5	65.2	104	1889	10.9	21.2	109	1846	10.2	20.7	102	2063	10.4	23.2	103
FALCON CREST	C	21877	13944	25.2	63.7	102	4523	26.1	20.7	106	4731	26.2	21.6	106	4690	23.6	21.4	95
FALL GUY	A	10045	6609	12.0	65.8	105	2029	11.7	20.2	103	2120	11.8	21.1	104	2460	12.4	24.5	109
FAMILY TIES	N	8922	5677	10.3	63.6	102	1749	10.1	19.6	100	1983	11.0	22.2	109	1945	9.8	21.8	97
FANTASY ISLAND	A	8288	5110	9.3	61.7	99	1704	9.8	20.6	105	1552	8.6	18.7	92	1854	9.3	22.4	99
FOULUPS,BLEEPS & BLUNDERS	A	9891	6126	11.1	61.9	99	1959	11.3	19.8	101	1874	10.4	18.9	93	2293	11.5	23.2	103
FOUR SEASONS	C	5429	3381	6.1	62.3	100	1015	5.9	18.7	96	1061	5.9	19.5	96	1305	6.6	24.0	107
GIMME A BREAK	N	9646	6148	11.1	63.7	102	2047	11.8	21.2	108	2082	11.5	21.6	106	2020	10.2	20.9	93
HART TO HART	A	9983	6367	11.5	63.8	102	2096	12.1	21.0	107	2115	11.7	21.2	104	2156	10.8	21.6	96
HILL STREET BLUES	N	9688	6419	11.6	66.3	106	2105	12.2	21.7	111	2207	12.2	22.8	112	2106	10.6	21.7	97
HOTEL	A	15435	9695	17.6	62.8	101	3176	18.4	20.6	105	3271	18.1	21.2	104	3247	16.3	21.0	94
JEFFERSONS	C	10031	6285	11.4	62.7	100	1995	11.5	19.9	102	2090	11.6	20.8	102	2200	11.1	21.9	98
JENNIFER SLEPT HERE	N	6376	4093	7.4	64.2	103	1503	8.7	23.6	120	1243	6.9	19.5	96	1347	6.8	21.1	94
KATE & ALLIE	C	9951	6335	11.5	63.7	102	1976	11.4	19.9	102	2150	11.9	21.6	106	2209	11.1	22.2	99
KNIGHT RIDER	N	7908	5259	9.5	66.5	107	1671	9.7	21.1	108	1755	9.7	22.2	109	1833	9.2	23.2	103
LOVE BOAT	A	13226	8194	14.8	62.0	99	2846	16.4	21.5	110	2587	14.3	19.6	96	2761	13.9	20.9	93
MAGNUM PI	C	12105	7803	14.1	64.5	103	2558	14.8	21.1	108	2553	14.2	21.1	103	2692	13.5	22.2	99
MAMA'S FAMILY	N	6364	3979	7.2	62.5	100	1402	8.1	22.0	113	1196	6.6	18.8	92	1380	6.9	21.7	96
MASTER, THE	N	3955	2594	4.7	65.6	105	942	5.4	23.8	122	854	4.7	21.6	106	797	4.0	20.2	90
MATT HOUSTON	A	6903	4522	8.2	65.5	105	1437	8.3	20.8	106	1383	7.7	20.0	98	1702	8.6	24.7	110
NBC MONDAY NIGHT MOVIE	N	13443	8782	15.9	65.3	105	2560	14.8	19.0	97	2973	16.5	22.1	108	3250	16.3	24.2	108
NBC NIGHTLY NEWS	N	5585	3498	6.3	62.6	100	1100	6.4	19.7	101	1081	6.0	19.4	95	1317	6.6	23.6	105
NBC NIGHTLY NEWS-SAT	N	3688	2125	3.8	57.6	92	654	3.8	17.7	91	739	4.1	20.0	98	732	3.7	19.8	88
NBC NIGHTLY NEWS-SUN	N	3310	1979	3.6	59.8	96	710	4.1	21.5	110	623	3.5	18.8	92	647	3.3	19.5	87
NBC SUNDAY NIGHT MOVIE	N	9238	6177	11.2	66.9	107	2045	11.8	22.1	113	1731	9.6	18.7	92	2402	12.1	26.0	116
NEWHART	C	9876	6299	11.4	63.8	102	1886	10.9	19.1	98	2148	11.9	21.7	107	2265	11.4	22.9	102
ONE DAY AT A TIME	C	7954	5221	9.5	65.6	105	1506	8.7	18.9	97	1697	9.4	21.3	105	2018	10.1	25.4	113
PEOPLE ARE FUNNY	N	5182	3331	6.0	64.3	103	1130	6.5	21.8	111	1005	5.6	19.4	95	1196	6.0	23.1	103
REAL PEOPLE	N	9674	6023	10.9	62.3	100	1942	11.2	20.1	103	1951	10.8	20.2	99	2130	10.7	22.0	98
REMINGTON STEELE	N	8511	5769	10.4	67.8	109	1997	11.5	23.5	120	1693	9.4	19.9	98	2080	10.5	24.4	109
RIPLEY'S BELIEVE IT - NOT	A	5656	3512	6.4	62.1	99	1097	6.3	19.4	99	1214	6.7	21.5	105	1201	6.0	21.2	94
RIPTIDE	N	7718	5400	9.8	70.0	112	1718	9.9	22.3	114	1800	10.0	23.3	114	1882	9.5	24.4	108
SCARECROW & MRS. KING	C	11058	6964	12.6	63.0	101	1995	11.5	18.0	92	2320	12.9	21.0	103	2648	13.3	23.9	107
SIMON & SIMON	C	11615	7183	13.0	61.8	99	2442	14.1	21.0	107	1963	10.9	16.9	83	2778	14.0	23.9	106
60 MINUTES	C	14326	8797	15.9	61.4	98	2826	16.3	19.7	101	2813	15.6	19.6	96	3158	15.9	22.0	98
ST. ELSEWHERE	N	7670	5273	9.5	68.7	110	1756	10.1	22.9	117	1781	9.9	23.2	114	1736	8.7	22.6	101
THREE'S COMPANY	A	12068	7643	13.8	63.3	101	2538	14.7	21.0	108	2494	13.8	20.7	101	2611	13.1	21.6	96
T.J. HOOKER	A	9735	6319	11.4	64.9	104	2076	12.0	21.3	109	1992	11.0	20.5	100	2251	11.3	23.1	103
TONIGHT SHOW	N	2531	1697	3.1	67.0	107	518	3.0	20.5	105	554	3.1	21.9	107	625	3.1	24.7	110
TRAPPER JOHN, M.D.	C	10374	6429	11.6	62.0	99	2190	12.7	21.1	108	2175	12.1	21.0	103	2063	10.4	19.9	88
TV BLOOPERS & PRAC. JOKES	N	9795	6211	11.2	63.4	102	2019	11.7	20.6	105	2146	11.9	21.9	107	2045	10.3	20.9	93
20/20	A	10009	6423	11.6	64.2	103	1816	10.5	18.1	93	2111	11.7	21.1	103	2496	12.5	24.9	111
WEBSTER	A	11934	7741	14.0	64.9	104	2530	14.6	21.2	108	2424	13.4	20.3	100	2787	14.0	23.4	104
WORLD NEWS - SUN	A	3291	2029	3.7	61.7	99	640	3.7	19.4	99	633	3.5	19.2	94	756	3.8	23.0	102
YELLOW ROSE	N	5196	3320	6.0	63.9	102	1013	5.9	19.5	100	1088	6.0	20.9	103	1220	6.1	23.5	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	6548	11.9	68.6	110	2162	12.5	22.6	116	2343	13.0	24.5	120	2043	10.3	21.4	95
BASKETBALL - COLLEGE GAMES		4414	3180	5.8	72.0	115	1036	6.0	23.5	120	1203	6.7	27.3	134	941	4.7	21.3	95
BASKETBALL - PRO GAMES		3876	2739	5.0	70.7	113	804	4.6	20.7	106	1018	5.6	26.3	129	918	4.6	23.7	105
BOWLING		4056	2857	5.2	70.4	113	1047	6.0	25.8	132	1122	6.2	27.7	136	688	3.5	17.0	75
BOXING		4154	3038	5.5	73.1	117	924	5.3	22.2	114	868	4.8	20.9	102	1247	6.3	30.0	134
FOOTBALL - COLLEGE GAMES		6754	4836	8.8	71.6	115	1356	7.8	20.1	103	1785	9.9	26.4	130	1695	8.5	25.1	112
FOOTBALL - PRO GAMES		12364	8950	16.2	72.4	116	2464	14.2	19.9	102	3067	17.0	24.8	122	3419	17.2	27.7	123
GOLF		3615	2471	4.5	68.4	109	667	3.9	18.5	94	979	5.4	27.1	133	826	4.2	22.8	102
POST-SEASON COLL. FOOTBALL		5296	3870	7.0	73.1	117	972	5.6	18.4	94	1464	8.1	27.6	136	1434	7.2	27.1	120
POST-SEASON PRO FOOTBALL		6693	4902	8.9	73.2	117	1330	7.7	19.9	102	1756	9.7	26.2	129	1817	9.1	27.1	121
TENNIS		3281	2370	4.3	72.2	116	903	5.2	27.5	141	738	4.1	22.5	110	729	3.7	22.2	99
WRESTLING - PROFESSIONAL		3672	2713	4.9	73.9	118	1125	6.5	30.6	157	703	3.9	19.1	94	884	4.4	24.1	107

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

0332
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	TOTAL U.S. '000	BREATH SAVERS A '000	BREATH SAVERS B % DOWN	BREATH SAVERS C % ACROSS	BREATH SAVERS D INDX	CERTS A '000	CERTS B % DOWN	CERTS C % ACROSS	CERTS D INDX	CHARMS A '000	CHARMS B % DOWN	CHARMS C % ACROSS	CHARMS D INDX	CLORETTES A '000	CLORETTES B % DOWN	CLORETTES C % ACROSS	CLORETTES D INDX
TOTAL ADULTS	167727	20467	100.0	12.2	100	41922	100.0	25.0	100	4008	100.0	2.4	100	8003	100.0	4.8	100
MALES	79263	7893	38.6	10.0	82	17804	42.5	22.5	90	1680	41.9	2.1	89	3244	40.5	4.1	86
FEMALES	88464	12574	61.4	14.2	116	24118	57.5	27.3	109	2328	58.1	2.6	110	4760	59.5	5.4	113
18 - 24	28671	4581	22.4	16.0	131	7875	18.8	27.5	110	1253	31.3	4.4	183	1215	15.2	4.2	89
25 - 34	39536	5381	26.3	13.6	112	10682	25.5	27.0	108	787	19.6	2.0	83	1497	18.7	3.8	79
35 - 44	28978	4050	19.8	14.0	115	7916	18.9	27.3	109	*535	13.3	1.8	77	1226	15.3	4.2	89
45 - 54	22345	2262	11.1	10.1	83	4971	11.9	22.2	89	420	10.5	1.9	79	1098	13.7	4.9	103
55 - 64	22224	2201	10.8	9.9	81	5194	12.4	23.4	94	*435	10.9	2.0	82	1231	15.4	5.5	116
65 OR OLDER	25973	1993	9.7	7.7	63	5284	12.6	20.3	81	577	14.4	2.2	93	1736	21.7	6.7	140
18 - 34	68207	9962	48.7	14.6	120	18557	44.3	27.2	109	2040	50.9	3.0	125	2712	33.9	4.0	83
18 - 49	108058	15246	74.5	14.1	116	28898	68.9	26.7	107	2726	68.0	2.5	106	4568	57.1	4.2	89
25 - 54	90859	11693	57.1	12.9	105	23569	56.2	25.9	104	1742	43.5	1.9	80	3821	47.7	4.2	88
35 - 49	39851	5284	25.8	13.3	109	10341	24.7	25.9	104	686	17.1	1.7	72	1855	23.2	4.7	98
50 OR OLDER	59669	5222	25.5	8.8	72	13024	31.1	21.8	87	1282	32.0	2.1	90	3436	42.9	5.8	121
GRADUATED COLLEGE	28091	2966	14.5	10.6	87	5942	14.2	21.2	85	*529	13.2	1.9	79	1068	13.3	3.8	80
ATTENDED COLLEGE	28938	3777	18.5	13.1	107	7493	17.9	25.9	104	*447	11.2	1.5	65	1159	14.5	4.0	84
GRADUATED HIGH SCHOOL	65503	8389	41.0	12.8	105	18187	43.4	27.8	111	1573	39.2	2.4	100	3341	41.7	5.1	107
DID NOT GRADUATE HIGH SCHOOL	45195	5335	26.1	11.8	97	10300	24.6	22.8	91	1458	36.4	3.2	135	2435	30.4	5.4	113
EMPLOYED MALES	56429	5750	28.1	10.2	84	12995	31.0	23.0	92	986	24.6	1.7	73	2101	26.3	3.7	78
EMPLOYED FEMALES	43971	6955	34.0	15.8	130	12766	30.5	29.0	116	1260	31.4	2.9	120	1873	23.4	4.3	89
EMPLOYED FULL-TIME	87773	11048	54.0	12.6	103	22459	53.6	25.6	102	1910	47.7	2.2	91	3467	43.3	3.9	83
EMPLOYED PART-TIME	12627	1657	8.1	13.1	108	3302	7.9	26.2	105	*336	8.4	2.7	111	506	6.3	4.0	84
NOT EMPLOYED	67327	7763	37.9	11.5	94	16161	38.6	24.0	96	1762	44.0	2.6	110	4030	50.4	6.0	125
PROFESSIONAL/MANAGER	25845	2731	13.3	10.6	87	6217	14.8	24.1	96	*521	13.0	2.0	84	1013	12.7	3.9	82
TECH/CLERICAL/SALES	30895	4333	21.2	14.0	115	8515	20.3	27.6	110	767	19.1	2.5	104	1250	15.6	4.0	85
PRECISION/CRAFT	12629	1415	6.9	11.2	92	3108	7.4	24.6	98	*253	6.3	2.0	84	*485	6.1	3.8	80
OTHER EMPLOYED	31031	4226	20.6	13.6	112	7920	18.9	25.5	102	705	17.6	2.3	95	1225	15.3	3.9	83
SINGLE	35557	4997	24.4	14.1	115	8933	21.3	25.1	101	1377	34.4	3.9	162	1645	20.6	4.6	97
MARRIED	103585	11869	58.0	11.5	94	26157	62.4	25.3	101	1853	46.2	1.8	75	4538	56.7	4.4	92
DIVORCED/SEPARATED/WIDOWED	28585	3601	17.6	12.6	103	6831	16.3	23.9	96	777	19.4	2.7	114	1820	22.7	6.4	133
PARENTS	59295	8638	42.2	14.6	119	16834	40.2	28.4	114	1371	34.2	2.3	97	2395	29.9	4.0	85
WHITE	146081	17061	83.4	11.7	96	36255	86.5	24.8	99	2869	71.6	2.0	82	6405	80.0	4.4	92
BLACK	17974	2800	13.7	15.6	128	4970	11.9	27.7	111	1031	25.7	5.7	240	1399	17.5	7.8	163
OTHER	3672	*606	3.0	16.5	135	*697	1.7	19.0	76	**108	2.7	2.9	123	**199	2.5	5.4	114
NORTHEAST-CENSUS	37005	3983	19.5	10.8	88	7019	16.7	19.0	76	1376	34.3	3.7	156	1245	15.6	3.4	71
NORTH CENTRAL	42642	5137	25.1	12.0	99	11521	27.5	27.0	108	526	13.1	1.2	52	2324	29.0	5.5	114
SOUTH	56777	7150	34.9	12.6	103	16139	38.5	28.4	114	1781	44.4	3.1	131	3058	38.2	5.4	113
WEST	31303	4199	20.5	13.4	110	7243	17.3	23.1	93	*324	8.1	1.0	43	1376	17.2	4.4	92
NORTHEAST-MKTG.	38125	4094	20.0	10.7	88	6932	16.5	18.2	73	1896	47.3	5.0	208	1560	19.5	4.1	86
EAST CENTRAL	24794	2992	14.6	12.1	99	6437	15.4	26.0	104	*302	7.5	1.2	51	1227	15.3	4.9	104
WEST CENTRAL	28511	3691	18.0	12.9	106	7848	18.7	27.5	110	*417	10.4	1.5	61	1488	18.6	5.2	109
SOUTH	48953	6206	30.3	12.7	104	14485	34.6	29.6	118	1098	27.4	2.2	94	2496	31.2	5.1	107
PACIFIC	27344	3484	17.0	12.7	104	6221	14.8	22.8	91	**296	7.4	1.1	45	1232	15.4	4.5	94
COUNTY SIZE A	69301	7959	38.9	11.5	94	15247	36.4	22.0	88	2622	65.4	3.8	158	3233	40.4	4.7	98
COUNTY SIZE B	50633	6832	33.4	13.5	111	13305	31.7	26.3	105	725	18.1	1.4	60	2134	26.7	4.2	88
COUNTY SIZE C	26259	3163	15.5	12.0	99	7152	17.1	27.2	109	*326	8.1	1.2	52	1297	16.2	4.9	104
COUNTY SIZE D	21534	2513	12.3	11.7	96	6218	14.8	28.9	116	*334	8.3	1.6	65	1339	16.7	6.2	130
METRO CENTRAL CITY	50014	6305	30.8	12.6	103	12070	28.8	24.1	97	1581	39.4	3.2	132	2489	31.1	5.0	104
METRO SUBURBAN	76832	9085	44.4	11.8	97	18419	43.9	24.0	96	1743	43.5	2.3	95	3222	40.3	4.2	88
NON METRO	40881	5078	24.8	12.4	102	11433	27.3	28.0	112	684	17.1	1.7	70	2292	28.6	5.6	118
TOP 5 ADI'S	39550	4452	21.8	11.3	92	7754	18.5	19.6	78	1592	39.7	4.0	168	1482	18.5	3.7	79
TOP 10 ADI'S	54877	6243	30.5	11.4	93	10982	26.2	20.0	80	2248	56.1	4.1	171	2617	32.7	4.8	100
TOP 20 ADI'S	77516	8685	42.4	11.2	92	16359	39.0	21.1	84	2642	65.9	3.4	143	3624	45.3	4.7	98
HSHLD INC. $50,000 OR MORE	17257	1547	7.6	9.0	73	3779	9.0	21.9	88	*410	10.2	2.4	99	730	9.1	4.2	89
$40,000 OR MORE	33235	3329	16.3	10.0	82	7500	17.9	22.6	90	896	22.4	2.7	113	1388	17.3	4.2	88
$30,000 OR MORE	59693	6368	31.1	10.7	87	13907	33.2	23.3	93	1273	31.8	2.1	89	2624	32.8	4.4	92
$25,000 OR MORE	76275	8685	42.4	11.4	93	18397	43.9	24.1	96	1589	39.6	2.1	87	3240	40.5	4.2	89
$20,000 - $24,999	18607	2278	11.1	12.2	100	5317	12.7	28.6	114	*320	8.0	1.7	72	849	10.6	4.6	96
$15,000 - $19,999	17175	2634	12.9	15.3	126	4466	10.7	26.0	104	*352	8.8	2.0	86	705	8.8	4.1	86
$10,000 - $14,999	24569	3055	14.9	12.4	102	6388	15.2	26.0	104	680	17.0	2.8	116	1450	18.1	5.9	124
UNDER $10,000	31101	3815	18.6	12.3	101	7355	17.5	23.6	95	1067	26.6	3.4	144	1759	22.0	5.7	119
HOUSEHOLD OF 1 PERSON	19441	2015	9.8	10.4	85	4213	10.0	21.7	87	419	10.5	2.2	90	1209	15.1	6.2	130
2 PEOPLE	51803	5262	25.7	10.2	83	12041	28.7	23.2	93	1188	29.6	2.3	96	2821	35.2	5.4	114
3 OR 4 PEOPLE	66933	9307	45.5	13.9	114	17312	41.3	25.9	103	1414	35.3	2.1	88	2649	33.1	4.0	83
5 OR MORE PEOPLE	29550	3884	19.0	13.1	108	8357	19.9	28.3	113	988	24.7	3.3	140	1324	16.5	4.5	94
NO CHILD IN HSHLD	96587	10364	50.6	10.7	88	21686	51.7	22.5	90	2083	52.0	2.2	90	5080	63.5	5.3	110
CHILD(REN) UNDER 2 YRS	10844	1485	7.3	13.7	112	3097	7.4	28.6	114	**239	6.0	2.2	92	*490	6.1	4.5	95
2 - 5 YEARS	26358	3678	18.0	14.0	114	7799	18.6	29.6	118	503	12.5	1.9	80	1138	14.2	4.3	90
6 - 11 YEARS	30453	4534	22.2	14.9	122	9043	21.6	29.7	119	926	23.1	3.0	127	1074	13.4	3.5	74
12 - 17 YEARS	36575	5438	26.6	14.9	122	10269	24.5	28.1	112	1246	31.1	3.4	143	1573	19.7	4.3	90
RESIDENCE OWNED	117770	13436	65.6	11.4	93	29905	71.3	25.4	102	2282	56.9	1.9	81	5920	74.0	5.0	105
VALUE: $50,000 OR MORE	70166	7748	37.9	11.0	90	16217	38.7	23.1	92	1446	36.1	2.1	86	3472	43.4	4.9	104
VALUE: UNDER $50,000	47604	5688	27.8	11.9	98	13688	32.7	28.8	115	836	20.9	1.8	73	2448	30.6	5.1	108

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

0333
P-22

		TOTAL U.S. '000	BREATH SAVERS A '000	B % DOWN	C % ACROSS	D INDX	CERTS A '000	B % DOWN	C % ACROSS	D INDX	CHARMS A '000	B % DOWN	C % ACROSS	D INDX	CLORETTES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	20467	100.0	12.2	100	41922	100.0	25.0	100	4008	100.0	2.4	100	8003	100.0	4.8	100
MAGAZINES	QUINTILE 1	34022	5402	26.4	15.9	130	9431	22.5	27.7	111	712	17.8	2.1	88	1722	21.5	5.1	106
	QUINTILE 2	34800	4282	20.9	12.3	101	9311	22.2	26.8	107	871	21.7	2.5	105	1899	23.7	5.5	114
	QUINTILE 3	30514	3409	16.7	11.2	92	7752	18.5	25.4	102	799	19.9	2.6	110	1321	16.5	4.3	91
	QUINTILE 4	33324	3534	17.3	10.6	87	7837	18.7	23.5	94	722	18.0	2.2	91	1371	17.1	4.1	86
	QUINTILE 5	35066	3841	18.8	11.0	90	7591	18.1	21.6	87	904	22.6	2.6	108	1691	21.1	4.8	101
NEWSPAPERS	QUINTILE 1	29107	3450	16.9	11.9	97	6594	15.7	22.7	91	743	18.5	2.6	107	1520	19.0	5.2	109
	QUINTILE 2	49095	6026	29.4	12.3	101	11960	28.5	24.4	97	1238	30.9	2.5	106	2291	28.6	4.7	98
	QUINTILE 3	23107	2606	12.7	11.3	92	6279	15.0	27.2	109	*474	11.8	2.1	86	935	11.7	4.0	85
	QUINTILE 4	33556	4454	21.8	13.3	109	9093	21.7	27.1	108	590	14.7	1.8	74	1678	21.0	5.0	105
	QUINTILE 5	32863	3932	19.2	12.0	98	7997	19.1	24.3	97	962	24.0	2.9	123	1580	19.7	4.8	101
OUTDOOR	QUINTILE 1	33431	4259	20.8	12.7	104	8484	20.2	25.4	102	638	15.9	1.9	80	1545	19.3	4.6	97
	QUINTILE 2	33478	4056	19.8	12.1	99	8912	21.3	26.6	107	977	24.4	2.9	122	1634	20.4	4.9	102
	QUINTILE 3	33574	4553	22.2	13.6	111	8571	20.4	25.5	102	851	21.2	2.5	106	1573	19.7	4.7	98
	QUINTILE 4	33935	4269	20.9	12.6	103	8242	19.7	24.3	97	523	13.0	1.5	64	1469	18.4	4.3	91
	QUINTILE 5	33310	3331	16.3	10.0	82	7712	18.4	23.2	93	1018	25.4	3.1	128	1783	22.3	5.4	112
RADIO-DRIVE TIME	QUINTILE 1	33136	4402	21.5	13.3	109	8758	20.9	26.4	106	862	21.5	2.6	109	1801	22.5	5.4	114
	QUINTILE 2	31658	4113	20.1	13.0	106	8507	20.3	26.9	108	616	15.4	1.9	81	1498	18.7	4.7	99
	QUINTILE 3	32541	3780	18.5	11.6	95	7976	19.0	24.5	98	689	17.2	2.1	89	1271	15.9	3.9	82
	QUINTILE 4	34247	4430	21.6	12.9	106	8965	21.4	26.2	105	999	24.9	2.9	122	1576	19.7	4.6	96
	QUINTILE 5	36144	3741	18.3	10.4	85	7717	18.4	21.4	85	842	21.0	2.3	97	1857	23.2	5.1	108
RADIO-MID-DAY	TERCILE 1	45037	5950	29.1	13.2	108	12038	28.7	26.7	107	1007	25.1	2.2	94	2278	28.5	5.1	106
	TERCILE 2	44819	5395	26.4	12.0	99	11159	26.6	24.9	100	1138	28.4	2.5	106	2327	29.1	5.2	109
	TERCILE 3	77872	9122	44.6	11.7	96	18726	44.7	24.0	96	1863	46.5	2.4	100	3398	42.5	4.4	91
RADIO-TOTAL	QUINTILE 1	33763	4516	22.1	13.4	110	8999	21.5	26.7	107	882	22.0	2.6	109	1744	21.8	5.2	108
	QUINTILE 2	33240	4575	22.4	13.8	113	8871	21.2	26.7	107	758	18.9	2.3	95	1720	21.5	5.2	108
	QUINTILE 3	33408	3902	19.1	11.7	96	8544	20.4	25.6	102	672	16.8	2.0	84	1397	17.5	4.2	88
	QUINTILE 4	34792	4388	21.4	12.6	103	8719	20.8	25.1	100	988	24.7	2.8	119	1588	19.8	4.6	96
	QUINTILE 5	32524	3087	15.1	9.5	78	6789	16.2	20.9	84	709	17.7	2.2	91	1555	19.4	4.8	100
TV-PRIME TIME	QUINTILE 1	33090	4255	20.8	12.9	105	8814	21.0	26.6	107	845	21.1	2.6	107	1926	24.1	5.8	122
	QUINTILE 2	33357	4082	19.9	12.2	100	8414	20.1	25.2	101	691	17.2	2.1	87	1696	21.2	5.1	107
	QUINTILE 3	33980	4080	19.9	12.0	98	8653	20.6	25.5	102	596	14.9	1.8	73	1678	21.0	4.9	103
	QUINTILE 4	33854	3711	18.1	11.0	90	7944	18.9	23.5	94	1025	25.6	3.0	127	1209	15.1	3.6	75
	QUINTILE 5	33444	4340	21.2	13.0	106	8098	19.3	24.2	97	850	21.2	2.5	106	1495	18.7	4.5	94
TV-DAYTIME	TERCILE 1	49121	5958	29.1	12.1	99	12957	30.9	26.4	106	1206	30.1	2.5	103	2711	33.9	5.5	116
	TERCILE 2	48823	6612	32.3	13.5	111	12639	30.1	25.9	104	1280	31.9	2.6	110	2482	31.0	5.1	107
	TERCILE 3	69782	7897	38.6	11.3	93	16327	38.9	23.4	94	1522	38.0	2.2	91	2810	35.1	4.0	84
TV-TOTAL	QUINTILE 1	33584	4196	20.5	12.5	102	8599	20.5	25.6	102	774	19.3	2.3	96	2132	26.6	6.3	133
	QUINTILE 2	33441	3657	17.9	10.9	90	8704	20.8	26.0	104	683	17.0	2.0	85	1697	21.2	5.1	106
	QUINTILE 3	33505	3988	19.5	11.9	98	8283	19.8	24.7	99	838	20.9	2.5	105	1558	19.5	4.7	97
	QUINTILE 4	33466	4368	21.3	13.1	107	8352	19.9	25.0	100	810	20.2	2.4	101	1161	14.5	3.5	73
	QUINTILE 5	33731	4259	20.8	12.6	103	7985	19.0	23.7	95	903	22.5	2.7	112	1456	18.2	4.3	90
MAGAZINES-NEWSPAPERS: DUAL		44503	6049	29.6	13.6	111	11289	26.9	25.4	101	1005	25.1	2.3	95	2361	29.5	5.3	111
MAGAZINE IMPERATIVE		39363	5469	26.7	13.9	114	11730	28.0	29.8	119	896	22.4	2.3	95	1865	23.3	4.7	99
NEWSPAPER IMPERATIVE		46441	4684	22.9	10.1	83	10474	25.0	22.6	90	1258	31.4	2.7	113	1985	24.8	4.3	90
MAGAZINES-OUTDOOR: DUAL		33726	4808	23.5	14.3	117	9229	22.0	27.4	109	696	17.4	2.1	86	1765	22.1	5.2	110
MAGAZINE IMPERATIVE		52846	6834	33.4	12.9	106	13826	33.0	26.2	105	1242	31.0	2.4	98	2674	33.4	5.1	106
OUTDOOR IMPERATIVE		52140	5830	28.5	11.2	92	12456	29.7	23.9	96	1502	37.5	2.9	121	2206	27.6	4.2	89
MAGAZINES-RADIO: DUAL		37081	5526	27.0	14.9	122	10159	24.2	27.4	110	856	21.4	2.3	97	2104	26.3	5.7	119
MAGAZINE IMPERATIVE		49747	6142	30.0	12.3	101	12959	30.9	26.0	104	1226	30.6	2.5	103	2290	28.6	4.6	96
RADIO IMPERATIVE		49208	5642	27.6	11.5	94	12293	29.3	25.0	100	1228	30.6	2.5	104	2224	27.8	4.5	95
MAGAZINES-TELEVISION: DUAL		33103	4133	20.2	12.5	102	9038	21.6	27.3	109	734	18.3	2.2	93	1901	23.8	5.7	120
MAGAZINE IMPERATIVE		54575	7527	36.8	13.8	113	14595	34.8	26.7	107	1399	34.9	2.6	107	2359	29.5	4.3	91
TELEVISION IMPERATIVE		53249	5452	26.6	10.2	84	12519	29.9	23.5	94	1189	29.7	2.2	93	2644	33.0	5.0	104
NEWSPAPERS-OUTDOOR: DUAL		36255	4437	21.7	12.2	100	9370	22.4	25.8	103	847	21.1	2.3	98	1830	22.9	5.0	106
NEWSPAPER IMPERATIVE		55591	6651	32.5	12.0	98	12998	31.0	23.4	94	1404	35.0	2.5	106	2556	31.9	4.6	96
OUTDOOR IMPERATIVE		48319	6312	30.8	13.1	107	12708	30.3	26.3	105	1227	30.6	2.5	106	2183	27.3	4.5	95
NEWSPAPERS-RADIO: DUAL		37242	4795	23.4	12.9	106	9699	23.1	26.0	104	945	23.6	2.5	106	1891	23.6	5.1	106
NEWSPAPER IMPERATIVE		54423	6085	29.7	11.2	92	12355	29.5	22.7	91	1380	34.4	2.5	106	2428	30.3	4.5	94
RADIO IMPERATIVE		46650	6161	30.1	13.2	108	12852	30.7	27.5	110	1024	25.5	2.2	92	2365	29.6	5.1	106
NEWSPAPERS-TELEVISION: DUAL		35974	4324	21.1	12.0	99	8850	21.1	24.6	98	865	21.6	2.4	101	2016	25.2	5.6	117
NEWSPAPER IMPERATIVE		56095	6679	32.6	11.9	98	13418	32.0	23.9	96	1363	34.0	2.4	102	2151	26.9	3.8	80
TELEVISION IMPERATIVE		47170	5514	26.9	11.7	96	12636	30.1	26.8	107	1085	27.1	2.3	96	2538	31.7	5.4	113
OUTDOOR-RADIO: DUAL		33748	4694	22.9	13.9	114	9375	22.4	27.8	111	833	20.8	2.5	103	1683	21.0	5.0	105
OUTDOOR IMPERATIVE		52785	6058	29.6	11.5	94	12903	30.8	24.4	98	1291	32.2	2.4	102	2420	30.2	4.6	96
RADIO IMPERATIVE		52882	6794	33.2	12.8	105	13299	31.7	25.1	101	1233	30.8	2.3	98	2656	33.2	5.0	105
OUTDOOR-TELEVISION: DUAL		32030	4119	20.1	12.9	105	8582	20.5	26.8	107	802	20.0	2.5	105	1733	21.7	5.4	113
OUTDOOR IMPERATIVE		54626	6975	34.1	12.8	105	13501	32.2	24.7	99	1342	33.5	2.5	103	2203	27.5	4.0	85
TELEVISION IMPERATIVE		54874	6129	29.9	11.2	92	13721	32.7	25.0	100	1155	28.8	2.1	88	2996	37.4	5.5	114
RADIO-TELEVISION: DUAL		33386	4163	20.3	12.5	102	9195	21.9	27.5	110	776	19.4	2.3	97	1974	24.7	5.9	124
RADIO IMPERATIVE		53810	7281	35.6	13.5	111	13673	32.6	25.4	102	1271	31.7	2.4	99	2242	28.0	4.2	87
TELEVISION IMPERATIVE		54023	5787	28.3	10.7	88	13017	31.1	24.1	96	1208	30.1	2.2	94	2684	33.5	5.0	104

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

	TOTAL U.S. '000	BREATH SAVERS A '000	B % DOWN	C % ACROSS	D INDX	CERTS A '000	B % DOWN	C % ACROSS	D INDX	CHARMS A '000	B % DOWN	C % ACROSS	D INDX	CLORETTES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	20467	100.0	12.2	100	41922	100.0	25.0	100	4008	100.0	2.4	100	8003	100.0	4.8	100
ATLANTIC MONTHLY	867	**77	0.4	8.9	73	*137	0.3	15.8	63	**11	0.3	1.3	53	**17	0.2	2.0	41
BARRON'S	1560	*210	1.0	13.3	109	434	1.0	27.5	110	**36	0.9	2.3	95	**67	0.8	4.2	89
BETTER HOMES & GARDENS	22203	3271	16.0	14.7	121	6612	15.8	29.8	119	442	11.0	2.0	83	1283	16.0	5.8	121
BON APPETIT	3810	565	2.8	14.8	122	880	2.1	23.1	92	**167	4.2	4.4	183	*158	2.0	4.1	87
BUSINESS WEEK	4663	572	2.8	12.3	101	1095	2.6	23.5	94	*165	4.1	3.5	148	*317	4.0	6.8	142
CAR AND DRIVER	3102	297	1.5	9.6	78	775	1.8	25.0	100	**105	2.6	3.4	142	**129	1.6	4.2	87
CBS MAGAZINE NETWORK (GROSS)	7311	908	4.4	12.4	102	1992	4.8	27.2	109	**121	3.0	1.7	69	399	5.0	5.5	114
CHANGING TIMES	3400	480	2.3	14.1	116	937	2.2	27.6	110	**75	1.9	2.2	92	*201	2.5	5.9	124
COLONIAL HOMES	1796	271	1.3	15.1	124	629	1.5	35.0	140	**43	1.1	2.4	100	*111	1.4	6.2	130
CONDE NAST MAG. PKG. (GROSS)	19924	3824	18.7	19.2	157	5982	14.3	30.0	120	686	17.1	3.4	144	1003	12.5	5.0	106
CONSUMERS DIGEST	3125	402	2.0	12.9	105	797	1.9	25.5	102	**114	2.8	3.6	153	*219	2.7	7.0	147
COSMOPOLITAN	10577	1865	9.1	17.6	144	3186	7.6	30.1	121	321	8.0	3.0	127	505	6.3	4.8	100
COUNTRY LIVING	3746	548	2.7	14.6	120	1050	2.5	28.0	112	**22	0.5	0.6	25	264	3.3	7.0	148
CUISINE	2214	287	1.4	13.0	106	549	1.3	24.8	99	**55	1.4	2.5	104	**137	1.7	6.2	130
CYCLE WORLD	2394	*245	1.2	10.2	84	673	1.6	28.1	112	**52	1.3	2.2	91	**95	1.2	4.0	83
DCI:CREATIVE IDEAS FOR LIV	3068	601	2.9	19.6	161	906	2.2	29.5	118	**94	2.3	3.1	128	*231	2.9	7.5	158
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1481	7.2	15.5	127	3069	7.3	32.1	128	*221	5.5	2.3	97	636	7.9	6.7	139
DISCOVER	2277	238	1.2	10.5	86	526	1.3	23.1	92	**65	1.6	2.9	119	**64	0.8	2.8	59
EBONY	7187	1273	6.2	17.7	145	2212	5.3	30.8	123	523	13.0	7.3	305	634	7.9	8.8	185
ESQUIRE	2560	429	2.1	16.8	137	759	1.8	29.6	119	**116	2.9	4.5	190	*177	2.2	6.9	145
ESSENCE	3242	633	3.1	19.5	160	1134	2.7	35.0	140	*249	6.2	7.7	321	283	3.5	8.7	183
FAMILY CIRCLE	19639	3238	15.8	16.5	135	5734	13.7	29.2	117	468	11.7	2.4	100	1249	15.6	6.4	133
THE FAMILY HANDYMAN	3540	344	1.7	9.7	80	1100	2.6	31.1	124	**37	0.9	1.0	44	*149	1.9	4.2	88
FAMILY WEEKLY	23924	3017	14.7	12.6	103	6381	15.2	26.7	107	*194	4.8	0.8	34	1139	14.2	4.8	100
FIELD & STREAM	9883	1191	5.8	12.1	99	2688	6.4	27.2	109	*171	4.3	1.7	72	303	3.8	3.1	64
FOOD & WINE	1030	*200	1.0	19.4	159	255	0.6	24.8	99	**66	1.6	6.4	268	**43	0.5	4.2	87
FORBES	2679	285	1.4	10.6	87	578	1.4	21.6	86	**45	1.1	1.7	70	*136	1.7	5.1	106
FORTUNE	2931	361	1.8	12.3	101	759	1.8	25.9	104	**102	2.5	3.5	146	*168	2.1	5.7	120
GENTLEMEN'S QUARTERLY	3481	476	2.3	13.7	112	1033	2.5	29.7	119	**118	2.9	3.4	142	*170	2.1	4.9	102
GLAMOUR	7163	1506	7.4	21.0	172	2221	5.3	31.0	124	*271	6.8	3.8	158	378	4.7	5.3	111
GOLF DIGEST	2355	263	1.3	11.2	92	632	1.5	26.8	107	**19	0.5	0.8	34	*131	1.6	5.6	117
GOLF DIGEST/TENNIS (GROSS)	3610	421	2.1	11.7	96	896	2.1	24.8	99	**19	0.5	0.5	22	*177	2.2	4.9	103
GOLF MAGAZINE	2046	*241	1.2	11.8	97	560	1.3	27.4	110	**29	0.7	1.4	59	**94	1.2	4.6	96
GOLF MAGAZINE/SKI (GROSS)	3547	378	1.8	10.7	87	879	2.1	24.8	99	**38	0.9	1.1	45	**116	1.4	3.3	69
GOOD HOUSEKEEPING	20353	3139	15.3	15.4	126	6069	14.5	29.8	119	347	8.7	1.7	71	1288	16.1	6.3	133
HARPER'S BAZAAR	3362	626	3.1	18.6	153	1016	2.4	30.2	121	**76	1.9	2.3	95	*161	2.0	4.8	100
HEALTH	2987	668	3.3	22.4	183	786	1.9	26.3	105	**105	2.6	3.5	147	*279	3.5	9.3	196
HEARST MAG CORP. BUY (GROSS)	67928	10569	51.6	15.6	128	19921	47.5	29.3	117	1376	34.3	2.0	85	3838	48.0	5.7	118
HEARST MAN POWER (GROSS)	11282	1239	6.1	11.0	90	2880	6.9	25.5	102	*220	5.5	2.0	82	539	6.7	4.8	100
HEARST WOMAN POWER (GROSS)	40514	6781	33.1	16.7	137	12217	29.1	30.2	121	770	19.2	1.9	80	2304	28.8	5.7	119
HOUSE BEAUTIFUL	4885	727	3.6	14.9	122	1540	3.7	31.5	126	**142	3.5	2.9	122	355	4.4	7.3	152
INC.	1308	**179	0.9	13.7	112	395	0.9	30.2	121	**28	0.7	2.1	90	**60	0.7	4.6	96
JET	5496	1246	6.1	19.2	157	2062	4.9	31.8	127	517	12.9	8.0	333	683	8.5	10.5	220
LADIES' HOME JOURNAL	14797	2407	11.8	16.3	133	4674	11.1	31.6	126	364	9.1	2.5	103	912	11.4	6.2	129
LHJ FAMILY GRP COMBO(GROSS)	21743	3702	18.1	17.0	140	6750	16.1	31.0	124	581	14.5	2.7	112	1454	18.2	6.7	140
LIFE	9881	1410	6.9	14.3	117	2521	6.0	25.5	102	269	6.7	2.7	114	649	8.1	6.6	138
L.A. TIMES HOME MAGAZINE	2775	260	1.3	9.4	77	746	1.8	26.9	108	**58	1.4	2.1	87	**125	1.6	4.5	94
MADEMOISELLE	4219	806	3.9	19.1	157	1237	3.0	29.3	117	**111	2.8	2.6	110	*171	2.1	4.1	85
MC CALL'S	16422	2853	13.9	17.4	142	5105	12.2	31.1	124	297	7.4	1.8	76	1018	12.7	6.2	130
MC CALL'S/WRK MOTHER (GROSS)	17919	3074	15.0	17.2	141	5671	13.5	31.6	127	327	8.2	1.8	76	1125	14.1	6.3	132
MECHANIX ILLUSTRATED	4433	470	2.3	10.6	87	1019	2.4	23.0	92	**49	1.2	1.1	46	*179	2.2	4.0	85
METROPOLITAN HOME	1504	*222	1.1	14.8	121	416	1.0	27.7	111	**82	2.0	5.5	228	**72	0.9	4.8	100
MONEY	4723	750	3.7	15.9	130	1163	2.8	24.6	99	*100	2.5	2.1	89	*238	3.0	5.0	106
MOTHER EARTH NEWS	2325	257	1.3	11.1	91	594	1.4	25.5	102	**23	0.6	1.0	41	**96	1.2	4.1	87
MS.	1189	*236	1.2	19.8	163	353	0.8	29.7	119	**33	0.8	2.8	116	**83	1.0	7.0	146
NATIONAL ENQUIRER	18892	2772	13.5	14.7	120	5661	13.5	30.0	120	474	11.8	2.5	105	1081	13.5	5.7	120
NATIONAL GEOGRAPHIC	22129	2674	13.1	12.1	99	5406	12.9	24.4	98	340	8.5	1.5	64	1191	14.9	5.4	113
NATIONAL SUNDAY MAGAZINE PKG	103750	12623	61.7	12.2	100	25853	61.7	24.9	100	2368	59.1	2.3	96	4889	61.1	4.7	99
NATURAL HISTORY	1379	*122	0.6	8.8	73	305	0.7	22.1	88	**31	0.8	2.2	94	**62	0.8	4.5	94
NEW WOMAN	2289	416	2.0	18.2	149	684	1.6	29.9	120	**45	1.1	2.0	82	**137	1.7	6.0	125
NEW YORK INCLUDING CUE	1088	**117	0.6	10.8	88	*160	0.4	14.7	59	**23	0.6	2.1	88	**31	0.4	2.8	60
THE NEW YORKER	2459	257	1.3	10.5	86	459	1.1	18.7	75	**103	2.6	4.2	175	*90	1.1	3.7	77
NEWSWEEK	16527	2170	10.6	13.1	108	4001	9.5	24.2	97	324	8.1	2.0	82	841	10.5	5.1	107
THE N.Y. TIMES DAILY EDITION	2739	*264	1.3	9.6	79	476	1.1	17.4	70	*128	3.2	4.7	196	*142	1.8	5.2	109
THE N.Y. TIMES MAGAZINE	4443	488	2.4	11.0	90	767	1.8	17.3	69	*200	5.0	4.5	188	*206	2.6	4.6	97
OMNI	2799	369	1.8	13.2	108	641	1.5	22.9	92	**23	0.6	0.8	34	**126	1.6	4.5	94
ON CABLE	2209	265	1.3	12.0	98	505	1.2	22.9	91	**56	1.4	2.5	106	**75	0.9	3.4	71
1001 HOME IDEAS	3959	627	3.1	15.8	130	1290	3.1	32.6	130	**111	2.8	2.8	117	*263	3.3	6.6	139
ORGANIC GARDENING	3111	489	2.4	15.7	129	787	1.9	25.3	101	**42	1.0	1.4	56	*163	2.0	5.2	110
OUTDOOR LIFE	5024	572	2.8	11.4	93	1446	3.4	28.8	115	**70	1.7	1.4	58	*223	2.8	4.4	93
PARADE MAGAZINE	51292	6358	31.1	12.4	102	12931	30.8	25.2	101	1564	39.0	3.0	128	2516	31.4	4.9	103

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	BREATH SAVERS A '000	B % DOWN	C % ACROSS	D INDX	CERTS A '000	B % DOWN	C % ACROSS	D INDX	CHARMS A '000	B % DOWN	C % ACROSS	D INDX	CLORETTES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	20467	100.0	12.2	100	41922	100.0	25.0	100	4008	100.0	2.4	100	8003	100.0	4.8	100
PARENTS	5298	895	4.4	16.9	138	1574	3.8	29.7	119	*142	3.5	2.7	112	*190	2.4	3.6	75
PENTHOUSE	5129	553	2.7	10.8	88	1273	3.0	24.8	99	**84	2.1	1.6	69	*247	3.1	4.8	101
PEOPLE	21070	3283	16.0	15.6	128	5790	13.8	27.5	110	547	13.6	2.6	109	1109	13.9	5.3	110
PLAYBOY	10562	1315	6.4	12.5	102	2738	6.5	25.9	104	214	5.3	2.0	85	493	6.2	4.7	98
POPULAR HOT RODDING	2498	314	1.5	12.6	103	742	1.8	29.7	119	**99	2.5	4.0	166	**83	1.0	3.3	70
POPULAR MECHANICS	5887	616	3.0	10.5	86	1628	3.9	27.7	111	**112	2.8	1.9	80	310	3.9	5.3	110
POPULAR SCIENCE	4317	460	2.2	10.7	87	1148	2.7	26.6	106	**69	1.7	1.6	67	*168	2.1	3.9	82
PREVENTION	5792	721	3.5	12.4	102	1522	3.6	26.3	105	*123	3.1	2.1	89	*208	2.6	3.6	75
PSYCHOLOGY TODAY	3284	411	2.0	12.5	103	860	2.1	26.2	105	**118	2.9	3.6	150	*137	1.7	4.2	87
READER'S DIGEST	40046	5270	25.7	13.2	108	11090	26.5	27.7	111	813	20.3	2.0	85	2266	28.3	5.7	119
REDBOOK	9584	1776	8.7	18.5	152	2962	7.1	30.9	124	*102	2.5	1.1	45	511	6.4	5.3	112
ROAD & TRACK	2590	436	2.1	16.8	138	626	1.5	24.2	97	**41	1.0	1.6	66	**107	1.3	4.1	87
ROLLING STONE	3302	471	2.3	14.3	117	821	2.0	24.9	99	**97	2.4	2.9	123	**107	1.3	3.2	68
RUNNER'S WORLD	1229	*167	0.8	13.6	111	*297	0.7	24.2	97	**29	0.7	2.4	99	**18	0.2	1.5	31
SATURDAY EVENING POST	2110	252	1.2	11.9	98	559	1.3	26.5	106	**36	0.9	1.7	71	*188	2.3	8.9	187
SCIENCE 84	1543	*117	0.6	7.6	62	265	0.6	17.2	69	**40	1.0	2.6	108	**33	0.4	2.1	45
SCIENCE DIGEST	1747	*229	1.1	13.1	107	400	1.0	22.9	92	**36	0.9	2.1	86	**61	0.8	3.5	73
SCIENTIFIC AMERICAN	1994	*236	1.2	11.8	97	396	0.9	19.9	79	**35	0.9	1.8	73	**84	1.0	4.2	88
SELF	3119	545	2.7	17.5	143	980	2.3	31.4	126	**93	2.3	3.0	125	*153	1.9	4.9	103
SEVENTEEN	3923	783	3.8	20.0	164	1124	2.7	28.7	115	*261	6.5	6.7	278	*233	2.9	5.9	124
SKI	1501	*137	0.7	9.1	75	318	0.8	21.2	85	**9	0.2	0.6	25	**22	0.3	1.5	31
SMITHSONIAN	5976	658	3.2	11.0	90	1236	2.9	20.7	83	*217	5.4	3.6	152	327	4.1	5.5	115
SOAP OPERA DIGEST	4228	803	3.9	19.0	156	1264	3.0	29.9	120	*138	3.4	3.3	137	*245	3.1	5.8	121
SOUTHERN LIVING	6488	880	4.3	13.6	111	2163	5.2	33.3	133	**127	3.2	2.0	82	405	5.1	6.2	131
SPORT	3500	534	2.6	15.3	125	1023	2.4	29.2	117	**129	3.2	3.7	154	*146	1.8	4.2	87
THE SPORTING NEWS	2456	386	1.9	15.7	129	730	1.7	29.7	119	**115	2.9	4.7	196	*109	1.4	4.4	93
SPORTS AFIELD	3648	394	1.9	10.8	89	852	2.0	23.4	93	**71	1.8	1.9	81	*168	2.1	4.6	97
SPORTS ILLUSTRATED	14484	1877	9.2	13.0	106	3481	8.3	24.0	96	274	6.8	1.9	79	610	7.6	4.2	88
STAR	12661	1771	8.7	14.0	115	3419	8.2	27.0	108	434	10.8	3.4	143	705	8.8	5.6	117
SUNDAY	52799	6259	30.6	11.9	97	12253	29.2	23.2	93	1582	39.5	3.0	125	2694	33.7	5.1	107
SUNSET	3513	385	1.9	11.0	90	851	2.0	24.2	97	**45	1.1	1.3	54	*196	2.4	5.6	117
TV GUIDE	42766	5945	29.0	13.9	114	11991	28.6	28.0	112	1238	30.9	2.9	121	2245	28.1	5.2	110
TENNIS	1254	*158	0.8	12.6	103	264	0.6	21.1	84	**0	0.0	0.0	0	**46	0.6	3.7	77
TIME	22054	2806	13.7	12.7	104	5318	12.7	24.1	96	446	11.1	2.0	85	1116	13.9	5.1	106
TOWN & COUNTRY	1555	*272	1.3	17.5	143	450	1.1	28.9	116	**76	1.9	4.9	205	**76	0.9	4.9	102
TRAVEL & LEISURE	2173	*237	1.2	10.9	89	555	1.3	25.5	102	**34	0.8	1.6	65	**103	1.3	4.7	99
TRUE STORY	4636	925	4.5	20.0	164	1661	4.0	35.8	143	*166	4.1	3.6	150	*246	3.1	5.3	111
U.S.NEWS & WORLD REPORT	10353	1259	6.2	12.2	100	2540	6.1	24.5	98	*202	5.0	2.0	82	491	6.1	4.7	99
USA TODAY	4994	663	3.2	13.3	109	1195	2.9	23.9	96	**147	3.7	2.9	123	287	3.6	5.7	120
US	3528	707	3.5	20.0	164	1099	2.6	31.2	125	**77	1.9	2.2	91	*210	2.6	6.0	125
VOGUE	5424	968	4.7	17.8	146	1544	3.7	28.5	114	*211	5.3	3.9	163	301	3.8	5.5	116
WALL STREET JOURNAL	6292	500	2.4	7.9	65	1386	3.3	22.0	88	*98	2.4	1.6	65	329	4.1	5.2	110
WEIGHT WATCHERS	2762	593	2.9	21.5	176	922	2.2	33.4	134	**101	2.5	3.7	153	*184	2.3	6.7	140
WOMAN'S DAY	16320	2750	13.4	16.9	138	4663	11.1	28.6	114	355	8.9	2.2	91	1099	13.7	6.7	141
WORKING MOTHER	1496	221	1.1	14.8	121	565	1.3	37.8	151	**30	0.7	2.0	84	**107	1.3	7.2	150
WORKING WOMAN	1851	408	2.0	22.0	181	571	1.4	30.8	123	**94	2.3	5.1	213	**135	1.7	7.3	153
WORLD TENNIS	580	**39	0.2	6.7	55	*138	0.3	23.8	95	**1	0.0	0.2	7	**32	0.4	5.5	116
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1237	6.0	10.0	82	3176	7.6	25.6	102	344	8.6	2.8	116	502	6.3	4.0	85
BLAIR INSERTS	91671	11163	54.5	12.2	100	22370	53.4	24.4	98	2340	58.4	2.6	107	4326	54.1	4.7	99
DAILY NEWSPAPERS																	
READ ANY	109190	13124	64.1	12.0	98	27140	64.7	24.9	99	2651	66.1	2.4	102	5279	66.0	4.8	101
READ ONE	89587	10881	53.2	12.1	100	22627	54.0	25.3	101	2150	53.6	2.4	100	4275	53.4	4.8	100
READ TWO OR MORE	19602	2243	11.0	11.4	94	4513	10.8	23.0	92	501	12.5	2.6	107	1004	12.5	5.1	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	13457	65.7	12.3	101	27023	64.5	24.6	99	2559	63.8	2.3	98	5174	64.7	4.7	99
READ ONE	95074	11660	57.0	12.3	101	23642	56.4	24.9	99	2191	54.7	2.3	96	4411	55.1	4.6	97
READ TWO OR MORE	14588	1797	8.8	12.3	101	3380	8.1	23.2	93	368	9.2	2.5	106	763	9.5	5.2	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.06				29.46				27.94				29.05			
30 DAY REACH	149706	18643	91.1	12.5	102	37638	89.8	25.1	101	3407	85.0	2.3	95	6911	86.4	4.6	97
50 SHWG - 30 DAY AV FREQ	15.16	15.20				15.44				15.05				15.41			
30 DAY REACH	142406	17830	87.1	12.5	103	35971	85.8	25.3	101	3157	78.8	2.2	93	6527	81.6	4.6	96
25 SHWG - 30 DAY AV FREQ	8.23	8.08				8.33				8.09				8.29			
30 DAY REACH	131152	16741	81.8	12.8	105	33354	79.6	25.4	102	2956	73.8	2.3	94	6096	76.2	4.6	97
CABLE TV: HOME WIRED	66879	8019	39.2	12.0	98	17374	41.4	26.0	104	1079	26.9	1.6	68	2761	34.5	4.1	87
HOME NOT WIRED	100848	12448	60.8	12.3	101	24548	58.6	24.3	97	2929	73.1	2.9	122	5242	65.5	5.2	109
HAVE PAY CABLE	35024	4700	23.0	13.4	110	9264	22.1	26.5	106	671	16.7	1.9	80	1385	17.3	4.0	83

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	BREATH SAVERS A '000	BREATH SAVERS B % DOWN	BREATH SAVERS C % ACROSS	BREATH SAVERS D INDX	CERTS A '000	CERTS B % DOWN	CERTS C % ACROSS	CERTS D INDX	CHARMS A '000	CHARMS B % DOWN	CHARMS C % ACROSS	CHARMS D INDX	CLORETTES A '000	CLORETTES B % DOWN	CLORETTES C % ACROSS	CLORETTES D INDX
TOTAL ADULTS	167727	20467	100.0	12.2	100	41922	100.0	25.0	100	4008	100.0	2.4	100	8003	100.0	4.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95820	12001	58.6	12.6	103	24857	59.3	26.0	104	2077	51.8	2.2	91	4338	54.2	4.5	95
10:00 AM - 3:00 PM	63599	7860	38.4	12.4	101	16705	39.8	26.3	105	1458	36.4	2.3	96	3244	40.5	5.1	107
3:00 PM - 7:00 PM	72097	9233	45.1	12.8	105	19122	45.6	26.5	106	1599	39.9	2.2	93	3243	40.5	4.5	94
7:00 PM - MIDNIGHT	36670	4944	24.2	13.5	110	9880	23.6	26.9	108	953	23.8	2.6	109	1791	22.4	4.9	102
MIDNIGHT - 6:00 AM	21908	3068	15.0	14.0	115	5728	13.7	26.1	105	631	15.7	2.9	121	1064	13.3	4.9	102
6:00 AM - MIDNIGHT	127571	16170	79.0	12.7	104	33247	79.3	26.1	104	3008	75.0	2.4	99	5913	73.9	4.6	97
ENTIRE DAY	129239	16451	80.4	12.7	104	33614	80.2	26.0	104	3059	76.3	2.4	99	6017	75.2	4.7	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4359	21.3	12.8	105	8925	21.3	26.2	105	636	15.9	1.9	78	1627	20.3	4.8	100
ALL NEWS	6062	504	2.5	8.3	68	1341	3.2	22.1	89	232	5.8	3.8	160	246	3.1	4.1	85
AOR/PROGRESSIVE	11884	1438	7.0	12.1	99	3061	7.3	25.8	103	*311	7.8	2.6	110	421	5.3	3.5	74
BEAUTIFUL MUSIC	11180	1492	7.3	13.3	109	2868	6.8	25.7	103	*209	5.2	1.9	78	627	7.8	5.6	118
BLACK	4538	731	3.6	16.1	132	1467	3.5	32.3	129	*165	4.1	3.6	152	261	3.3	5.8	121
CLASSICAL	3857	334	1.6	8.7	71	785	1.9	20.4	81	**73	1.8	1.9	79	*132	1.6	3.4	72
CHR/ROCK	21946	3079	15.0	14.0	115	6163	14.7	28.1	112	548	13.7	2.5	104	972	12.1	4.4	93
COUNTRY	27262	3494	17.1	12.8	105	7919	18.9	29.0	116	432	10.8	1.6	66	1442	18.0	5.3	111
GOLDEN OLDIES	3339	403	2.0	12.1	99	892	2.1	26.7	107	**75	1.9	2.2	94	**88	1.1	2.6	55
MOR/NOSTALGIA	10346	1107	5.4	10.7	88	2186	5.2	21.1	85	*272	6.8	2.6	110	419	5.2	4.0	85
NEWS/TALK	8929	922	4.5	10.3	85	1673	4.0	18.7	75	239	6.0	2.7	112	355	4.4	4.0	83
RELIGIOUS	5488	731	3.6	13.3	109	1467	3.5	26.7	107	*156	3.9	2.8	119	285	3.6	5.2	109
SOFT ROCK	1232	*225	1.1	18.3	150	*332	0.8	26.9	108	**59	1.5	4.8	200	**58	0.7	4.7	99
URBAN CONTEMPORARY	3184	527	2.6	16.6	136	923	2.2	29.0	116	*182	4.5	5.7	239	*224	2.8	7.0	147
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	861	4.2	12.5	102	2074	4.9	30.0	120	*195	4.9	2.8	118	*307	3.8	4.4	93
ABC DIRECTION	5212	766	3.7	14.7	120	1337	3.2	25.7	103	*189	4.7	3.6	152	189	2.4	3.6	76
ABC ENTERTAINMENT	10385	1208	5.9	11.6	95	2525	6.0	24.3	97	*182	4.5	1.8	73	515	6.4	5.0	104
ABC FM	4762	834	4.1	17.5	144	1402	3.3	29.4	118	*168	4.2	3.5	148	*181	2.3	3.8	80
ABC INFORMATION	11339	1265	6.1	11.0	90	2771	6.6	24.4	98	274	6.8	2.4	101	550	6.9	4.9	102
ABC ROCK	4878	567	2.8	11.6	95	1448	3.5	29.7	119	*212	5.3	4.3	182	*189	2.4	3.9	81
CBS	10709	1203	5.9	11.2	92	2581	6.2	24.1	96	258	6.4	2.4	101	513	6.4	4.8	100
MUTUAL	10251	1431	7.0	14.0	114	2709	6.5	26.4	106	253	6.3	2.5	103	457	5.7	4.5	93
NBC	12243	1290	6.3	10.5	86	3073	7.3	25.1	100	*235	5.9	1.9	80	656	8.2	5.4	112
RADIORADIO	4606	536	2.6	11.6	95	1227	2.9	26.6	107	**83	2.1	1.8	75	*189	2.4	4.1	86
RKO ONE	5146	801	3.9	15.6	128	1475	3.5	28.7	115	*139	3.5	2.7	113	*253	3.2	4.9	103
RKO TWO	7313	723	3.5	9.9	81	1584	3.8	21.7	87	*159	4.0	2.2	91	270	3.4	3.7	77
THE SOURCE	5981	748	3.7	12.5	102	1706	4.1	28.5	114	**147	3.7	2.5	103	*235	2.9	3.9	82
NON-WIRED : BLAIR	19329	2430	11.9	12.6	103	5159	12.3	26.7	107	438	10.9	2.3	95	910	11.4	4.7	99
INTERNET	27139	3683	18.0	13.6	111	6876	16.4	25.3	101	754	18.8	2.8	116	1097	13.7	4.0	85
KATZ RADIO GROUP	36319	4324	21.1	11.9	98	8928	21.3	24.6	98	827	20.6	2.3	95	1535	19.2	4.2	89
SUPERNET	22361	3053	14.9	13.7	112	6015	14.3	26.9	108	445	11.1	2.0	83	1254	15.7	5.6	118
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1759	8.6	12.1	99	3942	9.4	27.1	109	380	9.5	2.6	109	777	9.7	5.3	112
MKDAY 9:00 AM - 1:00 PM	18688	2480	12.1	13.3	109	4910	11.7	26.3	105	498	12.4	2.7	112	1105	13.8	5.9	124
MKDAY 1:00 PM - 4:30 PM	24061	3141	15.3	13.1	107	6459	15.4	26.8	107	585	14.6	2.4	102	1455	18.2	6.0	127
MKDAY 4:30 PM - 7:30 PM	44079	5148	25.2	11.7	96	11041	26.3	25.0	100	1048	26.1	2.4	99	2437	30.5	5.5	116
MKDAY 7:30 PM - 8:00 PM	61979	7281	35.6	11.7	96	15553	37.1	25.1	100	1640	40.9	2.6	111	3095	38.7	5.0	105
MKDAY 11:00 PM - 11:30 PM	49054	6204	30.3	12.6	104	12602	30.1	25.7	103	1073	26.8	2.2	91	2578	32.2	5.3	110
MKDAY 11:30 PM - 1:00 AM	16560	2143	10.5	12.9	106	4279	10.2	25.8	103	336	8.4	2.0	85	908	11.3	5.5	115
M-SAT 8-11 PM+SUN 7-11 PM	66967	8237	40.2	12.3	101	17151	40.9	25.6	102	1584	39.5	2.4	99	3476	43.4	5.2	109
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1352	6.6	14.6	120	2536	6.0	27.3	109	337	8.4	3.6	152	557	7.0	6.0	126
ANOTHER WORLD N	6138	850	4.2	13.8	113	1972	4.7	32.1	129	*87	2.2	1.4	59	425	5.3	6.9	145
AS THE WORLD TURNS C	7707	896	4.4	11.6	95	2024	4.8	26.3	105	140	3.5	1.8	76	484	6.0	6.3	132
CAPITOL C	4688	564	2.8	12.0	99	1145	2.7	24.4	98	*88	2.2	1.9	79	293	3.7	6.3	131
CBS MORN. NEWS 1 C	2792	389	1.9	13.9	114	708	1.7	25.4	101	*79	2.0	2.8	118	183	2.3	6.6	137
CBS MORN. NEWS 2 C	2071	286	1.4	13.8	113	514	1.2	24.8	99	*79	2.0	3.8	160	143	1.8	6.9	145
DAYS OF OUR LIVES N	8018	1119	5.5	14.0	114	2288	5.5	28.5	114	134	3.3	1.7	70	480	6.0	6.0	125
FACTS OF LIFE - DAYTIME N	3487	474	2.3	13.6	111	937	2.2	26.9	108	*114	2.8	3.3	137	230	2.9	6.6	138
FAMILY FEUD A	4817	595	2.9	12.4	101	1157	2.8	24.0	96	156	3.9	3.2	136	264	3.3	5.5	115
GENERAL HOSPITAL A	8333	1295	6.3	15.5	127	2421	5.8	29.1	116	263	6.6	3.2	132	470	5.9	5.6	118
GOOD MORNING, AMERICA-730 A	5472	636	3.1	11.6	95	1490	3.6	27.2	109	111	2.8	2.0	85	280	3.5	5.1	107
GOOD MORNING, AMERICA-830 A	3965	535	2.6	13.5	111	1019	2.4	25.7	103	*66	1.6	1.7	70	201	2.5	5.1	106
GUIDING LIGHT C	7542	883	4.3	11.7	96	1899	4.5	25.2	101	142	3.5	1.9	79	545	6.8	7.2	151
ONE LIFE TO LIVE A	6018	859	4.2	14.3	117	1690	4.0	28.1	112	178	4.4	3.0	124	351	4.4	5.8	122
PRESS YOUR LUCK C	3589	513	2.5	14.3	117	944	2.3	26.3	105	*107	2.7	3.0	125	211	2.6	5.9	123
PRICE IS RIGHT 1 C	7418	933	4.6	12.6	103	1956	4.7	26.4	105	214	5.3	2.9	121	393	4.9	5.3	111
PRICE IS RIGHT 2 C	8276	1037	5.1	12.5	103	2365	5.6	28.6	114	215	5.4	2.6	109	504	6.3	6.1	128
RYAN'S HOPE A	4358	570	2.8	13.1	107	1148	2.7	26.3	105	224	5.6	5.1	215	220	2.7	5.0	106
SALE OF THE CENTURY N	3749	447	2.2	11.9	98	1014	2.4	27.0	108	*147	3.7	3.9	164	237	3.0	6.3	132
SEARCH FOR TOMORROW N	2884	470	2.3	16.3	134	1109	2.6	38.5	154	*38	0.9	1.3	55	*152	1.9	5.3	110
TODAY SHOW 1 N	4869	588	2.9	12.1	99	1305	3.1	26.8	107	*115	2.9	2.4	99	227	2.8	4.7	98
TODAY SHOW 2 N	4135	415	2.0	10.0	82	1105	2.6	26.7	107	*115	2.9	2.8	116	189	2.4	4.6	96
$25,000 PYRAMID C	4361	582	2.8	13.3	109	1186	2.8	27.2	109	*98	2.4	2.2	94	250	3.1	5.7	120
WHEEL OF FORTUNE N	6187	840	4.1	13.6	111	1639	3.9	26.5	106	192	4.8	3.1	130	411	5.1	6.6	139
YOUNG AND THE RESTLESS C	8186	1106	5.4	13.5	111	2198	5.2	26.9	107	149	3.7	1.8	76	572	7.1	7.0	146
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	492	2.4	10.4	85	1006	2.4	21.3	85	*76	1.9	1.6	67	181	2.3	3.8	80
NBA PLAYOFF GAME -1 C	5127	539	2.6	10.5	86	1152	2.7	22.5	90	*90	2.2	1.8	73	246	3.1	4.8	101
NBC MAJOR LEAGUE PRE-GAME N	3945	406	2.0	10.3	84	961	2.3	24.4	97	**100	2.5	2.5	106	275	3.4	7.0	146
SPORTSWORLD - SUN N	3370	361	1.8	10.7	88	971	2.3	28.8	115	**67	1.7	2.0	83	203	2.5	6.0	126
SUNDAY MORNING C	4200	556	2.7	13.2	108	1223	2.9	29.1	117	*80	2.0	1.9	80	172	2.1	4.1	86

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

0337
P-22

		TOTAL U.S. '000	BREATH SAVERS A '000	B % DOWN	C % ACROSS	D INDX	CERTS A '000	B % DOWN	C % ACROSS	D INDX	CHARMS A '000	B % DOWN	C % ACROSS	D INDX	CLORETTES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	20467	100.0	12.2	100	41922	100.0	25.0	100	4008	100.0	2.4	100	8003	100.0	4.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	5865	28.7	11.2	92	12740	30.4	24.4	97	1187	29.6	2.3	95	2755	34.4	5.3	110
NETWORK AFFILIATES - LATE		39164	4942	24.1	12.6	103	9971	23.8	25.5	102	793	19.8	2.0	85	2020	25.2	5.2	108
INDEPENDENTS - LATE		5133	573	2.8	11.2	91	1089	2.6	21.2	85	145	3.6	2.8	118	240	3.0	4.7	98
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3231	15.8	14.2	116	6339	15.1	27.8	111	562	14.0	2.5	103	1176	14.7	5.2	108
ABC MONDAY NIGHT MOVIE	A	11258	1369	6.7	12.2	100	2978	7.1	26.5	106	223	5.6	2.0	83	559	7.0	5.0	104
ABC SUNDAY NIGHT MOVIE	A	23600	2963	14.5	12.6	103	6260	14.9	26.5	106	592	14.8	2.5	105	1255	15.7	5.3	111
ABC WORLD NEWS TONIGHT	A	12801	1459	7.1	11.4	93	3303	7.9	25.8	103	356	8.9	2.8	116	759	9.5	5.9	124
AFTERMASH	C	10966	1201	5.9	11.0	90	2839	6.8	25.9	104	*263	6.6	2.4	100	426	5.3	3.9	81
ALICE	C	17050	1957	9.6	11.5	94	4164	9.9	24.4	98	385	9.6	2.3	94	807	10.1	4.7	99
AMERICAN PARADE	C	11998	1218	6.0	10.2	83	2935	7.0	24.5	98	296	7.4	2.5	103	653	8.2	5.4	114
BENSON	A	19258	2189	10.7	11.4	93	5076	12.1	26.4	105	498	12.4	2.6	108	966	12.1	5.0	105
BLUE THUNDER	A	11478	1301	6.4	11.3	93	2878	6.9	25.1	100	287	7.2	2.5	105	555	6.9	4.8	101
CAGNEY & LACEY	C	18263	2254	11.0	12.3	101	4831	11.5	26.5	106	533	13.3	2.9	122	878	11.0	4.8	101
CBS EVENING NEWS-DEAN	C	7733	664	3.2	8.6	70	1787	4.3	23.1	92	*151	3.8	2.0	82	456	5.7	5.9	124
CBS EVENING NEWS-RATHER	C	15653	1635	8.0	10.4	86	3663	8.7	23.4	94	320	8.0	2.0	86	832	10.4	5.3	111
CBS SAT. NEWS-SCHIEFFER	C	8744	902	4.4	10.3	85	2060	4.9	23.6	94	185	4.6	2.1	89	561	7.0	6.4	134
CBS SATURDAY NIGHT MOVIE	C	12000	1428	7.0	11.9	98	3188	7.6	26.6	106	270	6.7	2.3	94	650	8.1	5.4	114
CBS WEDNESDAY NIGHT MOVIE	C	11522	1531	7.5	13.3	109	2990	7.1	26.0	104	249	6.2	2.2	90	763	9.5	6.6	139
CHEERS	N	16818	2171	10.6	12.9	106	4153	9.9	24.7	99	350	8.7	2.1	87	764	9.5	4.5	95
DALLAS	C	37510	4825	23.6	12.9	105	10041	24.0	26.8	107	792	19.8	2.1	88	2274	28.4	6.1	127
DIFF'RENT STROKES	N	11258	1454	7.1	12.9	106	2759	6.6	24.5	98	*158	3.9	1.4	59	584	7.3	5.2	109
DOUBLE TROUBLE	N	12248	1614	7.9	13.2	108	3706	8.8	30.3	121	302	7.5	2.5	103	647	8.1	5.3	111
DUCK FACTORY	N	11100	1577	7.7	14.2	116	2648	6.3	23.9	95	*222	5.5	2.0	84	478	6.0	4.3	90
DUKES OF HAZZARD	C	12353	1496	7.3	12.1	99	2999	7.2	24.3	97	290	7.2	2.3	98	810	10.1	6.6	137
DYNASTY	A	33279	4414	21.6	13.3	109	8807	21.0	26.5	106	989	24.7	3.0	124	1764	22.0	5.3	111
FACTS OF LIFE	N	13410	1549	7.6	11.6	95	3897	9.3	29.1	116	344	8.6	2.6	107	746	9.3	5.6	117
FALCON CREST	C	31093	4239	20.7	13.6	112	8388	20.0	27.0	108	726	18.1	2.3	98	1928	24.1	6.2	130
FALL GUY	A	18649	2539	12.4	13.6	112	5251	12.5	28.2	113	510	12.7	2.7	114	990	12.4	5.3	111
FAMILY TIES	N	13101	1522	7.4	11.6	95	3247	7.7	24.8	99	386	9.6	2.9	123	542	6.8	4.1	87
FANTASY ISLAND	A	13069	1689	8.3	12.9	106	3098	7.4	23.7	95	299	7.5	2.3	96	615	7.7	4.7	99
FOULUPS,BLEEPS & BLUNDERS	A	16588	1859	9.1	11.2	92	4066	9.7	24.5	98	371	9.3	2.2	94	780	9.7	4.7	99
FOUR SEASONS	C	9302	1015	5.0	10.9	89	2244	5.4	24.1	97	*192	4.8	2.1	86	345	4.3	3.7	78
GIMME A BREAK	N	13955	1741	8.5	12.5	102	3508	8.4	25.1	101	486	12.1	3.5	146	624	7.8	4.5	94
HART TO HART	A	15735	1754	8.6	11.1	91	4183	10.0	26.6	106	350	8.7	2.2	93	837	10.5	5.3	111
HILL STREET BLUES	N	18257	2367	11.6	13.0	106	4500	10.7	24.6	99	544	13.6	3.0	125	813	10.2	4.5	93
HOTEL	A	24236	2871	14.0	11.8	97	6162	14.7	25.4	102	592	14.8	2.4	102	1200	15.0	5.0	104
JEFFERSONS	C	17010	1875	9.2	11.0	90	4150	9.9	24.4	98	437	10.9	2.6	108	823	10.3	4.8	101
JENNIFER SLEPT HERE	N	9397	1242	6.1	13.2	108	2200	5.2	23.4	94	*147	3.7	1.6	65	458	5.7	4.9	102
KATE & ALLIE	C	16762	1930	9.4	11.5	94	3911	9.3	23.3	93	337	8.4	2.0	84	856	10.7	5.1	107
KNIGHT RIDER	N	13164	1651	8.1	12.5	103	3250	7.8	24.7	99	395	9.9	3.0	126	731	9.1	5.6	116
LOVE BOAT	A	20400	2665	13.0	13.1	107	4929	11.8	24.2	97	518	12.9	2.5	106	1021	12.8	5.0	105
MAGNUM PI	C	22543	2976	14.5	13.2	108	6074	14.5	26.9	108	523	13.0	2.3	97	1280	16.0	5.7	119
MAMA'S FAMILY	N	9852	1014	5.0	10.3	84	2453	5.9	24.9	100	*183	4.6	1.9	78	544	6.8	5.5	116
MASTER, THE	N	8082	994	4.9	12.3	101	2184	5.2	27.0	108	*154	3.8	1.9	80	366	4.6	4.5	95
MATT HOUSTON	A	12881	1755	8.6	13.6	112	3189	7.6	24.8	99	304	7.6	2.4	99	686	8.6	5.3	112
NBC MONDAY NIGHT MOVIE	N	23889	3197	15.6	13.4	110	6220	14.8	26.0	104	440	11.0	1.8	77	1248	15.6	5.2	109
NBC NIGHTLY NEWS	N	11156	1281	6.3	11.5	94	2773	6.6	24.9	99	160	4.0	1.4	60	506	6.3	4.5	95
NBC NIGHTLY NEWS-SAT	N	7363	709	3.5	9.6	79	1662	4.0	22.6	90	*155	3.9	2.1	88	471	5.9	6.4	134
NBC NIGHTLY NEWS-SUN	N	6214	516	2.5	8.3	68	1324	3.2	21.3	85	*139	3.5	2.2	94	398	5.0	6.4	134
NBC SUNDAY NIGHT MOVIE	N	17590	2584	12.6	14.7	120	4458	10.6	25.3	101	493	12.3	2.8	117	855	10.7	4.9	102
NEWHART	C	16740	1977	9.7	11.8	97	4075	9.7	24.3	97	395	9.9	2.4	99	834	10.4	5.0	104
ONE DAY AT A TIME	C	11820	1534	7.5	13.0	106	3094	7.4	26.2	105	350	8.7	3.0	124	672	8.4	5.7	119
PEOPLE ARE FUNNY	N	9138	930	4.5	10.2	83	2332	5.6	25.5	102	*159	4.0	1.7	73	442	5.5	4.8	101
REAL PEOPLE	N	15979	1655	8.1	10.4	85	4331	10.3	27.1	108	295	7.4	1.8	77	897	11.2	5.6	118
REMINGTON STEELE	N	14395	1920	9.4	13.3	109	3988	9.5	27.7	111	331	8.3	2.3	96	788	9.8	5.5	115
RIPLEY'S BELIEVE IT - NOT	A	11362	1349	6.6	11.9	97	2949	7.0	26.0	104	214	5.3	1.9	79	480	6.0	4.2	89
RIPTIDE	N	13920	1942	9.5	14.0	114	3738	8.9	26.9	107	269	6.7	1.9	81	763	9.5	5.5	115
SCARECROW & MRS. KING	C	17571	2297	11.2	13.1	107	4176	10.0	23.8	95	391	9.8	2.2	93	881	11.0	5.0	105
SIMON & SIMON	C	20208	2300	11.2	11.4	93	5304	12.7	26.2	105	449	11.2	2.2	93	1178	14.7	5.8	122
60 MINUTES	C	27668	2853	13.9	10.3	85	6803	16.2	24.6	98	596	14.9	2.2	90	1424	17.8	5.1	108
ST. ELSEWHERE	N	13699	2003	9.8	14.6	120	4013	9.6	29.3	117	298	7.4	2.2	91	775	9.7	5.7	119
THREE'S COMPANY	A	20632	2610	12.8	12.7	104	5626	13.4	27.3	109	522	13.0	2.5	106	957	12.0	4.6	97
T.J. HOOKER	A	17136	2213	10.8	12.9	106	4329	10.3	25.3	101	421	10.5	2.5	103	988	12.3	5.8	121
TONIGHT SHOW	N	4963	638	3.1	12.9	105	1249	3.0	25.2	101	95	2.4	1.9	80	245	3.1	4.9	103
TRAPPER JOHN, M.D.	C	16332	1991	9.7	12.2	100	4191	10.0	25.7	103	393	9.8	2.4	101	867	10.8	5.3	111
TV BLOOPERS & PRAC. JOKES	N	18881	2123	10.4	11.2	92	4977	11.9	26.4	105	489	12.2	2.6	108	786	9.8	4.2	87
20/20	A	18315	2139	10.5	11.7	96	4817	11.5	26.3	105	349	8.7	1.9	80	969	12.1	5.3	111
WEBSTER	A	18722	2213	10.8	11.8	97	4999	11.9	26.7	107	497	12.4	2.7	111	900	11.2	4.8	101
WORLD NEWS - SUN	A	5327	638	3.1	12.0	98	1451	3.5	27.2	109	**73	1.8	1.4	57	294	3.7	5.5	116
YELLOW ROSE	N	8370	1030	5.0	12.3	101	2307	5.5	27.6	110	*203	5.1	2.4	101	344	4.3	4.1	86
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2957	14.4	11.4	94	6661	15.9	25.8	103	584	14.6	2.3	95	1299	16.2	5.0	105
BASKETBALL - COLLEGE GAMES		14468	1951	9.5	13.5	111	4411	10.5	30.5	122	*356	8.9	2.5	103	688	8.6	4.8	100
BASKETBALL - PRO GAMES		12124	1440	7.0	11.9	97	3264	7.8	26.9	108	*452	11.3	3.7	156	620	7.7	5.1	107
BOWLING		9412	1126	5.5	12.0	98	2411	5.8	25.6	102	**153	3.8	1.6	68	573	7.2	6.1	128
BOXING		15409	1809	8.8	11.7	96	4395	10.5	28.5	114	*573	14.3	3.7	156	780	9.7	5.1	106
FOOTBALL - COLLEGE GAMES		21400	2550	12.5	11.9	98	5972	14.2	27.9	112	520	13.0	2.4	102	1228	15.3	5.7	120
FOOTBALL - PRO GAMES		35944	4403	21.5	12.2	100	10097	24.1	28.1	112	758	18.9	2.1	88	1604	20.0	4.5	94
GOLF		9759	1050	5.1	10.8	88	2526	6.0	25.9	104	**262	6.5	2.7	112	608	7.6	6.2	131
POST-SEASON COLL. FOOTBALL		18123	2000	9.8	11.0	90	5057	12.1	27.9	112	*456	11.4	2.5	105	885	11.1	4.9	102
POST-SEASON PRO FOOTBALL		22091	2685	13.1	12.2	100	6147	14.7	27.8	111	583	14.5	2.6	110	1088	13.6	4.9	103
TENNIS		6764	983	4.8	14.5	119	1975	4.7	29.2	117	**299	7.5	4.4	185	*348	4.3	5.1	108
WRESTLING - PROFESSIONAL		9695	1698	8.3	17.5	144	3261	7.8	33.6	135	*372	9.3	3.8	161	649	8.1	6.7	140

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	LIFE SAVERS A '000	LIFE SAVERS B % DOWN	LIFE SAVERS C % ACROSS	LIFE SAVERS D INDX	REED'S A '000	REED'S B % DOWN	REED'S C % ACROSS	REED'S D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX	VELAMINTS A '000	VELAMINTS B % DOWN	VELAMINTS C % ACROSS	VELAMINTS D INDX
TOTAL ADULTS	167727	44283	100.0	26.4	100	3499	100.0	2.1	100	9679	100.0	5.8	100	28660	100.0	17.1	100
MALES	79263	18620	42.0	23.5	89	1621	46.3	2.0	98	3233	33.4	4.1	71	10215	35.6	12.9	75
FEMALES	88464	25662	57.9	29.0	110	1878	53.7	2.1	102	6446	66.6	7.3	126	18445	64.4	20.9	122
18 - 24	28671	8844	20.0	30.8	117	*718	20.5	2.5	120	2146	22.2	7.5	130	5641	19.7	19.7	115
25 - 34	39536	11860	26.8	30.0	114	758	21.7	1.9	92	2597	26.8	6.6	114	6721	23.5	17.0	99
35 - 44	28978	7851	17.7	27.1	103	624	17.8	2.2	103	1883	19.5	6.5	113	5504	19.2	19.0	111
45 - 54	22345	4993	11.3	22.3	85	502	14.3	2.2	108	883	9.1	4.0	68	4012	14.0	18.0	105
55 - 64	22224	5206	11.8	23.4	89	*375	10.7	1.7	81	968	10.0	4.4	75	3500	12.2	15.7	92
65 OR OLDER	25973	5529	12.5	21.3	81	522	14.9	2.0	96	1202	12.4	4.6	80	3282	11.5	12.6	74
18 - 34	68207	20704	46.8	30.4	115	1476	42.2	2.2	104	4743	49.0	7.0	121	12362	43.1	18.1	106
18 - 49	108058	30947	69.9	28.6	108	2336	66.8	2.2	104	7154	73.9	6.6	115	19746	68.9	18.3	107
25 - 54	90859	24704	55.8	27.2	103	1884	53.8	2.1	99	5363	55.4	5.9	102	16237	56.7	17.9	105
35 - 49	39851	10243	23.1	25.7	97	861	24.6	2.2	104	2411	24.9	6.1	105	7384	25.8	18.5	108
50 OR OLDER	59669	13336	30.1	22.3	85	1162	33.2	1.9	93	2525	26.1	4.2	73	8914	31.1	14.9	87
GRADUATED COLLEGE	28091	6062	13.7	21.6	82	497	14.2	1.8	85	1824	18.8	6.5	113	4824	16.8	17.2	101
ATTENDED COLLEGE	28938	8300	18.7	28.7	109	736	21.0	2.5	122	1754	18.1	6.1	105	5857	20.4	20.2	118
GRADUATED HIGH SCHOOL	65503	18789	42.4	28.7	109	1202	34.4	1.8	88	3730	38.5	5.7	99	12167	42.5	18.6	109
DID NOT GRADUATE HIGH SCHOOL	45195	11132	25.1	24.6	93	1064	30.4	2.4	113	2371	24.5	5.2	91	5813	20.3	12.9	75
EMPLOYED MALES	56429	13385	30.2	23.7	90	1008	28.8	1.8	86	2504	25.9	4.4	77	7463	26.0	13.2	77
EMPLOYED FEMALES	43971	12938	29.2	29.4	111	1072	30.6	2.4	117	3502	36.2	8.0	138	10441	36.4	23.7	139
EMPLOYED FULL-TIME	87773	22571	51.0	25.7	97	1705	48.7	1.9	93	5070	52.4	5.8	100	14979	52.3	17.1	100
EMPLOYED PART-TIME	12627	3753	8.5	29.7	113	*375	10.7	3.0	142	936	9.7	7.4	128	2924	10.2	23.2	136
NOT EMPLOYED	67327	17959	40.6	26.7	101	1419	40.6	2.1	101	3673	37.9	5.5	95	10757	37.5	16.0	94
PROFESSIONAL/MANAGER	25845	5987	13.5	23.2	88	613	17.5	2.4	114	1434	14.8	5.5	96	4780	16.7	18.5	108
TECH/CLERICAL/SALES	30895	8242	18.6	26.7	101	680	19.4	2.2	106	2112	21.8	6.8	118	6742	23.5	21.8	128
PRECISION/CRAFT	12629	3002	6.8	23.8	90	*291	8.3	2.3	110	608	6.3	4.8	83	1811	6.3	14.3	84
OTHER EMPLOYED	31031	9093	20.5	29.3	111	495	14.1	1.6	76	1852	19.1	6.0	103	4570	15.9	14.7	86
SINGLE	35557	10657	24.1	30.0	114	1074	30.7	3.0	145	2583	26.7	7.3	126	6383	22.3	18.0	105
MARRIED	103585	27162	61.3	26.2	99	1906	54.5	1.8	88	5365	55.4	5.2	90	17796	62.1	17.2	101
DIVORCED/SEPARATED/WIDOWED	28585	6464	14.6	22.6	86	519	14.8	1.8	87	1731	17.9	6.1	105	4481	15.6	15.7	92
PARENTS	59295	17186	38.8	29.0	110	1125	32.2	1.9	91	3918	40.5	6.6	115	11199	39.1	18.9	111
WHITE	146081	37862	85.5	25.9	98	2879	82.3	2.0	94	7885	81.5	5.4	94	25817	90.1	17.7	103
BLACK	17974	5309	12.0	29.5	112	594	17.0	3.3	158	1413	14.6	7.9	136	2375	8.3	13.2	77
OTHER	3672	1111	2.5	30.3	115	**26	0.7	0.7	34	**382	3.9	10.4	180	*468	1.6	12.7	75
NORTHEAST-CENSUS	37005	10903	24.6	29.5	112	745	21.3	2.0	97	2085	21.5	5.6	98	7366	25.7	19.9	116
NORTH CENTRAL	42642	11508	26.0	27.0	102	899	25.7	2.1	101	2269	23.4	5.3	92	9107	31.8	21.4	125
SOUTH	56777	14419	32.6	25.4	96	962	27.5	1.7	81	3310	34.2	5.8	101	8067	28.1	14.2	83
WEST	31303	7452	16.8	23.8	90	893	25.5	2.9	137	2016	20.8	6.4	112	4119	14.4	13.2	77
NORTHEAST-MKTG.	38125	10721	24.2	28.1	107	948	27.1	2.5	119	2296	23.7	6.0	104	6868	24.0	18.0	105
EAST CENTRAL	24794	6923	15.6	27.9	106	563	16.1	2.3	109	1414	14.6	5.7	99	5640	19.7	22.7	133
WEST CENTRAL	28511	7629	17.2	26.8	101	620	17.7	2.2	104	1414	14.6	5.0	86	5619	19.6	19.7	115
SOUTH	48953	12619	28.5	25.8	98	*585	16.7	1.2	57	2802	28.9	5.7	99	6956	24.3	14.2	83
PACIFIC	27344	6391	14.4	23.4	89	783	22.4	2.9	137	1753	18.1	6.4	111	3576	12.5	13.1	77
COUNTY SIZE A	69301	17964	40.6	25.9	98	1887	53.9	2.7	131	4150	42.9	6.0	104	11696	40.8	16.9	99
COUNTY SIZE B	50633	13675	30.9	27.0	102	868	24.8	1.7	82	2811	29.0	5.6	96	9233	32.2	18.2	107
COUNTY SIZE C	26259	6818	15.4	26.0	98	*372	10.6	1.4	68	1401	14.5	5.3	92	4365	15.2	16.6	97
COUNTY SIZE D	21534	5826	13.2	27.1	102	*372	10.6	1.7	83	1318	13.6	6.1	106	3366	11.7	15.6	91
METRO CENTRAL CITY	50014	13624	30.8	27.2	103	1162	33.2	2.3	111	3100	32.0	6.2	107	8115	28.3	16.2	95
METRO SUBURBAN	76832	19734	44.6	25.7	97	1590	45.4	2.1	99	4062	42.0	5.3	92	14224	49.6	18.5	108
NON METRO	40881	10925	24.7	26.7	101	747	21.3	1.8	88	2517	26.0	6.2	107	6320	22.1	15.5	90
TOP 5 ADI'S	39550	10990	24.8	27.8	105	995	28.4	2.5	121	2540	26.2	6.4	111	6597	23.0	16.7	98
TOP 10 ADI'S	54877	14417	32.6	26.3	100	1602	45.8	2.9	140	3494	36.1	6.4	110	9040	31.5	16.5	96
TOP 20 ADI'S	77516	19775	44.7	25.5	97	2046	58.5	2.6	127	4411	45.6	5.7	99	12931	45.1	16.7	98
HSHLD INC. $50,000 OR MORE	17257	4286	9.7	24.8	94	**337	9.6	2.0	94	924	9.5	5.4	93	4011	14.0	23.2	136
$40,000 OR MORE	33235	8573	19.4	25.8	98	647	18.5	1.9	93	2043	21.1	6.1	107	7183	25.1	21.6	126
$30,000 OR MORE	59693	15476	34.9	25.9	98	1212	34.6	2.0	97	3568	36.9	6.0	104	12042	42.0	20.2	118
$25,000 OR MORE	76275	19881	44.9	26.1	99	1454	41.6	1.9	91	4501	46.5	5.9	102	14909	52.0	19.5	114
$20,000 - $24,999	18607	5292	12.0	28.4	108	*464	13.3	2.5	120	1113	11.5	6.0	104	2630	9.2	14.1	83
$15,000 - $19,999	17175	4662	10.5	27.1	103	**244	7.0	1.4	68	904	9.3	5.3	91	2846	9.9	16.6	97
$10,000 - $14,999	24569	6356	14.4	25.9	98	626	17.9	2.5	122	1349	13.9	5.5	95	3736	13.0	15.2	89
UNDER $10,000	31101	8092	18.3	26.0	99	712	20.3	2.3	110	1812	18.7	5.8	101	4539	15.8	14.6	85
HOUSEHOLD OF 1 PERSON	19441	4297	9.7	22.1	84	474	13.5	2.4	117	1059	10.9	5.4	94	2584	9.0	13.3	78
2 PEOPLE	51803	12060	27.2	23.3	88	1187	33.9	2.3	110	2558	26.4	4.9	86	7781	27.1	15.0	88
3 OR 4 PEOPLE	66933	18888	42.7	28.2	107	1313	37.5	2.0	94	4059	41.9	6.1	105	12637	44.1	18.9	110
5 OR MORE PEOPLE	29550	9039	20.4	30.6	116	*526	15.0	1.8	85	2003	20.7	6.8	117	5658	19.7	19.1	112
NO CHILD IN HSHLD	96587	23359	52.7	24.2	92	2064	59.0	2.1	102	5026	51.9	5.2	90	15074	52.6	15.6	91
CHILD(REN) UNDER 2 YRS	10844	3453	7.8	31.8	121	**191	5.5	1.8	84	737	7.6	6.8	118	1918	6.7	17.7	104
2 - 5 YEARS	26358	8030	18.1	30.5	115	*342	9.8	1.3	62	1806	18.7	6.9	119	4344	15.2	16.5	96
6 - 11 YEARS	30453	9574	21.6	31.4	119	565	16.1	1.9	89	2149	22.2	7.1	122	5794	20.2	19.0	111
12 - 17 YEARS	36575	10351	23.4	28.3	107	831	23.7	2.3	109	2516	26.0	6.9	119	7778	27.1	21.3	124
RESIDENCE OWNED	117770	30169	68.1	25.6	97	2318	66.2	2.0	94	6384	66.0	5.4	94	21009	73.3	17.8	104
VALUE: $50,000 OR MORE	70166	17404	39.3	24.8	94	1375	39.3	2.0	94	4071	42.1	5.8	101	13095	45.7	18.7	109
VALUE: UNDER $50,000	47604	12765	28.8	26.8	102	942	26.9	2.0	95	2313	23.9	4.9	84	7915	27.6	16.6	97

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

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		TOTAL U.S. '000	LIFE SAVERS A '000	LIFE SAVERS B % DOWN	LIFE SAVERS C % ACROSS	LIFE SAVERS D INDX	REED'S A '000	REED'S B % DOWN	REED'S C % ACROSS	REED'S D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX	VELAMINTS A '000	VELAMINTS B % DOWN	VELAMINTS C % ACROSS	VELAMINTS D INDX
TOTAL ADULTS		167727	44283	100.0	26.4	100	3499	100.0	2.1	100	9679	100.0	5.8	100	28660	100.0	17.1	100
MAGAZINES	QUINTILE 1	34022	10108	22.8	29.7	113	899	25.7	2.6	127	2575	26.6	7.6	131	6978	24.3	20.5	120
	QUINTILE 2	34800	9877	22.3	28.4	108	769	22.0	2.2	106	2204	22.8	6.3	110	7338	25.6	21.1	123
	QUINTILE 3	30514	8256	18.6	27.1	102	642	18.3	2.1	101	1718	17.7	5.6	98	4725	16.5	15.5	91
	QUINTILE 4	33324	7952	18.0	23.9	90	429	12.3	1.3	62	1651	17.1	5.0	86	4858	17.0	14.6	85
	QUINTILE 5	35066	8091	18.3	23.1	87	760	21.7	2.2	104	1532	15.8	4.4	76	4761	16.6	13.6	79
NEWSPAPERS	QUINTILE 1	29107	8002	18.1	27.5	104	721	20.6	2.5	119	1716	17.7	5.9	102	5575	19.5	19.2	112
	QUINTILE 2	49095	12797	28.9	26.1	99	990	28.3	2.0	97	2745	28.4	5.6	97	8709	30.4	17.7	104
	QUINTILE 3	23107	6439	14.5	27.9	106	*428	12.2	1.9	89	1379	14.2	6.0	103	4252	14.8	18.4	108
	QUINTILE 4	33556	8866	20.0	26.4	100	603	17.2	1.8	86	1889	19.5	5.6	98	6082	21.2	18.1	106
	QUINTILE 5	32863	8179	18.5	24.9	94	757	21.6	2.3	110	1950	20.1	5.9	103	4043	14.1	12.3	72
OUTDOOR	QUINTILE 1	33431	9607	21.7	28.7	109	819	23.4	2.4	117	2006	20.7	6.0	104	6158	21.5	18.4	108
	QUINTILE 2	33478	9629	21.7	28.8	109	667	19.1	2.0	96	1955	20.2	5.8	101	6264	21.9	18.7	110
	QUINTILE 3	33574	8370	18.9	24.9	94	625	17.9	1.9	89	2187	22.6	6.5	113	6179	21.6	18.4	108
	QUINTILE 4	33935	8227	18.6	24.2	92	704	20.1	2.1	99	1843	19.0	5.4	94	5660	19.7	16.7	98
	QUINTILE 5	33310	8451	19.1	25.4	96	685	19.6	2.1	99	1687	17.4	5.1	88	4399	15.3	13.2	77
RADIO-DRIVE TIME	QUINTILE 1	33136	9190	20.8	27.7	105	743	21.2	2.2	107	2140	22.1	6.5	112	6361	22.2	19.2	112
	QUINTILE 2	31658	8377	18.9	26.5	100	658	18.8	2.1	100	1787	18.5	5.6	98	5687	19.8	18.0	105
	QUINTILE 3	32541	9040	20.4	27.8	105	683	19.5	2.1	101	1991	20.6	6.1	106	5600	19.5	17.2	101
	QUINTILE 4	34247	9204	20.8	26.9	102	739	21.1	2.2	103	2160	22.3	6.3	109	6096	21.3	17.8	104
	QUINTILE 5	36144	8472	19.1	23.4	89	676	19.3	1.9	90	1602	16.6	4.4	77	4916	17.2	13.6	80
RADIO-MID-DAY	TERCILE 1	45037	12665	28.6	28.1	107	989	28.3	2.2	105	2803	29.0	6.2	108	8453	29.5	18.8	110
	TERCILE 2	44819	12354	27.9	27.6	104	979	28.0	2.2	105	2579	26.6	5.8	100	7697	26.9	17.2	101
	TERCILE 3	77872	19264	43.5	24.7	94	1531	43.8	2.0	94	4296	44.4	5.5	96	12510	43.6	16.1	94
RADIO-TOTAL	QUINTILE 1	33763	9381	21.2	27.8	105	773	22.1	2.3	110	2090	21.6	6.2	107	6524	22.8	19.3	113
	QUINTILE 2	33240	9793	22.1	29.5	112	772	22.1	2.3	111	2007	20.7	6.0	105	5824	20.3	17.5	103
	QUINTILE 3	33408	8507	19.2	25.5	96	638	18.2	1.9	92	1890	19.5	5.7	98	6157	21.5	18.4	108
	QUINTILE 4	34792	9039	20.4	26.0	98	711	20.3	2.0	98	2322	24.0	6.7	116	5770	20.1	16.6	97
	QUINTILE 5	32524	7564	17.1	23.3	88	604	17.3	1.9	89	1371	14.2	4.2	73	4385	15.3	13.5	79
TV-PRIME TIME	QUINTILE 1	33090	8618	19.5	26.0	99	690	19.7	2.1	100	1845	19.1	5.6	97	5758	20.1	17.4	102
	QUINTILE 2	33357	9546	21.6	28.6	108	669	19.1	2.0	96	2104	21.7	6.3	109	5788	20.2	17.4	102
	QUINTILE 3	33980	9205	20.8	27.1	103	634	18.1	1.9	89	2141	22.1	6.3	109	6559	22.9	19.3	113
	QUINTILE 4	33854	8833	19.9	26.1	99	913	26.1	2.7	129	1924	19.9	5.7	98	5614	19.6	16.6	97
	QUINTILE 5	33444	8081	18.2	24.2	92	593	16.9	1.8	85	1665	17.2	5.0	86	4941	17.2	14.8	86
TV-DAYTIME	TERCILE 1	49121	13398	30.3	27.3	103	1026	29.3	2.1	100	2953	30.5	6.0	104	8492	29.6	17.3	101
	TERCILE 2	48823	13983	31.6	28.6	108	1029	29.4	2.1	101	3032	31.3	6.2	108	9053	31.6	18.5	109
	TERCILE 3	69782	16901	38.2	24.2	92	1443	41.2	2.1	99	3694	38.2	5.3	92	11115	38.8	15.9	93
TV-TOTAL	QUINTILE 1	33584	9176	20.7	27.3	103	784	22.4	2.3	112	2117	21.9	6.3	109	5427	18.9	16.2	95
	QUINTILE 2	33441	8876	20.0	26.5	101	552	15.8	1.7	79	1778	18.4	5.3	92	6029	21.0	18.0	106
	QUINTILE 3	33505	8561	19.3	25.6	97	662	18.9	2.0	95	2171	22.4	6.5	112	6087	21.2	18.2	106
	QUINTILE 4	33466	9334	21.1	27.9	106	709	20.3	2.1	102	1797	18.6	5.4	93	5730	20.0	17.1	100
	QUINTILE 5	33731	8336	18.8	24.7	94	791	22.6	2.3	112	1817	18.8	5.4	93	5386	18.8	16.0	93
MAGAZINES-NEWSPAPERS: DUAL		44503	12479	28.2	28.0	106	1083	31.0	2.4	117	3020	31.2	6.8	118	9172	32.0	20.6	121
MAGAZINE IMPERATIVE		39363	11641	26.3	29.6	112	835	23.9	2.1	102	2689	27.8	6.8	118	7471	26.1	19.0	111
NEWSPAPER IMPERATIVE		46441	11371	25.7	24.5	93	805	23.0	1.7	83	2012	20.8	4.3	75	7095	24.8	15.3	89
MAGAZINES-OUTDOOR: DUAL		33726	9758	22.0	28.9	110	820	23.4	2.4	117	2165	22.4	6.4	111	6980	24.4	20.7	121
MAGAZINE IMPERATIVE		52846	14832	33.5	28.1	106	1239	35.4	2.3	112	3485	36.0	6.6	114	9910	34.6	18.8	110
OUTDOOR IMPERATIVE		52140	13670	30.9	26.2	99	988	28.2	1.9	91	2697	27.9	5.2	90	8069	28.2	15.5	91
MAGAZINES-RADIO: DUAL		37081	11084	25.0	29.9	113	924	26.4	2.5	119	2428	25.1	6.5	113	7523	26.2	20.3	119
MAGAZINE IMPERATIVE		49747	13757	31.1	27.7	105	1133	32.4	2.3	109	3250	33.6	6.5	113	9418	32.9	18.9	111
RADIO IMPERATIVE		49208	12650	28.6	25.7	97	1017	29.1	2.1	99	2551	26.4	5.2	90	7820	27.3	15.9	93
MAGAZINES-TELEVISION: DUAL		33103	9564	21.6	28.9	109	800	22.9	2.4	116	1852	19.1	5.6	97	6429	22.4	19.4	114
MAGAZINE IMPERATIVE		54575	15261	34.5	28.0	106	1275	36.4	2.3	112	3797	39.2	7.0	121	10812	37.7	19.8	116
TELEVISION IMPERATIVE		53249	12884	29.1	24.2	92	846	24.2	1.6	76	2836	29.3	5.3	92	7990	27.9	15.0	88
NEWSPAPERS-OUTDOOR: DUAL		36255	10042	22.7	27.7	105	690	19.7	1.9	91	2172	22.4	6.0	104	6960	24.3	19.2	112
NEWSPAPER IMPERATIVE		55591	14390	32.5	25.9	98	1288	36.8	2.3	111	3096	32.0	5.6	97	9709	33.9	17.5	102
OUTDOOR IMPERATIVE		48319	13556	30.6	28.1	106	1110	31.7	2.3	110	2976	30.7	6.2	107	8521	29.7	17.6	103
NEWSPAPERS-RADIO: DUAL		37242	10326	23.3	27.7	105	784	22.4	2.1	101	2448	25.3	6.6	114	7314	25.5	19.6	115
NEWSPAPER IMPERATIVE		54423	14016	31.7	25.8	98	1219	34.8	2.2	107	2859	29.5	5.3	91	9457	33.0	17.4	102
RADIO IMPERATIVE		46650	13160	29.7	28.2	107	1094	31.3	2.3	112	2664	27.5	5.7	99	7938	27.7	17.0	100
NEWSPAPERS-TELEVISION: DUAL		35974	9789	22.1	27.2	103	819	23.4	2.3	109	1906	19.7	5.3	92	6711	23.4	18.7	109
NEWSPAPER IMPERATIVE		56095	14681	33.2	26.2	99	1198	34.2	2.1	102	3320	34.3	5.9	103	10106	35.3	18.0	105
TELEVISION IMPERATIVE		47170	12452	28.1	26.4	100	812	23.2	1.7	83	2952	30.5	6.3	108	7653	26.7	16.2	95
OUTDOOR-RADIO: DUAL		33748	10046	22.7	29.8	113	850	24.3	2.5	121	2407	24.9	7.1	124	6908	24.1	20.5	120
OUTDOOR IMPERATIVE		52785	13843	31.3	26.2	99	1031	29.5	2.0	94	2943	30.4	5.6	97	8963	31.3	17.0	99
RADIO IMPERATIVE		52882	13881	31.3	26.2	99	1052	30.1	2.0	95	2847	29.4	5.4	93	8847	30.9	16.7	98
OUTDOOR-TELEVISION: DUAL		32030	9191	20.8	28.7	109	648	18.5	2.0	97	1827	18.9	5.7	99	6217	21.7	19.4	114
OUTDOOR IMPERATIVE		54626	14958	33.8	27.4	104	1223	35.0	2.2	107	3332	34.4	6.1	106	9851	34.4	18.0	106
TELEVISION IMPERATIVE		54874	13765	31.1	25.1	95	1029	29.4	1.9	90	3355	34.7	6.1	106	8728	30.5	15.9	93
RADIO-TELEVISION: DUAL		33386	9587	21.6	28.7	109	695	19.9	2.1	100	2098	21.7	6.3	109	6384	22.3	19.1	112
RADIO IMPERATIVE		53810	14626	33.0	27.2	103	1177	33.6	2.2	105	3159	32.6	5.9	102	9733	34.0	18.1	106
TELEVISION IMPERATIVE		54023	13412	30.3	24.8	94	977	27.9	1.8	87	3001	31.0	5.6	96	8557	29.9	15.8	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	LIFE SAVERS A '000	LIFE SAVERS B % DOWN	LIFE SAVERS C % ACROSS	LIFE SAVERS D INDX	REED'S A '000	REED'S B % DOWN	REED'S C % ACROSS	REED'S D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX	VELAMINTS A '000	VELAMINTS B % DOWN	VELAMINTS C % ACROSS	VELAMINTS D INDX
TOTAL ADULTS	167727	44283	100.0	26.4	100	3499	100.0	2.1	100	9679	100.0	5.8	100	28660	100.0	17.1	100
ATLANTIC MONTHLY	867	*147	0.3	17.0	64	**19	0.5	2.2	105	**61	0.6	7.0	122	**72	0.3	8.3	49
BARRON'S	1580	412	0.9	26.1	99	**13	0.4	0.8	39	**114	1.2	7.2	125	*255	0.9	16.1	94
BETTER HOMES & GARDENS	22203	6728	15.2	30.3	115	624	17.8	2.8	135	1590	16.4	7.2	124	5006	17.5	22.5	132
BON APPETIT	3810	1119	2.5	29.4	111	**87	2.5	2.3	109	*216	2.2	5.7	98	760	2.7	19.9	117
BUSINESS WEEK	4663	1059	2.4	22.7	86	**137	3.9	2.9	141	309	3.2	6.6	115	796	2.8	17.1	100
CAR AND DRIVER	3102	1029	2.3	33.2	126	**89	2.5	2.9	138	*143	1.5	4.6	80	471	1.6	15.2	89
CBS MAGAZINE NETWORK (GROSS)	7311	2452	5.5	33.5	127	*168	4.8	2.3	110	459	4.7	6.3	109	1374	4.8	18.8	110
CHANGING TIMES	3400	967	2.2	28.4	108	**90	2.6	2.6	127	*177	1.8	5.2	90	684	2.4	20.1	118
COLONIAL HOMES	1796	589	1.3	32.8	124	**43	1.2	2.4	115	*111	1.1	6.2	107	374	1.3	20.8	122
CONDE NAST MAG. PKG. (GROSS)	19924	6181	14.0	31.0	118	539	15.4	2.7	130	2059	21.3	10.3	179	4759	16.6	23.9	140
CONSUMERS DIGEST	3135	874	2.0	28.0	106	**99	2.8	3.2	152	*156	1.6	5.0	87	454	1.6	14.5	85
COSMOPOLITAN	10577	3363	7.6	31.8	120	*306	8.7	2.9	139	945	9.8	8.9	155	2337	8.2	22.1	129
COUNTRY LIVING	3746	1223	2.8	32.6	124	**58	1.7	1.5	74	*253	2.6	6.8	117	946	3.3	25.3	148
CUISINE	2214	716	1.6	32.3	122	**69	2.0	3.1	149	*96	1.0	4.3	75	435	1.5	19.6	115
CYCLE WORLD	2394	772	1.7	32.2	122	**57	1.6	2.4	114	**58	0.6	2.4	42	452	1.6	18.9	110
DCI:CREATIVE IDEAS FOR LIV	3068	991	2.2	32.3	122	**76	2.2	2.5	119	252	2.6	8.2	142	721	2.5	23.5	138
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2758	6.2	28.9	109	*148	4.2	1.5	74	687	7.1	7.2	125	2056	7.2	21.5	126
DISCOVER	2277	656	1.5	28.8	109	**60	1.7	2.6	126	*197	2.0	8.7	150	437	1.5	19.2	112
EBONY	7187	2293	5.2	31.9	121	*182	5.2	2.5	121	634	6.6	8.8	153	1091	3.8	15.2	89
ESQUIRE	2560	721	1.6	28.2	107	**103	2.9	4.0	193	*215	2.2	8.4	146	532	1.9	20.8	122
ESSENCE	3242	1135	2.6	35.0	133	**68	1.9	2.1	101	364	3.8	11.2	195	506	1.8	15.6	91
FAMILY CIRCLE	19629	6269	14.2	31.9	121	494	14.1	2.5	121	1619	16.7	8.2	143	4711	16.4	24.0	140
THE FAMILY HANDYMAN	3540	1005	2.3	28.4	108	**109	3.1	3.1	148	*220	2.3	6.2	108	771	2.7	21.8	127
FAMILY WEEKLY	23924	6412	14.5	26.8	102	268	7.7	1.1	54	1553	16.0	6.5	112	4276	14.9	17.9	105
FIELD & STREAM	9883	2670	6.0	27.0	102	*177	5.1	1.8	86	445	4.6	4.5	78	1662	5.8	16.8	98
FOOD & WINE	1030	328	0.7	31.8	121	**14	0.4	1.4	65	**111	1.1	10.8	187	*210	0.7	20.4	119
FORBES	2679	599	1.4	22.4	85	**39	1.1	1.5	70	*236	2.4	8.8	153	509	1.8	19.0	111
FORTUNE	2931	746	1.7	25.5	96	**83	2.4	2.8	136	*259	2.7	8.8	153	610	2.1	20.8	122
GENTLEMEN'S QUARTERLY	3481	1032	2.3	29.6	112	**90	2.6	2.6	124	*317	3.3	9.1	158	564	2.0	16.2	95
GLAMOUR	7163	2484	5.6	34.7	131	*247	7.1	3.4	165	788	8.1	11.0	191	1891	6.6	26.4	154
GOLF DIGEST	2355	711	1.6	30.2	114	**48	1.4	2.0	98	*163	1.7	6.9	120	426	1.5	18.1	106
GOLF DIGEST/TENNIS (GROSS)	3610	991	2.2	27.5	104	**73	2.1	2.0	97	*214	2.2	5.9	103	665	2.3	18.4	108
GOLF MAGAZINE	2046	661	1.5	32.3	122	**31	0.9	1.5	73	*150	1.5	7.3	127	382	1.3	18.7	109
GOLF MAGAZINE/SKI (GROSS)	3547	1040	2.3	29.3	111	**72	2.1	2.0	97	330	3.4	9.3	161	716	2.5	20.2	118
GOOD HOUSEKEEPING	20353	6102	13.8	30.0	114	456	13.0	2.2	107	1553	16.0	7.6	132	4905	17.1	24.1	141
HARPER'S BAZAAR	3362	951	2.1	28.3	107	**64	1.8	1.9	91	362	3.7	10.8	187	800	2.8	23.8	139
HEALTH	2987	896	2.0	30.0	114	**49	1.4	1.6	79	316	3.3	10.6	183	617	2.2	20.7	121
HEARST MAG CORP. BUY (GROSS)	67928	20630	46.6	30.4	115	1687	48.2	2.5	119	5012	51.8	7.4	128	15041	52.5	22.1	130
HEARST MAN POWER (GROSS)	11282	3214	7.3	28.5	108	249	7.1	2.2	106	564	5.8	5.0	87	1755	6.1	15.6	91
HEARST WOMAN POWER (GROSS)	40514	12559	28.4	31.0	117	981	28.0	2.4	116	3244	33.5	8.0	139	9638	33.6	23.8	139
HOUSE BEAUTIFUL	4885	1383	3.1	28.3	107	*163	4.7	3.3	160	379	3.9	7.8	134	1079	3.8	22.1	129
INC.	1308	*288	0.7	22.0	83	**61	1.7	4.7	224	**121	1.3	9.3	160	*254	0.9	19.4	114
JET	6498	2011	4.5	30.9	117	*204	5.8	3.1	150	600	6.2	9.2	160	929	3.2	14.3	84
LADIES' HOME JOURNAL	14797	4701	10.6	31.8	120	315	9.0	2.1	102	1200	12.4	8.1	141	3528	12.3	23.8	140
LHJ FAMILY GRP COMBO(GROSS)	21743	6927	15.6	31.9	121	492	14.1	2.3	108	1902	19.7	8.7	152	4939	17.2	22.7	133
LIFE	9881	2901	6.6	29.4	111	246	7.0	2.5	119	676	7.0	6.8	119	1881	6.6	19.0	111
L.A. TIMES HOME MAGAZINE	2775	666	1.5	24.0	91	**85	2.4	3.1	147	*246	2.5	8.9	154	386	1.3	13.9	81
MADEMOISELLE	4219	1362	3.1	32.3	122	**54	1.5	1.3	61	419	4.3	9.9	172	951	3.3	22.5	132
MC CALL'S	16422	5349	12.1	32.6	123	466	13.3	2.8	136	1362	14.1	8.3	144	3727	13.0	22.7	133
MC CALL'S/MRK MOTHER (GROSS)	17919	5938	13.4	33.1	126	528	15.1	2.9	141	1531	15.8	8.5	148	4050	14.1	22.6	132
MECHANIX ILLUSTRATED	4433	1204	2.7	27.2	103	**87	2.5	2.0	94	*123	1.3	2.8	48	766	2.7	17.3	101
METROPOLITAN HOME	1504	489	1.1	32.5	123	**50	1.4	3.3	159	**84	0.9	5.6	97	*162	0.6	10.8	63
MONEY	4723	1215	2.7	25.7	97	*191	5.5	4.0	194	285	2.9	6.0	105	904	3.2	19.1	112
MOTHER EARTH NEWS	2325	587	1.3	25.2	96	**63	1.8	2.7	130	**114	1.2	4.9	85	355	1.2	15.3	89
MS.	1109	352	0.8	29.6	112	**17	0.5	1.4	69	*144	1.5	12.1	210	*190	0.7	16.0	94
NATIONAL ENQUIRER	18872	5714	12.9	30.2	115	524	15.0	2.8	133	1278	13.2	6.8	117	3766	13.1	19.9	117
NATIONAL GEOGRAPHIC	22129	5875	13.3	26.5	101	503	14.4	2.3	109	1509	15.6	6.8	118	3955	13.8	17.9	105
NATIONAL SUNDAY MAGAZINE PKG	103750	27812	62.8	26.8	102	2211	63.2	2.1	102	6049	62.5	5.8	101	19149	66.8	18.5	108
NATURAL HISTORY	1379	389	0.9	28.2	107	**28	0.8	2.0	97	**71	0.7	5.1	89	*252	0.9	18.3	107
NEW WOMAN	2289	768	1.7	33.6	127	**58	1.7	2.5	121	*148	1.5	6.5	112	454	1.6	19.8	116
NEW YORK INCLUDING CUE	1088	335	0.8	30.8	117	**24	0.7	2.2	106	**57	0.6	5.2	91	*208	0.7	19.1	112
THE NEW YORKER	2459	633	1.4	25.7	98	**61	1.7	2.5	119	*147	1.5	6.0	104	498	1.7	20.3	119
NEWSWEEK	16527	4213	9.5	25.5	97	322	9.2	1.9	93	1257	13.0	7.6	132	3073	10.7	18.6	109
THE N.Y. TIMES DAILY EDITION	2739	682	1.5	24.9	94	**112	3.2	4.1	196	*145	1.5	5.3	92	421	1.5	15.4	90
THE N.Y. TIMES MAGAZINE	4443	1268	2.9	28.5	108	*163	4.7	3.7	176	293	3.0	6.6	114	733	2.6	16.5	97
OMNI	2799	769	1.7	27.5	104	**51	1.5	1.8	87	*225	2.3	8.0	139	482	1.7	17.2	101
ON CABLE	2209	650	1.5	29.4	111	**55	1.6	2.5	119	*124	1.3	5.6	97	383	1.3	17.3	101
1001 HOME IDEAS	3959	1330	3.0	33.6	127	*129	3.7	3.3	156	387	4.0	9.8	169	794	2.8	20.1	117
ORGANIC GARDENING	3111	812	1.8	26.1	99	**67	1.9	2.2	103	**124	1.3	4.0	69	575	2.0	18.5	108
OUTDOOR LIFE	5024	1473	3.3	29.3	111	**98	2.8	2.0	94	287	3.0	5.7	99	801	2.8	15.9	93
PARADE MAGAZINE	51292	14103	31.8	27.5	104	1305	37.3	2.5	122	2875	29.7	5.6	97	9649	33.7	18.8	110

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

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	TOTAL U.S. '000	LIFE SAVERS A '000	LIFE SAVERS B % DOWN	LIFE SAVERS C % ACROSS	LIFE SAVERS D INDX	REED'S A '000	REED'S B % DOWN	REED'S C % ACROSS	REED'S D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX	VELAMINTS A '000	VELAMINTS B % DOWN	VELAMINTS C % ACROSS	VELAMINTS D INDX
TOTAL ADULTS	167727	44283	100.0	26.4	100	3499	100.0	2.1	100	9679	100.0	5.8	100	28660	100.0	17.1	100
PARENTS	5298	1669	3.8	31.5	119	**116	3.3	2.2	105	511	5.3	9.6	167	1096	3.8	20.7	121
PENTHOUSE	5129	1525	3.4	29.7	113	**119	3.4	2.3	111	*247	2.6	4.8	83	786	2.7	15.3	90
PEOPLE	21070	6098	13.8	28.9	110	582	16.6	2.8	132	1487	15.4	7.1	122	4349	15.2	20.6	121
PLAYBOY	10562	2689	6.1	25.5	96	277	7.9	2.6	126	481	5.0	4.6	79	1864	6.5	17.6	103
POPULAR HOT RODDING	2498	866	2.0	34.7	131	**76	2.2	3.0	146	**125	1.3	5.0	87	381	1.3	15.3	89
POPULAR MECHANICS	5887	1680	3.8	28.5	108	*141	4.0	2.4	115	*249	2.6	4.2	73	957	3.3	16.3	95
POPULAR SCIENCE	4317	1137	2.6	26.3	100	**82	2.3	1.9	91	*197	2.0	4.6	79	866	3.0	20.1	117
PREVENTION	5792	1388	3.1	24.0	91	*180	5.1	3.1	149	418	4.3	7.2	125	1159	4.0	20.0	117
PSYCHOLOGY TODAY	3284	885	2.0	26.9	102	**51	1.5	1.6	74	*319	3.3	9.7	168	646	2.3	19.7	115
READER'S DIGEST	40046	11103	25.1	27.7	105	750	21.4	1.9	90	2440	25.2	6.1	106	7638	26.7	19.1	112
REDBOOK	9584	3094	7.0	32.3	122	*219	6.3	2.3	110	746	7.7	7.8	135	2397	8.4	25.0	146
ROAD & TRACK	2590	804	1.8	31.0	118	**37	1.1	1.4	68	*195	2.0	7.5	130	436	1.5	16.8	99
ROLLING STONE	3302	1024	2.3	31.0	117	**94	2.7	2.8	136	*283	2.9	8.6	149	762	2.7	23.1	135
RUNNER'S WORLD	1229	*295	0.7	24.0	91	**9	0.3	0.7	35	**90	0.9	7.3	127	*268	0.9	21.8	128
SATURDAY EVENING POST	2110	644	1.5	30.5	116	**70	2.0	3.3	159	**123	1.3	5.8	101	439	1.5	20.8	122
SCIENCE 84	1543	343	0.8	22.2	84	**34	1.0	2.2	106	**81	0.8	5.2	91	*218	0.8	14.1	83
SCIENCE DIGEST	1747	561	1.3	32.1	122	**24	0.7	1.4	66	**153	1.6	8.8	152	*278	1.0	15.9	93
SCIENTIFIC AMERICAN	1994	435	1.0	21.8	83	**63	1.8	3.2	151	**157	1.6	7.9	136	416	1.5	20.9	122
SELF	3119	882	2.0	28.3	107	**95	2.7	3.0	146	393	4.1	12.6	218	828	2.9	26.5	155
SEVENTEEN	3923	1391	3.1	35.5	134	**114	3.3	2.9	139	312	3.2	8.0	138	994	3.5	25.3	148
SKI	1501	379	0.9	25.2	96	**41	1.2	2.7	131	*180	1.9	12.0	208	334	1.2	22.3	130
SMITHSONIAN	5976	1618	3.7	27.1	103	*122	3.5	2.0	98	354	3.7	5.9	103	1090	3.8	18.2	107
SOAP OPERA DIGEST	4228	1678	3.8	39.7	150	**52	1.5	1.2	59	418	4.3	9.9	171	826	2.9	19.5	114
SOUTHERN LIVING	6488	1767	4.0	27.2	103	**72	2.1	1.1	53	435	4.5	6.7	116	1336	4.7	20.6	121
SPORT	3500	1010	2.3	28.9	109	**84	2.4	2.4	115	*295	3.0	8.4	146	619	2.2	17.7	104
THE SPORTING NEWS	2456	735	1.7	29.9	113	**75	2.1	3.1	146	*175	1.8	7.1	123	577	2.0	23.5	137
SPORTS AFIELD	3648	974	2.2	26.7	101	**84	2.4	2.3	110	*162	1.7	4.4	77	520	1.8	14.3	83
SPORTS ILLUSTRATED	14484	3988	9.0	27.5	104	314	9.0	2.2	104	764	7.9	5.3	91	2506	8.7	17.3	101
STAR	12661	3796	8.6	30.0	114	269	7.7	2.1	102	861	8.9	6.8	118	2468	8.6	19.5	114
SUNDAY	52799	13922	31.4	26.4	100	1411	40.3	2.7	128	3046	31.5	5.8	100	9668	33.7	18.3	107
SUNSET	3513	851	1.9	24.2	92	**144	4.1	4.1	196	*205	2.1	5.8	101	560	2.0	15.9	93
TV GUIDE	42766	13038	29.4	30.5	115	871	24.9	2.0	98	3025	31.3	7.1	123	7809	27.2	18.3	107
TENNIS	1254	280	0.6	22.3	85	**25	0.7	2.0	96	**51	0.5	4.1	70	*239	0.8	19.1	112
TIME	22054	5927	13.4	26.9	102	411	11.7	1.9	89	1369	14.1	6.2	108	3720	13.0	16.9	99
TOWN & COUNTRY	1555	492	1.1	31.6	120	**79	2.3	5.1	244	**74	0.8	4.8	82	340	1.2	21.9	128
TRAVEL & LEISURE	2173	740	1.7	34.1	129	**76	2.2	3.5	168	*111	1.1	5.1	89	352	1.2	16.2	95
TRUE STORY	4636	1736	3.9	37.4	142	**38	1.1	0.8	39	313	3.2	6.8	117	1005	3.5	21.7	127
U.S.NEWS & WORLD REPORT	10353	2562	5.8	24.7	94	*189	5.4	1.8	88	577	6.0	5.6	97	1837	6.4	17.7	104
USA TODAY	4994	1457	3.3	29.2	111	**103	2.9	2.1	99	313	3.2	6.3	109	932	3.3	18.7	109
US	3528	1094	2.5	31.0	117	**83	2.4	2.4	113	305	3.2	8.6	150	824	2.9	23.4	137
VOGUE	5424	1453	3.3	26.8	101	*143	4.1	2.6	126	460	4.8	8.5	147	1089	3.8	20.1	117
WALL STREET JOURNAL	6292	1450	3.3	23.0	87	*133	3.8	2.1	101	358	3.7	5.7	99	1247	4.4	19.8	116
WEIGHT WATCHERS	2762	840	1.9	30.4	115	**55	1.6	2.0	95	*239	2.5	8.7	150	687	2.4	24.9	146
WOMAN'S DAY	16320	5328	12.0	32.6	124	553	15.8	3.4	162	1322	13.7	8.1	140	3903	13.6	23.9	140
WORKING MOTHER	1496	588	1.3	39.3	149	**62	1.8	4.1	199	*169	1.7	11.3	196	323	1.1	21.6	126
WORKING WOMAN	1851	699	1.6	37.8	143	**62	1.8	3.3	161	*245	2.5	13.2	229	509	1.8	27.5	161
WORLD TENNIS	580	*189	0.4	32.6	123	**19	0.5	3.3	157	**71	0.7	12.2	212	**106	0.4	18.3	107
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4092	9.2	33.0	125	394	11.3	3.2	152	711	7.3	5.7	99	2080	7.3	16.8	98
BLAIR INSERTS	91671	24184	54.6	26.4	100	2076	59.3	2.3	109	5373	55.5	5.9	102	17062	59.5	18.6	109
DAILY NEWSPAPERS																	
READ ANY	109190	28968	65.4	26.5	100	2278	65.1	2.1	100	6122	63.3	5.6	97	19640	68.5	18.0	105
READ ONE	89587	23512	53.1	26.2	99	1880	53.7	2.1	101	5160	53.3	5.8	100	15844	55.3	17.7	104
READ TWO OR MORE	19602	5457	12.3	27.8	105	398	11.4	2.0	97	963	9.9	4.9	85	3796	13.2	19.4	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	29380	66.3	26.8	101	2277	65.1	2.1	100	6448	66.6	5.9	102	20094	70.1	18.3	107
READ ONE	95074	25335	57.2	26.6	101	1883	53.8	2.0	95	5573	57.6	5.9	102	17142	59.8	18.0	106
READ TWO OR MORE	14588	4045	9.1	27.7	105	394	11.3	2.7	129	876	9.1	6.0	104	2952	10.3	20.2	118
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.60				31.45				29.30				29.79			
30 DAY REACH	149706	39915	90.1	26.7	101	3123	89.3	2.1	100	8690	89.8	5.8	101	26339	91.9	17.6	103
50 SHWG - 30 DAY AV FREQ	15.16	16.15				16.60				15.30				15.49			
30 DAY REACH	142406	37889	85.6	26.6	101	2964	84.7	2.1	100	8328	86.0	5.8	101	25340	88.4	17.8	104
25 SHWG - 30 DAY AV FREQ	8.23	8.76				8.83				8.16				8.30			
30 DAY REACH	131152	34960	78.9	26.7	101	2782	79.5	2.1	102	7768	80.3	5.9	103	23638	82.5	18.0	105
CABLE TV: HOME WIRED	66879	18831	42.5	28.2	107	1338	38.2	2.0	96	3942	40.7	5.9	102	12439	43.4	18.6	109
HOME NOT WIRED	100848	25452	57.5	25.2	96	2161	61.8	2.1	103	5737	59.3	5.7	99	16221	56.6	16.1	94
HAVE PAY CABLE	35024	10635	24.0	30.4	115	701	20.0	2.0	96	2253	23.3	6.4	111	6719	23.4	19.2	112

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

0342
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	TOTAL U.S. '000	LIFE SAVERS A '000	LIFE SAVERS B % DOWN	LIFE SAVERS C % ACROSS	LIFE SAVERS D INDX	REED'S A '000	REED'S B % DOWN	REED'S C % ACROSS	REED'S D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX	VELAMINTS A '000	VELAMINTS B % DOWN	VELAMINTS C % ACROSS	VELAMINTS D INDX
TOTAL ADULTS	167727	44283	100.0	26.4	100	3499	100.0	2.1	100	9679	100.0	5.8	100	28660	100.0	17.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	25953	58.6	27.1	103	2022	57.8	2.1	101	5766	59.6	6.0	104	17338	60.5	18.1	106
10:00 AM - 3:00 PM	63599	17859	40.3	28.1	106	1408	40.2	2.2	106	3894	40.2	6.1	106	11725	40.9	18.4	108
3:00 PM - 7:00 PM	72097	19704	44.5	27.3	104	1542	44.1	2.1	103	4340	44.8	6.0	104	13240	46.2	18.4	107
7:00 PM - MIDNIGHT	36670	10186	23.0	27.8	105	860	24.6	2.3	112	2228	23.0	6.1	105	6422	22.4	17.5	102
MIDNIGHT - 6:00 AM	21908	5940	13.4	27.1	103	521	14.9	2.4	114	1241	12.8	5.7	98	4109	14.3	18.8	110
6:00 AM - MIDNIGHT	127571	34837	78.7	27.3	103	2662	76.1	2.1	100	7689	79.4	6.0	104	23068	80.5	18.1	106
ENTIRE DAY	129239	35341	79.8	27.3	104	2698	77.1	2.1	100	7791	80.5	6.0	104	23407	81.7	18.1	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	9325	21.1	27.4	104	707	20.2	2.1	100	2246	23.2	6.6	114	6630	23.1	19.5	114
ALL NEWS	6062	1571	3.5	25.9	98	*156	4.5	2.6	123	238	2.5	3.9	68	943	3.3	15.6	91
AOR/PROGRESSIVE	11884	3647	8.2	30.7	116	315	9.0	2.7	127	733	7.6	6.2	107	2157	7.5	18.2	106
BEAUTIFUL MUSIC	11180	2881	6.5	25.8	98	*210	6.0	1.9	90	634	6.6	5.7	98	2249	7.8	20.1	118
BLACK	4538	1545	3.5	34.0	129	**85	2.4	1.9	90	435	4.5	9.6	166	714	2.5	15.7	92
CLASSICAL	3857	982	2.2	25.5	96	**110	3.1	2.9	137	255	2.6	6.6	115	646	2.3	16.7	98
CHR/ROCK	21946	6748	15.2	30.7	116	387	11.1	1.8	85	1519	15.7	6.9	120	4324	15.1	19.7	115
COUNTRY	27262	7045	15.9	25.8	98	579	16.5	2.1	102	1593	16.5	5.8	101	4794	16.7	17.6	103
GOLDEN OLDIES	3339	937	2.1	28.1	106	**35	1.0	1.0	50	*131	1.4	3.9	68	493	1.7	14.8	86
MOR/NOSTALGIA	10346	2686	6.1	26.0	98	*234	6.7	2.3	108	464	4.8	4.5	78	1869	6.5	18.1	106
NEWS/TALK	8929	2175	4.9	24.4	92	*218	6.2	2.4	117	417	4.3	4.7	81	1351	4.7	15.1	89
RELIGIOUS	5488	1368	3.1	24.9	94	**142	4.1	2.6	124	420	4.3	7.7	133	1053	3.7	19.2	112
SOFT ROCK	1232	*316	0.7	25.6	97	**8	0.2	0.6	31	**162	1.7	13.1	228	*264	0.9	21.4	125
URBAN CONTEMPORARY	3184	975	2.2	30.6	116	**61	1.7	1.9	92	*199	2.1	6.3	108	499	1.7	15.7	92
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2264	5.1	32.8	124	*131	3.7	1.9	91	581	6.0	8.4	146	1536	5.4	22.2	130
ABC DIRECTION	5212	1560	3.5	29.9	113	*103	2.9	2.0	95	322	3.3	6.2	107	874	3.0	16.8	98
ABC ENTERTAINMENT	10385	2537	5.7	24.4	93	*187	5.3	1.8	86	514	5.3	4.9	86	1849	6.5	17.8	104
ABC FM	4762	1495	3.4	31.4	119	**89	2.5	1.9	90	293	3.0	6.2	107	955	3.3	20.1	117
ABC INFORMATION	11339	2971	6.7	26.2	99	300	8.6	2.6	127	573	5.9	5.1	88	2070	7.2	18.3	107
ABC ROCK	4878	1609	3.6	33.0	125	*119	3.4	2.4	117	374	3.9	7.7	133	953	3.3	19.5	114
CBS	10709	2844	6.4	26.6	101	*181	5.2	1.7	81	464	4.8	4.3	75	1816	6.3	17.0	99
MUTUAL	10251	2780	6.3	27.1	103	*268	7.7	2.6	125	618	6.4	6.0	104	1676	5.8	16.3	96
NBC	12243	3092	7.0	25.3	96	282	8.1	2.3	110	658	6.8	5.4	93	2157	7.5	17.6	103
RADIORADIO	4606	1322	3.0	28.7	109	**88	2.5	1.9	92	*259	2.7	5.6	97	797	2.8	17.3	101
RKO ONE	5148	1576	3.6	30.6	116	**110	3.1	2.1	102	496	5.1	9.6	167	941	3.3	18.3	107
RKO TWO	7313	1944	4.4	26.6	101	*184	5.3	2.5	121	304	3.1	4.2	72	1242	4.3	17.0	99
THE SOURCE	5981	1810	4.1	30.3	115	**136	3.9	2.3	109	308	3.2	5.1	89	927	3.2	15.5	91
NON-WIRED : BLAIR	19329	5183	11.7	26.8	102	223	6.4	1.2	55	1116	11.5	5.8	100	3349	11.7	17.3	101
INTERNET	27139	7925	17.9	29.2	111	564	16.1	2.1	100	1871	19.3	6.9	119	4842	16.9	17.8	104
KATZ RADIO GROUP	36319	9465	21.4	26.1	99	912	26.1	2.5	120	2065	21.3	5.7	99	6733	23.5	18.5	108
SUPERNET	22361	6479	14.6	29.0	110	542	15.5	2.4	116	1444	14.9	6.5	112	4197	14.6	18.8	110
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	3864	8.7	26.6	101	338	9.7	2.3	111	865	8.9	6.0	103	2642	9.2	18.2	106
MKDAY 9:00 AM - 1:00 PM	18688	5233	11.8	28.0	106	365	10.4	2.0	94	1202	12.4	6.4	111	3208	11.2	17.2	100
MKDAY 1:00 PM - 4:30 PM	24061	6810	15.4	28.3	107	465	13.3	1.9	93	1593	16.5	6.6	115	4336	15.1	18.0	105
MKDAY 4:30 PM - 7:30 PM	44079	11573	26.1	26.3	99	884	25.3	2.0	96	2508	25.9	5.7	99	7396	25.8	16.8	98
MKDAY 7:30 PM - 8:00 PM	61979	16264	36.7	26.2	99	1359	38.8	2.2	105	3378	34.9	5.5	94	10309	36.0	16.6	97
MKDAY 11:00 PM - 11:30 PM	49084	13160	29.7	26.8	102	1107	31.6	2.3	108	3011	31.1	6.1	106	8768	30.6	17.9	105
MKDAY 11:30 PM - 1:00 AM	16560	4499	10.2	27.2	103	384	11.0	2.3	111	1103	11.4	6.7	115	3051	10.6	18.4	108
M-SAT 8-11 PM+SUN 7-11 PM	66967	18099	40.9	27.0	102	1404	40.1	2.1	100	4012	41.5	6.0	104	11953	41.7	17.8	104
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2817	6.4	30.4	115	163	4.7	1.8	84	723	7.5	7.8	135	1570	5.5	16.9	99
ANOTHER WORLD N	6138	1737	3.9	28.3	107	*129	3.7	2.1	101	508	5.2	8.3	143	1233	4.3	20.1	118
AS THE WORLD TURNS C	7707	1899	4.3	24.6	93	*101	2.9	1.3	63	464	4.8	6.0	104	1415	4.9	18.4	107
CAPITOL C	4688	1203	2.7	25.7	97	*73	2.1	1.6	75	255	2.6	5.4	94	858	3.0	18.3	107
CBS MORN. NEWS 1 C	2792	704	1.6	25.2	96	*64	1.8	2.3	110	140	1.4	5.0	87	548	1.9	19.6	115
CBS MORN. NEWS 2 C	2071	456	1.0	22.0	83	*41	1.2	2.0	95	*103	1.1	5.0	86	336	1.2	16.2	95
DAYS OF OUR LIVES N	8018	2357	5.3	29.4	111	175	5.0	2.2	105	607	6.3	7.6	131	1689	5.9	21.1	123
FACTS OF LIFE - DAYTIME N	3487	951	2.1	27.3	103	*122	3.5	3.5	168	239	2.5	6.9	119	624	2.2	17.9	105
FAMILY FEUD A	4817	1450	3.3	30.1	114	*97	2.8	2.0	97	233	2.4	4.8	84	796	2.8	16.5	97
GENERAL HOSPITAL A	8333	2461	5.6	29.5	112	186	5.3	2.2	107	624	6.4	7.5	130	1570	5.5	18.8	110
GOOD MORNING, AMERICA-730 A	5472	1451	3.3	26.5	100	115	3.3	2.1	101	300	3.1	5.5	95	859	3.0	15.7	92
GOOD MORNING, AMERICA-830 A	3965	1143	2.6	28.8	109	*71	2.0	1.8	86	214	2.2	5.4	94	676	2.4	17.0	100
GUIDING LIGHT C	7542	2087	4.7	27.7	105	*108	3.1	1.4	69	396	4.1	5.3	91	1514	5.3	20.1	117
ONE LIFE TO LIVE A	6018	1721	3.9	28.6	108	132	3.8	2.2	105	421	4.3	7.0	121	1036	3.6	17.2	101
PRESS YOUR LUCK C	3589	1097	2.5	30.6	116	*60	1.7	1.7	80	284	2.9	7.9	137	636	2.2	17.7	104
PRICE IS RIGHT 1 C	7418	2008	4.5	27.1	103	*103	2.9	1.4	67	422	4.4	5.7	99	1090	3.8	14.7	86
PRICE IS RIGHT 2 C	8276	2350	5.3	28.4	108	124	3.5	1.5	72	520	5.4	6.3	109	1264	4.4	15.3	89
RYAN'S HOPE A	4358	1443	3.3	33.1	125	*76	2.2	1.7	84	315	3.3	7.2	125	774	2.7	17.8	104
SALE OF THE CENTURY N	3749	1066	2.4	28.4	108	*73	2.1	1.9	93	271	2.8	7.2	125	686	2.4	18.3	107
SEARCH FOR TOMORROW N	2884	810	1.8	28.1	106	**29	0.8	1.0	48	247	2.6	8.6	148	607	2.1	21.0	123
TODAY SHOW 1 N	4869	1196	2.7	24.6	93	*118	3.4	2.4	116	231	2.4	4.7	82	815	2.8	16.7	98
TODAY SHOW 2 N	4135	1021	2.3	24.7	94	*85	2.4	2.1	99	194	2.0	4.7	81	618	2.2	14.9	87
$25,000 PYRAMID C	4361	1216	2.7	27.9	106	*80	2.3	1.8	88	317	3.3	7.3	126	761	2.7	17.5	102
WHEEL OF FORTUNE N	6187	1870	4.2	30.2	114	176	5.0	2.8	136	423	4.4	6.8	118	970	3.4	15.7	92
YOUNG AND THE RESTLESS C	8186	2183	4.9	26.7	101	147	4.2	1.8	86	610	6.3	7.5	129	1430	5.0	17.5	102
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1200	2.7	25.4	96	*104	3.0	2.2	105	256	2.6	5.4	94	908	3.2	19.2	112
NBA PLAYOFF GAME -1 C	5127	1220	2.8	23.8	90	*82	2.3	1.6	77	263	2.7	5.1	89	651	2.3	12.7	74
NBC MAJOR LEAGUE PRE-GAME N	3945	1104	2.5	28.0	106	**127	3.6	3.2	154	*130	1.3	3.3	57	572	2.0	14.5	85
SPORTSWORLD - SUN N	3370	868	2.0	25.8	98	*61	1.7	1.8	87	*114	1.2	3.4	59	470	1.6	13.9	82
SUNDAY MORNING C	4200	1096	2.5	26.1	99	*97	2.8	2.3	111	196	2.0	4.7	81	618	2.2	14.7	86

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HARD ROLL CANDY/CANDY BREATH MINTS - BRANDS BOUGHT
(ADULTS)

0343
P-22

		TOTAL U.S. '000	LIFE SAVERS A '000	LIFE SAVERS B % DOWN	LIFE SAVERS C % ACROSS	LIFE SAVERS D INDX	REED'S A '000	REED'S B % DOWN	REED'S C % ACROSS	REED'S D INDX	TRIDENT A '000	TRIDENT B % DOWN	TRIDENT C % ACROSS	TRIDENT D INDX	VELAMINTS A '000	VELAMINTS B % DOWN	VELAMINTS C % ACROSS	VELAMINTS D INDX
TOTAL ADULTS		167727	44283	100.0	26.4	100	3499	100.0	2.1	100	9679	100.0	5.8	100	28660	100.0	17.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	13124	29.6	25.1	95	994	28.4	1.9	91	2603	26.9	5.0	86	8692	30.3	16.6	97
NETWORK AFFILIATES - LATE		39164	10438	23.6	26.7	101	876	25.0	2.2	107	2429	25.1	6.2	107	7228	25.2	18.5	108
INDEPENDENTS - LATE		5133	1350	3.0	26.3	100	144	4.1	2.8	134	252	2.6	4.9	85	689	2.4	13.4	79
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	6432	14.5	28.2	107	423	12.1	1.9	89	1434	14.8	6.3	109	4231	14.8	18.5	108
ABC MONDAY NIGHT MOVIE	A	11258	2902	6.6	25.8	98	231	6.6	2.1	98	860	8.9	7.6	132	1922	6.7	17.1	100
ABC SUNDAY NIGHT MOVIE	A	23600	6451	14.6	27.3	104	470	13.4	2.0	95	1475	15.2	6.3	108	4299	15.0	18.2	107
ABC WORLD NEWS TONIGHT	A	12801	3203	7.2	25.0	95	251	7.2	2.0	94	598	6.2	4.7	81	2108	7.4	16.5	96
AFTERMASH	C	10966	2702	6.1	24.6	93	*219	6.3	2.0	96	647	6.7	5.9	102	1792	6.3	16.3	96
ALICE	C	17050	4684	10.6	27.5	104	292	8.3	1.7	82	1048	10.8	6.1	107	3374	11.8	19.8	116
AMERICAN PARADE	C	11998	2965	6.7	24.7	94	226	6.5	1.9	90	700	7.2	5.8	101	1846	6.4	15.4	90
BENSON	A	19258	5354	12.1	27.8	105	448	12.8	2.3	112	1238	12.8	6.4	111	3429	12.0	17.8	104
BLUE THUNDER	A	11478	3001	6.8	26.1	99	*231	6.6	2.0	96	741	7.7	6.5	112	1988	6.9	17.3	101
CAGNEY & LACEY	C	18263	5195	11.7	28.4	108	376	10.7	2.1	99	1187	12.3	6.5	113	3527	12.3	19.3	113
CBS EVENING NEWS-DEAN	C	7733	1909	4.3	24.7	94	*146	4.2	1.9	91	461	4.8	6.0	103	1429	5.0	18.5	108
CBS EVENING NEWS-RATHER	C	15653	4145	9.4	26.5	100	290	8.3	1.9	89	915	9.5	5.8	101	2689	9.4	17.2	101
CBS SAT. NEWS-SCHIEFFER	C	8744	2214	5.0	25.3	96	169	4.8	1.9	93	593	6.1	6.8	118	1396	4.9	16.0	93
CBS SATURDAY NIGHT MOVIE	C	12000	3160	7.1	26.3	100	244	7.0	2.0	97	712	7.4	5.9	103	1919	6.7	16.0	94
CBS WEDNESDAY NIGHT MOVIE	C	11522	3104	7.0	26.9	102	287	8.2	2.5	119	745	7.7	6.5	112	2054	7.2	17.8	104
CHEERS	N	16818	4750	10.7	28.2	107	289	8.3	1.7	82	1188	12.3	7.1	122	3498	12.2	20.8	122
DALLAS	C	37510	10027	22.6	26.7	101	664	19.0	1.8	85	2536	26.2	6.8	117	7368	25.7	19.6	115
DIFF'RENT STROKES	N	11258	3103	7.0	27.6	104	*198	5.7	1.8	84	804	8.3	7.1	124	1921	6.7	17.1	100
DOUBLE TROUBLE	N	12248	3475	7.8	28.4	107	376	10.7	3.1	147	861	8.9	7.0	122	2179	7.6	17.8	104
DUCK FACTORY	N	11100	2907	6.6	26.2	99	220	6.3	2.0	95	795	8.2	7.2	124	2182	7.6	19.7	115
DUKES OF HAZZARD	C	12353	3190	7.2	25.8	98	318	9.1	2.6	123	653	6.7	5.3	92	2150	7.5	17.4	102
DYNASTY	A	33279	8889	20.1	26.7	101	539	15.4	1.6	78	2046	21.1	6.1	107	6277	21.9	18.9	110
FACTS OF LIFE	N	13410	3831	8.7	28.6	108	373	10.7	2.8	133	875	9.0	6.5	113	2457	8.6	18.3	107
FALCON CREST	C	31093	8277	18.7	26.6	101	477	13.6	1.5	74	2099	21.7	6.8	117	6524	22.8	21.0	123
FALL GUY	A	18649	5191	11.7	27.8	105	418	11.9	2.2	107	1078	11.1	5.8	100	3446	12.0	18.5	108
FAMILY TIES	N	13101	3587	8.1	27.4	104	*209	6.0	1.6	76	884	9.1	6.7	117	2506	8.7	19.1	112
FANTASY ISLAND	A	13069	3525	8.0	27.0	102	256	7.3	2.0	94	850	8.8	6.5	113	2416	8.4	18.5	108
FOULUPS,BLEEPS & BLUNDERS	A	16588	4399	9.9	26.5	100	261	7.5	1.6	75	999	10.3	6.0	104	2818	9.8	17.0	99
FOUR SEASONS	C	9302	2459	5.6	26.4	100	*196	5.6	2.1	101	523	5.4	5.6	97	1498	5.2	16.1	94
GIMME A BREAK	N	13955	3903	8.8	28.0	106	302	8.6	2.2	104	925	9.6	6.6	115	2443	8.5	17.5	102
HART TO HART	A	15735	4429	10.0	28.1	107	356	10.2	2.3	108	1039	10.7	6.6	114	3060	10.7	19.4	114
HILL STREET BLUES	N	18257	5124	11.6	28.1	106	323	9.2	1.8	85	1319	13.6	7.2	125	3207	11.2	17.6	103
HOTEL	A	24236	6356	14.4	26.2	99	380	10.9	1.6	75	1415	14.6	5.8	101	4494	15.7	18.5	109
JEFFERSONS	C	17010	4599	10.4	27.0	102	297	8.5	1.7	84	1059	10.9	6.2	108	3133	10.9	18.4	108
JENNIFER SLEPT HERE	N	9397	2657	6.0	28.3	107	*176	5.0	1.9	90	654	6.8	7.0	121	1640	5.7	17.5	102
KATE & ALLIE	C	16762	4523	10.2	27.0	102	400	11.4	2.4	114	1016	10.5	6.1	105	3128	10.9	18.7	109
KNIGHT RIDER	N	13164	3925	8.9	29.8	113	258	7.4	2.0	94	899	9.3	6.8	118	2452	8.6	18.6	109
LOVE BOAT	A	20400	5344	12.1	26.2	99	396	11.3	1.9	93	1271	13.1	6.2	108	3673	12.8	18.0	105
MAGNUM PI	C	22543	6034	13.6	26.8	101	450	12.9	2.0	96	1366	14.1	6.1	105	4215	14.7	18.7	109
MAMA'S FAMILY	N	9852	2864	6.5	29.1	110	*231	6.6	2.3	112	517	5.3	5.2	91	1699	5.9	17.2	101
MASTER, THE	N	8082	2179	4.9	27.0	102	*124	3.5	1.5	74	486	5.0	6.0	104	1468	5.1	18.2	106
MATT HOUSTON	A	12881	3588	8.1	27.9	106	234	6.7	1.8	87	708	7.3	5.5	95	2452	8.6	19.0	111
NBC MONDAY NIGHT MOVIE	N	23889	6664	15.0	27.9	106	389	11.1	1.6	78	1389	14.4	5.8	101	4499	15.7	18.8	110
NBC NIGHTLY NEWS	N	11156	2784	6.3	25.0	95	248	7.1	2.2	107	621	6.4	5.6	96	1705	5.9	15.3	89
NBC NIGHTLY NEWS-SAT	N	7363	1786	4.0	24.3	92	*180	5.1	2.4	117	229	2.4	3.1	54	1197	4.2	16.3	95
NBC NIGHTLY NEWS-SUN	N	6214	1520	3.4	24.5	93	*137	3.9	2.2	106	229	2.4	3.7	64	1069	3.7	17.2	101
NBC SUNDAY NIGHT MOVIE	N	17590	4947	11.2	28.1	107	402	11.5	2.3	110	1150	11.9	6.5	113	2707	9.4	15.4	90
NEWHART	C	16740	4596	10.4	27.5	104	368	10.5	2.2	105	1011	10.4	6.0	105	3258	11.4	19.5	114
ONE DAY AT A TIME	C	11820	3289	7.4	27.8	105	*264	7.5	2.2	107	841	8.7	7.1	123	2296	8.0	19.4	114
PEOPLE ARE FUNNY	N	9138	2726	6.2	29.8	113	*182	5.2	2.0	95	584	6.0	6.4	111	1400	4.9	15.3	90
REAL PEOPLE	N	15979	4022	9.1	25.2	95	278	7.9	1.7	83	866	8.9	5.4	94	2622	9.1	16.4	96
REMINGTON STEELE	N	14395	4022	9.1	27.9	106	300	8.6	2.1	100	1103	11.4	7.7	133	2625	9.2	18.2	107
RIPLEY'S BELIEVE IT - NOT	A	11362	2945	6.7	25.9	98	*201	5.7	1.8	85	686	7.1	6.0	105	1955	6.8	17.2	101
RIPTIDE	N	13920	3865	8.7	27.8	105	335	9.6	2.4	115	922	9.5	6.6	115	2671	9.3	19.2	112
SCARECROW & MRS. KING	C	17571	4560	10.3	26.0	98	422	12.1	2.4	115	1004	10.4	5.7	99	3286	11.5	18.7	109
SIMON & SIMON	C	20208	5130	11.6	25.4	96	351	10.0	1.7	83	1241	12.8	6.1	106	3241	11.3	16.0	94
60 MINUTES	C	27668	7085	16.0	25.6	97	449	12.8	1.6	78	1467	15.2	5.3	92	4766	16.6	17.2	101
ST. ELSEWHERE	N	13699	3956	8.9	28.9	109	347	9.9	2.5	121	922	9.5	6.7	117	2693	9.4	19.7	115
THREE'S COMPANY	A	20632	5704	12.9	27.6	105	430	12.3	2.1	100	1424	14.7	6.9	120	3739	13.0	18.1	106
T.J. HOOKER	A	17136	4720	10.7	27.5	104	375	10.7	2.2	105	972	10.0	5.7	98	3046	10.6	17.8	104
TONIGHT SHOW	N	4963	1332	3.0	26.8	102	122	3.5	2.5	118	369	3.8	7.4	129	982	3.4	19.8	116
TRAPPER JOHN, M.D.	C	16332	4344	9.8	26.6	101	227	6.5	1.4	67	1123	11.6	6.9	119	3100	10.8	19.0	111
TV BLOOPERS & PRAC. JOKES	N	18881	5201	11.7	27.5	104	313	8.9	1.7	79	922	9.5	4.9	85	3297	11.5	17.5	102
20/20	A	18315	4671	10.5	25.5	97	323	9.2	1.8	85	936	9.7	5.1	89	3551	12.4	19.4	113
WEBSTER	A	18722	5322	12.0	28.4	108	408	11.7	2.2	104	1271	13.1	6.8	118	3430	12.0	18.3	107
WORLD NEWS - SUN	A	5327	1445	3.3	27.1	103	*113	3.2	2.1	102	325	3.4	6.1	106	950	3.3	17.8	104
YELLOW ROSE	N	8370	2279	5.1	27.2	103	*169	4.8	2.0	97	546	5.6	6.5	113	1448	5.1	17.3	101
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	7489	16.9	29.0	110	650	18.6	2.5	120	1474	15.2	5.7	99	4772	16.7	18.5	108
BASKETBALL - COLLEGE GAMES		14468	4586	10.4	31.7	120	*274	7.8	1.9	91	1065	11.0	7.4	128	3126	10.9	21.6	126
BASKETBALL - PRO GAMES		12124	3719	8.4	30.7	116	*286	8.2	2.4	113	1040	10.7	8.6	149	2494	8.7	20.6	120
BOWLING		9412	2809	6.3	29.8	113	**243	6.9	2.6	124	633	6.5	6.7	117	2047	7.1	21.7	127
BOXING		15409	4573	10.3	29.7	112	*272	7.8	1.8	85	1104	11.4	7.2	124	2516	8.8	16.3	96
FOOTBALL - COLLEGE GAMES		21400	6243	14.1	29.2	110	*433	12.4	2.0	97	1460	15.1	6.8	118	4092	14.3	19.1	112
FOOTBALL - PRO GAMES		35944	10839	24.5	30.2	114	527	15.1	1.5	70	2082	21.5	5.8	100	6884	24.0	19.2	112
GOLF		9759	2645	6.0	27.1	103	**175	5.0	1.8	86	679	7.0	7.0	121	1950	6.8	20.0	117
POST-SEASON COLL. FOOTBALL		18123	5478	12.4	30.2	114	*334	9.5	1.8	88	1289	13.3	7.1	123	3246	11.3	17.9	105
POST-SEASON PRO FOOTBALL		22091	6907	15.6	31.3	118	*326	9.3	1.5	71	1255	13.0	5.7	98	4224	14.7	19.1	112
TENNIS		6764	1909	4.3	28.2	107	**131	3.7	1.9	93	577	6.0	8.5	148	1567	5.5	23.2	136
WRESTLING - PROFESSIONAL		9695	3067	6.9	31.6	120	**326	9.3	3.4	161	627	6.5	6.5	112	1806	6.3	18.6	109

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	'000	%	UNWEIGHTED
2A. DO YOU YOURSELF EAT THEM?			
YES	46944	28.0	5106
NO	120783	72.0	14004

IF YOU DO	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
2B. WHICH BRANDS DO YOU EAT?									
CARNATION BREAKFAST BARS	6255	3.7	2113	1.3	2854	1.7	1289	.8	684
CARNATION TRAIL MIX BARS	2448	1.5	570	.3	1126	.7	751	.4	285
CRUNCHOLA BARS	4928	2.9	1669	1.0	2541	1.5	718	.4	552
NATURE VALLEY CHEWY GRANOLA BARS	12570	7.5	3349	2.0	7130	4.3	2091	1.2	1356
NATURE VALLEY GRANOLA BARS	17324	10.3	7385	4.4	7624	4.5	2315	1.4	1975
NATURE VALLEY GRANOLA CLUSTERS	7201	4.3	1005	.6	3923	2.3	2273	1.4	778
NATURE VALLEY GRANOLA & FRUIT BARS	6155	3.7	1237	.7	3084	1.8	1835	1.1	672
NATURE VALLEY LIGHT 'N CRUNCHY	3957	2.4	721	.4	1710	1.0	1526	.9	423
QUAKER CHEWY GRANOLA BARS	13592	8.1	5057	3.0	5872	3.5	2664	1.6	1466
OTHER BRANDS	6836	4.1	3933	2.3	1659	1.0	1244	.7	714
DO NOT KNOW	488	.3							49

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	CARNATION BREAKFAST BARS A '000	CARNATION BREAKFAST BARS B % DOWN	CARNATION BREAKFAST BARS C % ACROSS	CARNATION BREAKFAST BARS D INDX	CRUNCHOLA BARS A '000	CRUNCHOLA BARS B % DOWN	CRUNCHOLA BARS C % ACROSS	CRUNCHOLA BARS D INDX	NATURE VALLEY CHEWY GRANOLA BARS A '000	NATURE VALLEY CHEWY GRANOLA BARS B % DOWN	NATURE VALLEY CHEWY GRANOLA BARS C % ACROSS	NATURE VALLEY CHEWY GRANOLA BARS D INDX
TOTAL ADULTS	167727	46944	100.0	28.0	100	6255	100.0	3.7	100	4928	100.0	2.9	100	12570	100.0	7.5	100
MALES	79263	20044	42.7	25.3	90	2688	43.0	3.4	91	1978	40.1	2.5	85	5511	43.8	7.0	93
FEMALES	88464	26900	57.3	30.4	109	3568	57.0	4.0	108	2950	59.9	3.3	113	7059	56.2	8.0	106
18 - 24	28671	10256	21.8	35.8	128	1574	25.2	5.5	147	1564	31.7	5.5	186	2977	23.7	10.4	139
25 - 34	39536	12504	26.6	31.6	113	1601	25.6	4.0	109	1088	22.1	2.8	94	3156	25.1	8.0	107
35 - 44	28978	9113	19.4	31.4	112	1177	18.8	4.1	109	723	14.7	2.5	85	2503	19.9	8.6	115
45 - 54	22345	5302	11.3	23.7	85	666	10.6	3.0	80	481	9.8	2.2	73	1283	10.2	5.7	77
55 - 64	22224	4857	10.3	21.9	78	530	8.5	2.4	64	*462	9.4	2.1	71	1278	10.2	5.8	77
65 OR OLDER	25973	4913	10.5	18.9	68	707	11.3	2.7	73	611	12.4	2.4	80	1373	10.9	5.3	71
18 - 34	68207	22760	48.5	33.4	119	3175	50.8	4.7	125	2653	53.8	3.9	132	6133	48.8	9.0	120
18 - 49	108058	34643	73.8	32.1	115	4640	74.2	4.3	115	3673	74.5	3.4	116	9376	74.6	8.7	116
25 - 54	90859	26918	57.3	29.6	106	3444	55.1	3.8	102	2292	46.5	2.5	86	6942	55.2	7.6	102
35 - 49	39851	11883	25.3	29.8	107	1466	23.4	3.7	99	1020	20.7	2.6	87	3243	25.8	8.1	109
50 OR OLDER	59669	12301	26.2	20.6	74	1615	25.8	2.7	73	1256	25.5	2.1	72	3194	25.4	5.4	71
GRADUATED COLLEGE	28091	8467	18.0	30.1	108	1154	18.4	4.1	110	613	12.4	2.2	74	2060	16.4	7.3	98
ATTENDED COLLEGE	28938	9116	19.4	31.5	113	1233	19.7	4.3	114	813	16.5	2.8	96	2897	23.0	10.0	134
GRADUATED HIGH SCHOOL	65503	18452	39.3	28.2	101	2220	35.5	3.4	91	2075	42.1	3.2	108	4942	39.3	7.5	101
DID NOT GRADUATE HIGH SCHOOL	45195	10909	23.2	24.1	86	1649	26.4	3.6	98	1427	29.0	3.2	107	2671	21.2	5.9	79
EMPLOYED MALES	56429	14628	31.2	25.9	93	2006	32.1	3.6	95	1473	29.9	2.6	89	4005	31.9	7.1	95
EMPLOYED FEMALES	43971	14961	31.9	34.0	122	2032	32.5	4.6	124	1371	27.8	3.1	106	3897	31.0	8.9	118
EMPLOYED FULL-TIME	87773	25172	53.6	28.7	102	3597	57.5	4.1	110	2327	47.2	2.7	90	6676	53.1	7.6	101
EMPLOYED PART-TIME	12627	4417	9.4	35.0	125	*441	7.1	3.5	94	*518	10.5	4.1	140	1226	9.8	9.7	130
NOT EMPLOYED	67327	17354	37.0	25.8	92	2218	35.5	3.3	88	2084	42.3	3.1	105	4668	37.1	6.9	93
PROFESSIONAL/MANAGER	25845	7726	16.5	29.9	107	1024	16.4	4.0	106	511	10.4	2.0	67	2215	17.6	8.6	114
TECH/CLERICAL/SALES	30895	9612	20.5	31.1	111	1322	21.1	4.3	115	960	19.5	3.1	106	2348	18.7	7.6	101
PRECISION/CRAFT	12629	3290	7.0	26.1	93	*336	5.4	2.7	71	*364	7.4	2.9	98	1009	8.0	8.0	107
OTHER EMPLOYED	31031	8962	19.1	28.9	103	1355	21.7	4.4	117	1009	20.5	3.3	111	2331	18.5	7.5	100
SINGLE	35557	11745	25.0	33.0	118	1713	27.4	4.8	129	1656	33.6	4.7	159	3151	25.1	8.9	118
MARRIED	103585	27708	59.0	26.7	96	3301	52.8	3.2	85	2374	48.2	2.3	78	7389	58.8	7.1	95
DIVORCED/SEPARATED/WIDOWED	28585	7491	16.0	26.2	94	1241	19.8	4.3	116	898	18.2	3.1	107	2031	16.2	7.1	95
PARENTS	59295	18782	40.0	31.7	113	2302	36.8	3.9	104	1669	33.9	2.8	96	5085	40.5	8.6	114
WHITE	146081	41042	87.4	28.1	100	5531	88.4	3.8	102	3976	80.7	2.7	93	11340	90.2	7.8	104
BLACK	17974	4906	10.5	27.3	98	655	10.5	3.6	98	826	16.8	4.6	156	1109	8.8	6.2	82
OTHER	3672	996	2.1	27.1	97	**69	1.1	1.9	50	**126	2.6	3.4	117	**121	1.0	3.3	44
NORTHEAST-CENSUS	37005	9821	20.9	26.5	95	1327	21.2	3.6	96	814	16.5	2.2	75	2454	19.5	6.6	88
NORTH CENTRAL	42642	12132	25.8	28.5	102	1406	22.5	3.3	88	1115	22.6	2.6	89	3545	28.2	8.3	111
SOUTH	56777	14500	30.9	25.5	91	2176	34.8	3.8	103	1726	35.0	3.0	103	3692	29.4	6.5	87
WEST	31303	10490	22.3	33.5	120	1346	21.5	4.3	115	1273	25.8	4.1	138	2879	22.9	9.2	123
NORTHEAST-MKTG.	38125	9907	21.1	26.0	93	1294	20.7	3.4	91	1036	21.0	2.7	92	2619	20.8	6.9	92
EAST CENTRAL	24794	6758	14.4	27.3	97	820	13.1	3.3	89	569	11.5	2.3	78	1981	15.8	8.0	107
WEST CENTRAL	28511	8321	17.7	29.2	104	1049	16.8	3.7	99	860	17.5	3.0	103	2290	18.2	8.0	107
SOUTH	48953	12911	27.5	26.4	94	1959	31.3	4.0	107	1414	28.7	2.9	98	3224	25.6	6.6	88
PACIFIC	27344	9046	19.3	33.1	118	1133	18.1	4.1	111	1050	21.3	3.8	131	2456	19.5	9.0	120
COUNTY SIZE A	69301	19431	41.4	28.0	100	2797	44.7	4.0	108	2473	50.2	3.6	121	5001	39.8	7.2	96
COUNTY SIZE B	50633	14972	31.9	29.6	106	1826	29.2	3.6	97	1290	26.2	2.5	87	4139	32.9	8.2	109
COUNTY SIZE C	26259	7154	15.2	27.2	97	891	14.2	3.4	91	*577	11.7	2.2	75	2185	17.4	8.3	111
COUNTY SIZE D	21534	5388	11.5	25.0	89	742	11.9	3.4	92	588	11.9	2.7	93	1245	9.9	5.8	77
METRO CENTRAL CITY	50014	14258	30.4	28.5	102	2195	35.1	4.4	118	1691	34.3	3.4	115	3501	27.9	7.0	93
METRO SUBURBAN	76832	22129	47.1	28.8	103	2770	44.3	3.6	97	2213	44.9	2.9	98	6168	49.1	8.0	107
NON METRO	40881	10557	22.5	25.8	92	1290	20.6	3.2	85	1025	20.8	2.5	85	2901	23.1	7.1	95
TOP 5 ADI'S	39550	11364	24.2	28.7	103	1647	26.3	4.2	112	1279	26.0	3.2	110	2779	22.1	7.0	94
TOP 10 ADI'S	54877	15229	32.4	27.8	99	2243	35.9	4.1	110	1838	37.3	3.3	114	3766	30.0	6.9	92
TOP 20 ADI'S	77516	21949	46.8	28.3	101	2937	47.0	3.8	102	2706	54.9	3.5	119	5718	45.5	7.4	98
HSHLD INC. $50,000 OR MORE	17257	4882	10.4	28.3	101	*741	11.8	4.3	115	*386	7.8	2.2	76	1535	12.2	8.9	119
$40,000 OR MORE	33235	10196	21.7	30.7	110	1322	21.1	4.0	107	788	16.0	2.4	81	2934	23.3	8.8	118
$30,000 OR MORE	59693	18345	39.1	30.7	110	2322	37.1	3.9	104	1560	31.7	2.6	89	5304	42.2	8.9	119
$25,000 OR MORE	76275	22903	48.8	30.0	107	2890	46.2	3.8	102	1910	38.8	2.5	85	6499	51.7	8.5	114
$20,000 - $24,999	18607	5134	10.9	27.6	99	754	12.1	4.1	109	*563	11.4	3.0	103	1101	8.8	5.9	79
$15,000 - $19,999	17175	4914	10.5	28.6	102	613	9.8	3.6	96	697	14.1	4.1	138	1397	11.1	8.1	109
$10,000 - $14,999	24569	6470	13.8	26.3	94	665	10.6	2.7	73	709	14.4	2.9	98	1738	13.8	7.1	94
UNDER $10,000	31101	7523	16.0	24.2	86	1333	21.3	4.3	115	1049	21.3	3.4	115	1834	14.6	5.9	79
HOUSEHOLD OF 1 PERSON	19441	4615	9.8	23.7	85	749	12.0	3.9	103	543	11.0	2.8	95	1321	10.5	6.8	91
2 PEOPLE	51803	12901	27.5	24.9	89	1698	27.1	3.3	88	1384	28.1	2.7	91	3344	26.6	6.5	86
3 OR 4 PEOPLE	66933	19868	42.3	29.7	106	2445	39.1	3.7	98	1971	40.0	2.9	100	4820	38.3	7.2	96
5 OR MORE PEOPLE	29550	9560	20.4	32.4	116	1363	21.8	4.6	124	1031	20.9	3.5	119	3085	24.5	10.4	139
NO CHILD IN HSHLD	96587	24009	51.1	24.9	89	3229	51.6	3.3	90	2598	52.7	2.7	92	6080	48.4	6.3	84
CHILD(REN) UNDER 2 YRS	10844	3512	7.5	32.4	116	*434	6.9	4.0	107	*409	8.3	3.8	128	938	7.5	8.6	115
2 - 5 YEARS	26358	8502	18.1	32.3	115	1164	18.6	4.4	118	718	14.6	2.7	93	2594	20.6	9.8	131
6 - 11 YEARS	30453	10239	21.8	33.6	120	1353	21.6	4.4	119	988	20.0	3.2	110	2991	23.8	9.8	131
12 - 17 YEARS	36575	11897	25.3	32.5	116	1534	24.5	4.2	112	1277	25.9	3.5	119	3443	27.4	9.4	126
RESIDENCE OWNED	117770	32288	68.8	27.4	98	4064	65.0	3.5	93	2841	57.7	2.4	82	9070	72.2	7.7	103
VALUE: $50,000 OR MORE	70166	20310	43.3	28.9	103	2519	40.3	3.6	96	1736	35.2	2.5	84	5535	44.0	7.9	105
VALUE: UNDER $50,000	47604	11978	25.5	25.2	90	1545	24.7	3.2	87	1105	22.4	2.3	79	3535	28.1	7.4	99

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	CARNATION BREAKFAST BARS A '000	CARNATION BREAKFAST BARS B % DOWN	CARNATION BREAKFAST BARS C % ACROSS	CARNATION BREAKFAST BARS D INDX	CRUNCHOLA BARS A '000	CRUNCHOLA BARS B % DOWN	CRUNCHOLA BARS C % ACROSS	CRUNCHOLA BARS D INDX	NATURE VALLEY CHEWY GRANOLA BARS A '000	NATURE VALLEY CHEWY GRANOLA BARS B % DOWN	NATURE VALLEY CHEWY GRANOLA BARS C % ACROSS	NATURE VALLEY CHEWY GRANOLA BARS D INDX
TOTAL ADULTS		167727	46944	100.0	28.0	100	6255	100.0	3.7	100	4928	100.0	2.9	100	12570	100.0	7.5	100
MAGAZINES	QUINTILE 1	34022	11343	24.2	33.3	119	1533	24.5	4.5	121	1182	24.0	3.5	118	3087	24.6	9.1	121
	QUINTILE 2	34800	10989	23.4	31.6	113	1461	23.4	4.2	113	1129	22.9	3.2	110	3175	25.3	9.1	122
	QUINTILE 3	30514	7668	16.3	25.1	90	1019	16.3	3.3	90	613	12.4	2.0	68	1934	15.4	6.3	85
	QUINTILE 4	33324	8766	18.7	26.3	94	954	15.3	2.9	77	946	19.2	2.8	97	2302	18.3	6.9	92
	QUINTILE 5	35066	8177	17.4	23.3	83	1289	20.6	3.7	99	1059	21.5	3.0	103	2073	16.5	5.9	79
NEWSPAPERS	QUINTILE 1	29107	7984	17.0	27.4	98	1143	18.3	3.9	105	755	15.3	2.6	88	2148	17.1	7.4	98
	QUINTILE 2	49095	13422	28.6	27.3	98	1854	29.6	3.8	101	1092	22.2	2.2	76	3743	29.8	7.6	102
	QUINTILE 3	23107	7084	15.1	30.7	110	1050	16.8	4.5	122	715	14.5	3.1	105	2019	16.1	8.7	117
	QUINTILE 4	33556	10004	21.3	29.8	107	1031	16.5	3.1	82	1224	24.8	3.6	124	2459	19.6	7.3	98
	QUINTILE 5	32863	8449	18.0	25.7	92	1178	18.8	3.6	96	1142	23.2	3.5	118	2203	17.5	6.7	89
OUTDOOR	QUINTILE 1	33431	10055	21.4	30.1	107	1376	22.0	4.1	110	922	18.7	2.8	94	2697	21.5	8.1	108
	QUINTILE 2	33478	10129	21.6	30.3	108	1408	22.5	4.2	113	1072	21.8	3.2	109	2660	21.2	7.9	106
	QUINTILE 3	33574	9684	20.6	28.8	103	1128	18.0	3.4	90	1071	21.7	3.2	109	2757	21.9	8.2	110
	QUINTILE 4	33935	8831	18.8	26.0	93	1177	18.8	3.5	93	1014	20.6	3.0	102	2281	18.1	6.7	90
	QUINTILE 5	33310	8245	17.6	24.8	88	1167	18.7	3.5	94	850	17.2	2.6	87	2175	17.3	6.5	87
RADIO-DRIVE TIME	QUINTILE 1	33136	9967	21.2	30.1	107	1548	24.7	4.7	125	966	19.6	2.9	99	2500	19.9	7.5	101
	QUINTILE 2	31658	8987	19.1	28.4	101	1100	17.6	3.5	93	861	17.5	2.7	93	1948	15.5	6.2	82
	QUINTILE 3	32541	9061	19.3	27.8	99	1070	17.1	3.3	88	888	18.0	2.7	93	2608	20.7	8.0	107
	QUINTILE 4	34247	9792	20.9	28.6	102	1321	21.1	3.9	103	1246	25.3	3.6	124	3163	25.2	9.2	123
	QUINTILE 5	36144	9137	19.5	25.3	90	1217	19.5	3.4	90	968	19.6	2.7	91	2353	18.7	6.5	87
RADIO-MID-DAY	TERCILE 1	45037	13039	27.8	29.0	103	1818	29.1	4.0	108	1213	24.6	2.7	92	3344	26.6	7.4	99
	TERCILE 2	44819	12945	27.6	28.9	103	1641	26.2	3.7	98	1513	30.7	3.4	115	3833	30.5	8.6	114
	TERCILE 3	77872	20961	44.7	26.9	96	2797	44.7	3.6	96	2202	44.7	2.8	96	5394	42.9	6.9	92
RADIO-TOTAL	QUINTILE 1	33763	10137	21.6	30.0	107	1569	25.1	4.6	125	1000	20.3	3.0	101	2580	20.5	7.6	102
	QUINTILE 2	33240	9361	19.9	28.2	101	1237	19.8	3.7	100	814	16.5	2.4	83	2320	18.5	7.0	93
	QUINTILE 3	33408	9575	20.4	28.7	102	1177	18.8	3.5	94	1216	24.7	3.6	124	2618	20.8	7.8	105
	QUINTILE 4	34792	9825	20.9	28.2	101	1245	19.9	3.6	96	1059	21.5	3.0	104	2960	23.5	8.5	114
	QUINTILE 5	32524	8046	17.1	24.7	88	1027	16.4	3.2	85	839	17.0	2.6	88	2092	16.6	6.4	86
TV-PRIME TIME	QUINTILE 1	33090	8795	18.7	26.6	95	910	14.5	2.8	74	919	18.6	2.8	95	2430	19.3	7.3	98
	QUINTILE 2	33357	9410	20.0	28.2	101	1542	24.7	4.6	124	881	17.9	2.6	90	2454	19.5	7.4	98
	QUINTILE 3	33980	9466	20.2	27.9	100	1184	18.9	3.5	93	963	19.5	2.8	96	2523	20.1	7.4	99
	QUINTILE 4	33854	9745	20.8	28.8	103	1334	21.3	3.9	106	957	19.4	2.8	96	2710	21.6	8.0	107
	QUINTILE 5	33444	9527	20.3	28.5	102	1286	20.6	3.8	103	1209	24.5	3.6	123	2454	19.5	7.3	98
TV-DAYTIME	TERCILE 1	49121	13143	28.0	26.8	96	1639	26.2	3.3	89	1602	32.5	3.3	111	3599	28.6	7.3	98
	TERCILE 2	48823	13898	29.6	28.5	102	2013	32.2	4.1	111	1524	30.9	3.1	106	3886	30.9	8.0	106
	TERCILE 3	69782	19903	42.4	28.5	102	2604	41.6	3.7	100	1802	36.6	2.6	88	5085	40.5	7.3	97
TV-TOTAL	QUINTILE 1	33584	8972	19.1	26.7	95	1218	19.5	3.6	97	1112	22.6	3.3	113	2466	19.6	7.3	98
	QUINTILE 2	33441	8784	18.7	26.3	94	1110	17.7	3.3	89	939	19.1	2.8	96	2157	17.2	6.5	86
	QUINTILE 3	33505	9385	20.0	28.0	100	1310	20.9	3.9	105	792	16.1	2.4	80	2560	20.4	7.6	102
	QUINTILE 4	33466	9723	20.7	29.1	104	1276	20.4	3.8	102	932	18.9	2.8	95	2606	20.7	7.8	104
	QUINTILE 5	33731	10080	21.5	29.9	107	1342	21.5	4.0	107	1154	23.4	3.4	116	2781	22.1	8.2	110
MAGAZINES-NEWSPAPERS: DUAL		44503	13822	29.4	31.1	111	1931	30.9	4.3	116	1128	22.9	2.5	86	4094	32.6	9.2	123
MAGAZINE IMPERATIVE		39363	12789	27.2	32.5	116	1540	24.6	3.9	105	1564	31.7	4.0	135	3198	25.4	8.1	108
NEWSPAPER IMPERATIVE		46441	10833	23.1	23.3	83	1544	24.7	3.3	89	1030	20.9	2.2	75	2806	22.3	6.0	81
MAGAZINES-OUTDOOR: DUAL		33726	11195	23.8	33.2	119	1631	26.1	4.8	130	1119	22.7	3.3	113	2863	22.8	8.5	113
MAGAZINE IMPERATIVE		52846	15366	32.7	29.1	104	1939	31.0	3.7	98	1559	31.6	3.0	100	4485	35.7	8.5	113
OUTDOOR IMPERATIVE		52140	13859	29.5	26.6	95	1751	28.0	3.4	90	1524	30.9	2.9	99	3671	29.2	7.0	94
MAGAZINES-RADIO: DUAL		37081	12039	25.6	32.5	116	1801	28.8	4.9	130	1058	21.5	2.9	97	3129	24.9	8.4	113
MAGAZINE IMPERATIVE		49747	14910	31.8	30.0	107	1798	28.7	3.6	97	1674	34.0	3.4	115	4346	34.6	8.7	117
RADIO IMPERATIVE		49208	12516	26.7	25.4	91	1703	27.2	3.5	93	1349	27.4	2.7	93	2971	23.6	6.0	81
MAGAZINES-TELEVISION: DUAL		33103	10145	21.6	30.6	109	1347	21.5	4.1	109	1033	21.0	3.1	106	2946	23.4	8.9	119
MAGAZINE IMPERATIVE		54575	17036	36.3	31.2	112	2203	35.2	4.0	108	1634	33.2	3.0	102	4594	36.5	8.4	112
TELEVISION IMPERATIVE		53249	12493	26.6	23.5	84	1642	26.3	3.1	83	1470	29.8	2.8	94	2882	22.9	5.4	72
NEWSPAPERS-OUTDOOR: DUAL		36255	10939	23.3	30.2	108	1567	25.1	4.3	116	765	15.5	2.1	72	2851	22.7	7.9	105
NEWSPAPER IMPERATIVE		55591	14438	30.8	26.0	93	2010	32.1	3.6	97	1473	29.9	2.6	90	4169	33.2	7.5	100
OUTDOOR IMPERATIVE		48319	14481	30.8	30.0	107	1772	28.3	3.7	98	1797	36.5	3.7	127	3973	31.6	8.2	110
NEWSPAPERS-RADIO: DUAL		37242	10647	22.7	28.6	102	1472	23.5	4.0	106	863	17.5	2.3	79	2842	22.6	7.6	102
NEWSPAPER IMPERATIVE		54423	14797	31.5	27.2	97	1985	31.7	3.6	98	1449	29.4	2.7	91	4180	33.3	7.7	102
RADIO IMPERATIVE		46650	14160	30.2	30.4	108	1948	31.1	4.2	112	1705	34.6	3.7	124	3525	28.0	7.6	101
NEWSPAPERS-TELEVISION: DUAL		35974	9752	20.8	27.1	97	1333	21.3	3.7	99	816	16.6	2.3	77	2667	21.2	7.4	99
NEWSPAPER IMPERATIVE		56095	16247	34.6	29.0	103	2333	37.3	4.2	112	1457	29.6	2.6	88	4531	36.0	8.1	108
TELEVISION IMPERATIVE		47170	12834	27.3	27.2	97	1642	26.3	3.5	93	1657	33.6	3.5	120	3406	27.1	7.2	96
OUTDOOR-RADIO: DUAL		33748	10460	22.3	31.0	111	1582	25.3	4.7	126	1040	21.1	3.1	105	2611	20.8	7.7	103
OUTDOOR IMPERATIVE		52785	15181	32.3	28.8	103	1867	29.8	3.5	95	1635	33.2	3.1	105	4309	34.3	8.2	109
RADIO IMPERATIVE		52882	14284	30.4	27.0	97	1873	29.9	3.5	95	1461	29.6	2.8	94	3814	30.3	7.2	96
OUTDOOR-TELEVISION: DUAL		32030	9269	19.7	28.9	103	1312	21.0	4.1	110	969	19.7	3.0	103	2610	20.8	8.1	109
OUTDOOR IMPERATIVE		54626	16860	35.9	30.9	110	2276	36.4	4.2	112	1651	33.5	3.0	103	4444	35.4	8.1	109
TELEVISION IMPERATIVE		54874	13573	28.9	24.7	88	1748	27.9	3.2	85	1623	32.9	3.0	101	3463	27.5	6.3	84
RADIO-TELEVISION: DUAL		33386	9475	20.2	28.4	101	1394	22.3	4.2	112	870	17.7	2.6	89	2484	19.8	7.4	99
RADIO IMPERATIVE		53810	15894	33.9	29.5	106	2129	34.0	4.0	106	1588	32.2	3.0	100	3970	31.6	7.4	98
TELEVISION IMPERATIVE		54023	14072	30.0	26.0	93	1785	28.5	3.3	89	1726	35.0	3.2	109	3817	30.4	7.1	94

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	CARNATION BREAKFAST BARS A '000	CARNATION BREAKFAST BARS B % DOWN	CARNATION BREAKFAST BARS C % ACROSS	CARNATION BREAKFAST BARS D INDX	CRUNCHOLA BARS A '000	CRUNCHOLA BARS B % DOWN	CRUNCHOLA BARS C % ACROSS	CRUNCHOLA BARS D INDX	NATURE VALLEY CHEWY GRANOLA BARS A '000	NATURE VALLEY CHEWY GRANOLA BARS B % DOWN	NATURE VALLEY CHEWY GRANOLA BARS C % ACROSS	NATURE VALLEY CHEWY GRANOLA BARS D INDX
TOTAL ADULTS	167727	46944	100.0	28.0	100	6255	100.0	3.7	100	4928	100.0	2.9	100	12570	100.0	7.5	100
ATLANTIC MONTHLY	867	*330	0.7	38.1	136	**42	0.7	4.8	130	**5	0.1	0.6	20	**85	0.7	9.8	131
BARRON'S	1580	570	1.2	36.1	129	**34	0.5	2.2	58	**87	1.8	5.5	187	**105	0.8	6.6	89
BETTER HOMES & GARDENS	22203	7279	15.5	32.8	117	967	15.5	4.4	117	703	14.3	3.2	108	2223	17.7	10.0	134
BON APPETIT	3810	1164	2.5	30.6	109	*133	2.1	3.5	94	**90	1.8	2.4	80	424	3.4	11.1	148
BUSINESS WEEK	4663	1431	3.0	30.7	110	**118	1.9	2.5	68	*135	2.7	2.9	99	300	2.4	6.4	86
CAR AND DRIVER	3102	956	2.0	30.8	110	**147	2.4	4.7	127	**75	1.5	2.4	82	*279	2.2	9.0	120
CBS MAGAZINE NETWORK (GROSS)	7311	2859	6.1	39.1	140	460	7.4	6.3	169	*311	6.3	4.3	145	641	5.1	8.8	117
CHANGING TIMES	3400	1003	2.1	29.5	105	**168	2.7	4.9	132	**62	1.3	1.8	62	*210	1.7	6.2	82
COLONIAL HOMES	1796	726	1.5	40.4	144	**85	1.4	4.7	127	**126	2.6	7.0	239	*236	1.9	13.1	175
CONDE NAST MAG. PKG. (GROSS)	19924	7265	15.5	36.5	130	1111	17.8	5.6	150	1019	20.7	5.1	174	1575	12.5	7.9	105
CONSUMERS DIGEST	3125	941	2.0	30.1	108	**127	2.0	4.1	109	**97	2.0	3.1	106	*213	1.7	6.8	91
COSMOPOLITAN	10577	3987	8.5	37.7	135	552	8.8	5.2	140	436	8.8	4.1	140	949	7.5	9.0	120
COUNTRY LIVING	3746	1445	3.1	38.6	138	**106	1.7	2.8	76	**99	2.0	2.6	90	453	3.6	12.1	161
CUISINE	2214	571	1.2	25.8	92	**70	1.1	3.2	85	**57	1.2	2.6	88	*156	1.2	7.0	94
CYCLE WORLD	2394	941	2.0	39.3	140	**121	1.9	5.1	136	**104	2.1	4.3	148	*255	2.0	10.7	142
DCI:CREATIVE IDEAS FOR LIV	3068	967	2.1	31.5	113	**97	1.6	3.2	85	**175	3.6	5.7	194	*188	1.5	6.1	82
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2976	6.3	31.1	111	393	6.3	4.1	110	*297	6.0	3.1	106	659	5.2	6.9	92
DISCOVER	2277	933	2.0	41.0	146	**102	1.6	4.5	120	**103	2.1	4.5	154	280	2.2	12.3	164
EBONY	7187	2291	4.9	31.9	114	260	4.2	3.6	97	412	8.4	5.7	195	441	3.5	6.1	82
ESQUIRE	2560	856	1.8	33.4	119	**86	1.4	3.4	90	**127	2.6	5.0	169	*181	1.4	7.1	94
ESSENCE	3242	1124	2.4	34.7	124	*159	2.5	4.9	132	*197	4.0	6.1	207	*233	1.9	7.2	96
FAMILY CIRCLE	19639	6643	14.2	33.8	121	733	11.7	3.7	100	693	14.1	3.5	120	1881	15.0	9.6	128
THE FAMILY HANDYMAN	3540	1185	2.5	33.5	120	*126	2.0	3.6	95	**105	2.1	3.0	101	338	2.7	9.5	127
FAMILY WEEKLY	23924	6915	14.7	28.9	103	977	15.6	4.1	110	497	10.1	2.1	71	2272	18.1	9.5	127
FIELD & STREAM	9883	2918	6.2	29.5	105	*387	6.2	3.9	105	*189	3.8	1.9	65	781	6.2	7.9	105
FOOD & WINE	1030	346	0.7	33.6	120	**41	0.7	4.0	107	**61	1.2	5.9	202	**99	0.8	9.6	128
FORBES	2679	770	1.6	28.7	103	**69	1.1	2.6	69	**56	1.1	2.1	71	*166	1.3	6.2	83
FORTUNE	2931	916	2.0	31.3	112	**120	1.9	4.1	110	**122	2.5	4.2	142	257	2.0	8.8	117
GENTLEMEN'S QUARTERLY	3481	1191	2.5	34.2	122	*192	3.1	5.5	148	*260	5.3	7.5	254	265	2.1	7.6	102
GLAMOUR	7163	2678	5.7	37.4	134	422	6.7	5.9	158	*346	7.0	4.8	164	615	4.9	8.6	115
GOLF DIGEST	2355	642	1.4	27.3	97	**71	1.1	3.0	81	**24	0.5	1.0	35	*162	1.3	6.9	92
GOLF DIGEST/TENNIS (GROSS)	3610	1019	2.2	28.2	101	**135	2.2	3.7	100	**68	1.4	1.9	64	248	2.0	6.9	92
GOLF MAGAZINE	2046	514	1.1	25.1	90	**60	1.0	2.9	79	**16	0.3	0.8	27	**91	0.7	4.4	59
GOLF MAGAZINE/SKI (GROSS)	3547	971	2.1	27.4	98	**90	1.4	2.5	68	**29	0.6	0.8	28	213	1.7	6.0	80
GOOD HOUSEKEEPING	20353	6674	14.2	32.8	117	766	12.2	3.8	101	692	14.0	3.4	116	1774	14.1	8.7	116
HARPER'S BAZAAR	3362	1289	2.7	38.3	137	*177	2.8	5.3	141	*188	3.8	5.6	190	264	2.1	7.9	105
HEALTH	2987	1171	2.5	39.2	140	*151	2.4	5.1	136	**132	2.7	4.4	150	255	2.0	8.5	114
HEARST MAG CORP. BUY (GROSS)	67928	23544	50.2	34.7	124	2742	43.8	4.0	108	2533	51.4	3.7	127	6052	48.1	8.9	119
HEARST MAN POWER (GROSS)	11282	3658	7.8	32.4	116	389	6.2	3.4	92	*353	7.2	3.1	106	981	7.8	8.7	116
HEARST WOMAN POWER (GROSS)	40514	14041	29.9	34.7	124	1685	26.9	4.2	112	1426	28.9	3.5	120	3489	27.8	8.6	115
HOUSE BEAUTIFUL	4885	1553	3.3	31.8	114	*222	3.5	4.5	122	*212	4.3	4.3	148	404	3.2	8.3	110
INC.	1308	354	0.8	27.1	97	**32	0.5	2.4	66	**38	0.8	2.9	99	**66	0.5	5.0	67
JET	6498	1968	4.2	30.3	108	228	3.6	3.5	94	391	7.9	6.0	205	492	3.9	7.6	101
LADIES' HOME JOURNAL	14797	4717	10.0	31.9	114	577	9.2	3.9	105	486	9.9	3.3	112	1336	10.6	9.0	120
LHJ FAMILY GRP COMBO(GROSS)	21743	7311	15.6	33.6	120	919	14.7	4.2	113	774	15.7	3.6	121	2087	16.6	9.6	128
LIFE	9881	3442	7.3	34.8	124	387	6.2	3.9	105	512	10.4	5.2	176	937	7.5	9.5	127
L.A. TIMES HOME MAGAZINE	2775	836	1.8	30.1	108	**104	1.7	3.7	100	**54	1.1	1.9	66	*137	1.1	4.9	66
MADEMOISELLE	4219	1457	3.1	34.5	123	*256	4.1	6.1	163	*227	4.6	5.4	183	321	2.6	7.6	102
MC CALL'S	16422	5549	11.8	33.8	121	638	10.2	3.9	104	514	10.4	3.1	107	1464	11.6	8.9	119
MC CALL'S/MRK MOTHER (GROSS)	17919	6187	13.2	34.5	123	734	11.7	4.1	110	566	11.5	3.2	108	1577	12.5	8.8	117
MECHANIX ILLUSTRATED	4433	1214	2.6	27.4	98	**150	2.4	3.4	91	**177	3.6	4.0	136	*255	2.0	5.8	77
METROPOLITAN HOME	1504	533	1.1	35.4	127	**58	0.9	3.9	103	**122	2.5	8.1	276	**96	0.8	6.4	85
MONEY	4723	1600	3.4	33.9	121	*216	3.5	4.6	123	*177	3.6	3.7	128	367	2.9	7.8	104
MOTHER EARTH NEWS	2325	857	1.8	36.9	132	**107	1.7	4.6	123	**53	1.1	2.3	78	*265	2.1	11.4	152
MS.	1189	427	0.9	35.9	128	**73	1.2	6.1	165	**44	0.9	3.7	126	**105	0.8	8.8	118
NATIONAL ENQUIRER	18892	5585	11.9	29.6	106	1024	16.4	5.4	145	640	13.0	3.4	115	1506	12.0	8.0	106
NATIONAL GEOGRAPHIC	22129	6805	14.5	30.8	110	750	12.0	3.4	91	719	14.6	3.2	111	1802	14.3	8.1	109
NATIONAL SUNDAY MAGAZINE PKG	103750	29372	62.6	28.3	101	4000	63.9	3.9	103	2747	55.7	2.6	90	8137	64.7	7.8	105
NATURAL HISTORY	1379	458	1.0	33.2	119	**85	1.4	6.2	165	**48	1.0	3.5	118	*119	0.9	8.6	115
NEW WOMAN	2289	910	1.9	39.8	142	*167	2.7	7.3	196	**69	1.4	3.0	103	*123	1.0	5.4	72
NEW YORK INCLUDING CUE	1088	348	0.7	32.0	114	**72	1.2	6.6	177	**46	0.9	4.2	144	**86	0.7	7.9	105
THE NEW YORKER	2459	790	1.7	32.1	115	**75	1.2	3.1	82	**87	1.8	3.5	120	*211	1.7	8.6	114
NEWSWEEK	16527	5362	11.4	32.4	116	585	9.4	3.5	95	486	9.9	2.9	100	1532	12.2	9.3	124
THE N.Y. TIMES DAILY EDITION	2739	628	1.3	22.9	82	**133	2.1	4.9	130	**75	1.5	2.7	93	*157	1.2	5.7	76
THE N.Y. TIMES MAGAZINE	4443	995	2.1	22.4	80	*177	2.8	4.0	107	**81	1.6	1.8	62	220	1.8	5.0	66
OMNI	2799	1070	2.3	38.2	137	**150	2.4	5.4	144	**176	3.6	6.3	214	*318	2.5	11.4	152
ON CABLE	2209	621	1.3	28.1	100	**56	0.9	2.5	68	**67	1.4	3.0	103	**120	1.0	5.4	72
1001 HOME IDEAS	3959	1423	3.0	35.9	128	*192	3.1	4.8	130	**157	3.2	4.0	135	495	3.9	12.5	167
ORGANIC GARDENING	3111	984	2.1	31.6	113	*138	2.2	4.4	119	**96	1.9	3.1	105	326	2.6	10.5	140
OUTDOOR LIFE	5024	1570	3.3	31.3	112	*170	2.7	3.4	91	*126	2.6	2.5	85	446	3.5	8.9	118
PARADE MAGAZINE	51292	14778	31.5	28.8	103	1872	29.9	3.6	98	1367	27.7	2.7	91	3645	29.0	7.1	95

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
(ADULTS)

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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	CARNATION BREAKFAST BARS A '000	CARNATION BREAKFAST BARS B % DOWN	CARNATION BREAKFAST BARS C % ACROSS	CARNATION BREAKFAST BARS D INDX	CRUNCHOLA BARS A '000	CRUNCHOLA BARS B % DOWN	CRUNCHOLA BARS C % ACROSS	CRUNCHOLA BARS D INDX	NATURE VALLEY CHEWY GRANOLA BARS A '000	NATURE VALLEY CHEWY GRANOLA BARS B % DOWN	NATURE VALLEY CHEWY GRANOLA BARS C % ACROSS	NATURE VALLEY CHEWY GRANOLA BARS D INDX
TOTAL ADULTS	167727	46944	100.0	28.0	100	6255	100.0	3.7	100	4928	100.0	2.9	100	12570	100.0	7.5	100
PARENTS	5298	2171	4.6	41.0	146	*265	4.2	5.0	134	*180	3.7	3.4	116	614	4.9	11.6	155
PENTHOUSE	5129	1672	3.6	32.6	116	*319	5.1	6.2	167	*245	5.0	4.8	163	421	3.3	8.2	110
PEOPLE	21070	7182	15.3	34.1	122	919	14.7	4.4	117	876	17.8	4.2	142	1911	15.2	9.1	121
PLAYBOY	10562	3202	6.8	30.3	108	432	6.9	4.1	110	347	7.0	3.3	112	764	6.1	7.2	97
POPULAR HOT RODDING	2498	801	1.7	32.1	115	**29	0.5	1.2	31	**101	2.0	4.0	138	*251	2.0	10.0	134
POPULAR MECHANICS	5887	1936	4.1	32.9	117	*211	3.4	3.6	96	*231	4.7	3.9	134	531	4.2	9.0	120
POPULAR SCIENCE	4317	1365	2.9	31.6	113	*214	3.4	5.0	133	*177	3.6	4.1	140	387	3.1	9.0	120
PREVENTION	5792	1938	4.1	33.5	120	*204	3.3	3.5	94	*222	4.5	3.8	130	596	4.7	10.3	137
PSYCHOLOGY TODAY	3284	1150	2.4	35.0	125	*167	2.7	5.1	136	**190	3.9	5.8	197	298	2.4	9.1	121
READER'S DIGEST	40046	11967	25.5	29.9	107	1508	24.1	3.8	101	1112	22.6	2.8	95	3414	27.2	8.5	114
REDBOOK	9584	3380	7.2	35.3	126	367	5.9	3.8	103	297	6.0	3.1	105	766	6.1	8.0	107
ROAD & TRACK	2590	930	2.0	35.9	128	**206	3.3	8.0	213	**127	2.6	4.9	167	*221	1.8	8.5	114
ROLLING STONE	3302	1254	2.7	38.0	136	*230	3.7	7.0	187	*230	4.7	7.0	237	382	3.0	11.6	154
RUNNER'S WORLD	1229	443	0.9	36.0	129	**31	0.5	2.5	68	**84	1.7	6.8	233	**164	1.3	13.3	178
SATURDAY EVENING POST	2110	665	1.4	31.5	113	**59	0.9	2.8	75	**71	1.4	3.4	115	*146	1.2	6.9	92
SCIENCE 84	1543	588	1.3	38.1	136	**74	1.2	4.8	129	**27	0.5	1.7	60	*137	1.1	8.9	118
SCIENCE DIGEST	1747	594	1.3	34.0	121	**106	1.7	6.1	163	**40	0.8	2.3	78	**136	1.1	7.8	104
SCIENTIFIC AMERICAN	1994	734	1.6	36.8	132	**110	1.8	5.5	148	**71	1.4	3.6	121	*203	1.6	10.2	136
SELF	3119	1307	2.8	41.9	150	**154	2.5	4.9	132	**142	2.9	4.6	155	279	2.2	8.9	119
SEVENTEEN	3923	1485	3.2	37.9	135	*242	3.9	6.2	165	**196	4.0	5.0	170	*290	2.3	7.4	99
SKI	1501	457	1.0	30.4	109	**30	0.5	2.0	54	**14	0.3	0.9	32	*122	1.0	8.1	108
SMITHSONIAN	5976	1856	4.0	31.1	111	*251	4.0	4.2	113	*234	4.7	3.9	133	475	3.8	7.9	106
SOAP OPERA DIGEST	4228	1425	3.0	33.7	120	*203	3.2	4.8	129	*190	3.9	4.5	153	357	2.8	8.4	113
SOUTHERN LIVING	6488	2009	4.3	31.0	111	*295	4.7	4.5	122	**122	2.5	1.9	64	471	3.7	7.3	97
SPORT	3500	1173	2.5	33.5	120	*244	3.9	7.0	187	**112	2.3	3.2	109	*301	2.4	8.6	115
THE SPORTING NEWS	2456	776	1.7	31.6	113	**112	1.8	4.6	122	**69	1.4	2.8	96	*177	1.4	7.2	96
SPORTS AFIELD	3648	1129	2.4	30.9	111	**72	1.2	2.0	53	**82	1.7	2.2	77	314	2.5	8.6	115
SPORTS ILLUSTRATED	14484	4155	8.9	28.7	102	520	8.3	3.6	96	371	7.5	2.6	87	1214	9.7	8.4	112
STAR	12661	3664	7.8	28.9	103	566	9.0	4.5	120	569	11.5	4.5	153	911	7.2	7.2	96
SUNDAY	52799	14556	31.0	27.6	99	2152	34.4	4.1	109	1633	33.1	3.1	105	4073	32.4	7.7	103
SUNSET	3513	1268	2.7	36.1	129	*121	1.9	3.4	92	**67	1.4	1.9	65	457	3.6	13.0	174
TV GUIDE	42766	12929	27.5	30.2	108	1892	30.2	4.4	119	1400	28.4	3.3	111	3457	27.5	8.1	108
TENNIS	1254	378	0.8	30.1	108	**64	1.0	5.1	137	**44	0.9	3.5	119	**85	0.7	6.8	90
TIME	22054	6829	14.5	31.0	111	945	15.1	4.3	115	681	13.8	3.1	105	1916	15.2	8.7	116
TOWN & COUNTRY	1555	587	1.3	37.7	135	**59	0.9	3.8	102	**98	2.0	6.3	215	*140	1.1	9.0	120
TRAVEL & LEISURE	2173	551	1.2	25.4	91	**47	0.8	2.2	58	**60	1.2	2.8	94	*165	1.3	7.6	101
TRUE STORY	4636	1293	2.8	27.9	100	*196	3.1	4.2	113	*179	3.6	3.9	131	285	2.3	6.1	82
U.S.NEWS & WORLD REPORT	10353	3099	6.6	29.9	107	386	6.2	3.7	100	292	5.9	2.8	96	909	7.2	8.8	117
USA TODAY	4994	1486	3.2	29.8	106	*137	2.2	2.7	74	**134	2.7	2.7	91	385	3.1	7.7	103
US	3528	1298	2.8	36.8	131	*186	3.0	5.3	141	**150	3.0	4.3	145	356	2.8	10.1	135
VOGUE	5424	1822	3.9	33.6	120	278	4.4	5.1	137	*304	6.2	5.6	191	360	2.9	6.6	89
WALL STREET JOURNAL	6292	1606	3.4	25.5	91	*187	3.0	3.0	80	*139	2.8	2.2	75	428	3.4	6.8	91
WEIGHT WATCHERS	2762	942	2.0	34.1	122	**99	1.6	3.6	96	**142	2.9	5.1	175	288	2.3	10.4	139
WOMAN'S DAY	16320	5595	11.9	34.3	122	622	9.9	3.8	102	488	9.9	3.0	102	1389	11.1	8.5	114
WORKING MOTHER	1496	638	1.4	42.6	152	**96	1.5	6.4	172	**51	1.0	3.4	116	**113	0.9	7.6	101
WORKING WOMAN	1851	882	1.9	47.6	170	**142	2.3	7.7	206	**112	2.3	6.1	206	*196	1.6	10.6	141
WORLD TENNIS	580	*205	0.4	35.3	126	**12	0.2	2.1	55	**23	0.5	4.0	135	**52	0.4	9.0	120
ZIFF-DAVIS MAG NETWK (GROSS)	12412	4393	9.4	35.4	126	729	11.7	5.9	157	438	8.9	3.5	120	1236	9.8	10.0	133
BLAIR INSERTS	91671	26143	55.7	28.5	102	3521	56.3	3.8	103	2585	52.5	2.8	96	6857	54.6	7.5	100
DAILY NEWSPAPERS																	
READ ANY	109190	30435	64.8	27.9	100	4140	66.2	3.8	102	2923	59.3	2.7	91	8227	65.4	7.5	101
READ ONE	89587	25293	53.9	28.2	101	3419	54.7	3.8	102	2476	50.2	2.8	94	6891	54.8	7.7	103
READ TWO OR MORE	19602	5142	11.0	26.2	94	721	11.5	3.7	99	447	9.1	2.3	78	1336	10.6	6.8	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	31084	66.2	28.3	101	4245	67.9	3.9	104	2955	60.0	2.7	92	8564	68.1	7.8	104
READ ONE	95074	27041	57.6	28.4	102	3602	57.6	3.8	102	2630	53.4	2.8	94	7477	59.5	7.9	105
READ TWO OR MORE	14588	4043	8.6	27.7	99	643	10.3	4.4	118	326	6.6	2.2	76	1087	8.6	7.5	99
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	28.80	30.07				29.61				27.21				30.63			
30 DAY REACH	149706	42517	90.6	28.4	101	5589	89.4	3.7	100	4465	90.6	3.0	102	11305	89.9	7.6	101
50 SHHG - 30 DAY AV FREQ	15.16	15.75				15.34				14.33				16.01			
30 DAY REACH	142406	40668	86.6	28.6	102	5398	86.3	3.8	102	4251	86.3	3.0	102	10860	86.4	7.6	102
25 SHHG - 30 DAY AV FREQ	8.23	8.48				8.32				7.60				8.61			
30 DAY REACH	131152	37770	80.5	28.8	103	4986	79.7	3.8	102	3995	81.1	3.0	104	10117	80.5	7.7	103
CABLE TV: HOME WIRED	66879	18650	39.7	27.9	100	2533	40.5	3.8	102	1496	30.4	2.2	76	5245	41.7	7.8	105
HOME NOT WIRED	100848	28294	60.3	28.1	100	3722	59.5	3.7	99	3432	69.6	3.4	116	7325	58.3	7.3	97
HAVE PAY CABLE	35024	10242	21.8	29.2	104	1484	23.7	4.2	114	878	17.8	2.5	85	3157	25.1	9.0	120

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
(ADULTS)

0350
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	TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	CARNATION BREAKFAST BARS A '000	CARNATION BREAKFAST BARS B % DOWN	CARNATION BREAKFAST BARS C % ACROSS	CARNATION BREAKFAST BARS D INDX	CRUNCHOLA BARS A '000	CRUNCHOLA BARS B % DOWN	CRUNCHOLA BARS C % ACROSS	CRUNCHOLA BARS D INDX	NATURE VALLEY CHEWY GRANOLA BARS A '000	NATURE VALLEY CHEWY GRANOLA BARS B % DOWN	NATURE VALLEY CHEWY GRANOLA BARS C % ACROSS	NATURE VALLEY CHEWY GRANOLA BARS D INDX
TOTAL ADULTS	167727	46944	100.0	28.0	100	6255	100.0	3.7	100	4928	100.0	2.9	100	12570	100.0	7.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	27326	58.2	28.6	102	3535	56.5	3.7	99	2491	50.5	2.6	89	7241	57.6	7.6	101
10:00 AM - 3:00 PM	62599	18415	39.2	29.0	103	2524	40.4	4.0	106	1882	38.2	3.0	101	5045	40.1	7.9	106
3:00 PM - 7:00 PM	72097	21603	46.0	30.0	107	2933	46.9	4.1	109	2322	47.1	3.2	110	5831	46.4	8.1	108
7:00 PM - MIDNIGHT	36670	11137	23.7	30.4	109	1539	24.6	4.2	113	1326	26.9	3.6	123	2918	23.2	8.0	106
MIDNIGHT - 6:00 AM	21908	6429	13.7	29.3	105	904	14.5	4.1	111	712	14.4	3.2	111	1577	12.5	7.2	96
6:00 AM - MIDNIGHT	127571	36894	78.6	28.9	103	4895	78.3	3.8	103	3835	77.8	3.0	102	10076	80.2	7.9	105
ENTIRE DAY	129239	37408	79.7	28.9	103	4963	79.3	3.8	103	3926	79.7	3.0	103	10136	80.6	7.8	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	10156	21.6	29.9	107	1085	17.3	3.2	86	980	19.9	2.9	98	2859	22.7	8.4	112
ALL NEWS	6062	1605	3.4	26.5	95	*122	2.0	2.0	54	243	4.9	4.0	136	531	4.2	8.8	117
AOR/PROGRESSIVE	11884	3853	8.2	32.4	116	575	9.2	4.8	130	433	8.8	3.6	124	892	7.1	7.5	100
BEAUTIFUL MUSIC	11180	3231	6.9	28.9	103	534	8.5	4.8	128	308	6.3	2.8	94	840	6.7	7.5	100
BLACK	4538	1350	2.9	29.7	106	*226	3.6	5.0	134	**128	2.6	2.8	96	341	2.7	7.5	100
CLASSICAL	3857	1079	2.3	28.0	100	**88	1.4	2.3	61	**102	2.1	2.6	90	233	1.9	6.0	81
CHR/ROCK	21946	6867	14.6	31.3	112	1185	18.9	5.4	145	785	15.9	3.6	122	1775	14.1	8.1	108
COUNTRY	27262	7512	16.0	27.6	98	996	15.9	3.7	98	715	14.5	2.6	89	2129	16.9	7.8	104
GOLDEN OLDIES	3339	974	2.1	29.2	104	**163	2.6	4.9	131	**48	1.0	1.4	49	*217	1.7	6.5	87
MOR/NOSTALGIA	10346	2812	6.0	27.2	97	351	5.6	3.4	91	*247	5.0	2.4	81	836	6.7	8.1	108
NEWS/TALK	8929	2492	5.3	27.9	100	315	5.0	3.5	95	*195	4.0	2.2	74	725	5.8	8.1	108
RELIGIOUS	5488	1465	3.1	26.7	95	*199	3.2	3.6	97	*219	4.4	4.0	136	550	4.4	10.0	134
SOFT ROCK	1232	485	1.0	39.4	141	**24	0.4	1.9	52	**98	2.0	8.0	271	**150	1.2	12.2	162
URBAN CONTEMPORARY	3184	1029	2.2	32.3	115	*163	2.6	5.1	137	*175	3.6	5.5	187	*182	1.4	5.7	76
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2176	4.6	31.5	112	*276	4.4	4.0	107	*312	6.3	4.5	154	570	4.5	8.2	110
ABC DIRECTION	5212	1323	2.8	25.4	91	*187	3.0	3.6	96	*141	2.9	2.7	92	427	3.4	8.2	109
ABC ENTERTAINMENT	10385	2739	5.8	26.4	94	355	5.7	3.4	92	*145	2.9	1.4	48	768	6.1	7.4	99
ABC FM	4762	1440	3.1	30.2	108	*168	2.7	3.5	95	*197	4.0	4.1	141	390	3.1	8.2	109
ABC INFORMATION	11339	3295	7.0	29.1	104	451	7.2	4.0	107	258	5.2	2.3	77	893	7.1	7.9	105
ABC ROCK	4878	1474	3.1	30.2	108	*261	4.2	5.4	143	*135	2.7	2.8	94	428	3.4	8.8	117
CBS	10709	2831	6.0	26.4	94	236	3.8	2.2	59	256	5.2	2.4	81	846	6.7	7.9	105
MUTUAL	10251	3100	6.6	30.2	108	428	6.8	4.2	112	220	4.5	2.1	73	927	7.4	9.0	121
NBC	12243	3302	7.0	27.0	96	370	5.9	3.0	81	*251	5.1	2.1	70	946	7.5	7.7	103
RADIORADIO	4606	1245	2.7	27.0	97	*132	2.1	2.9	77	*112	2.3	2.4	83	250	2.0	5.4	72
RKO ONE	5148	1702	3.6	33.1	118	*270	4.3	5.2	141	*241	4.9	4.7	159	458	3.6	8.9	119
RKO TWO	7313	1853	3.9	25.3	91	285	4.6	3.9	105	*190	3.9	2.6	88	453	3.6	6.2	83
THE SOURCE	5981	1749	3.7	29.2	104	*276	4.4	4.6	124	**119	2.4	2.0	68	362	2.9	6.1	81
NON-WIRED : BLAIR	19329	5609	11.9	29.0	104	757	12.1	3.9	105	559	11.3	2.9	98	1653	13.2	8.6	114
INTERNET	27139	8494	18.1	31.3	112	1121	17.9	4.1	111	930	18.9	3.4	117	2157	17.2	7.9	106
KATZ RADIO GROUP	36319	10408	22.2	28.7	102	1512	24.2	4.2	112	1078	21.9	3.0	101	2777	22.1	7.6	102
SUPERNET	22361	6465	13.8	28.9	103	827	13.2	3.7	99	806	16.4	3.6	123	1756	14.0	7.9	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	3898	8.3	26.8	96	556	8.9	3.8	103	445	9.0	3.1	104	1061	8.4	7.3	97
MKDAY 9:00 AM - 1:00 PM	18688	5111	10.9	27.3	98	746	11.9	4.0	107	718	14.6	3.8	131	1286	10.2	6.9	92
MKDAY 1:00 PM - 4:30 PM	24061	6522	13.9	27.1	97	880	14.1	3.7	98	813	16.5	3.4	115	1750	13.9	7.3	97
MKDAY 4:30 PM - 7:30 PM	44079	11784	25.1	26.7	96	1528	24.4	3.5	93	1345	27.3	3.1	104	3121	24.8	7.1	94
MKDAY 7:30 PM - 8:00 PM	61979	16127	34.4	26.0	93	2161	34.5	3.5	93	1640	33.3	2.6	90	4196	33.4	6.8	90
MKDAY 11:00 PM - 11:30 PM	49084	13663	29.1	27.8	99	1905	30.5	3.9	104	1466	29.7	3.0	102	3537	28.1	7.2	96
MKDAY 11:30 PM - 1:00 AM	16560	4783	10.2	28.9	103	708	11.3	4.3	115	619	12.6	3.7	127	1255	10.0	7.6	101
M-SAT 8-11 PM+SUN 7-11 PM	66967	18486	39.4	27.6	99	2388	38.2	3.6	96	1840	37.3	2.7	94	4991	39.7	7.5	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2872	6.1	31.0	111	477	7.6	5.1	138	486	9.9	5.2	178	813	6.5	8.8	117
ANOTHER WORLD N	6138	1660	3.5	27.0	97	221	3.5	3.6	97	*121	2.5	2.0	67	404	3.2	6.6	88
AS THE WORLD TURNS C	7707	2012	4.3	26.1	93	220	3.5	2.9	77	235	4.8	3.0	104	492	3.9	6.4	85
CAPITOL C	4688	1110	2.4	23.7	85	105	1.7	2.2	60	*171	3.5	3.6	124	270	2.1	5.8	77
CBS MORN. NEWS 1 C	2792	767	1.6	27.5	98	*86	1.4	3.1	83	**34	0.7	1.2	41	275	2.2	9.8	131
CBS MORN. NEWS 2 C	2071	561	1.2	27.1	97	*62	1.0	3.0	80	**25	0.5	1.2	41	168	1.3	8.1	108
DAYS OF OUR LIVES N	8018	2194	4.7	27.4	98	313	5.0	3.9	105	192	3.9	2.4	82	570	4.5	7.1	95
FACTS OF LIFE - DAYTIME N	3487	1003	2.1	28.8	103	118	1.9	3.4	91	*215	4.4	6.2	210	212	1.7	6.1	81
FAMILY FEUD A	4817	1422	3.0	29.5	105	216	3.5	4.5	120	261	5.3	5.4	184	244	1.9	5.1	68
GENERAL HOSPITAL A	8333	2278	4.9	27.3	98	333	5.3	4.0	107	365	7.4	4.4	149	565	4.5	6.8	90
GOOD MORNING, AMERICA-730 A	5472	1405	3.0	25.7	92	192	3.1	3.5	94	169	3.4	3.1	105	383	3.0	7.0	93
GOOD MORNING, AMERICA-830 A	3965	1027	2.2	25.9	93	112	1.8	2.8	76	*68	1.4	1.7	58	291	2.3	7.3	98
GUIDING LIGHT C	7542	1923	4.1	25.5	91	232	3.7	3.1	82	237	4.8	3.1	107	512	4.1	6.8	91
ONE LIFE TO LIVE A	6018	1635	3.5	27.2	97	261	4.2	4.3	116	234	4.7	3.9	132	476	3.8	7.9	106
PRESS YOUR LUCK C	3589	894	1.9	24.9	89	*122	2.0	3.4	91	*101	2.0	2.8	96	278	2.2	7.7	103
PRICE IS RIGHT 1 C	7418	1912	4.1	25.8	92	313	5.0	4.2	113	226	4.6	3.0	104	473	3.8	6.4	85
PRICE IS RIGHT 2 C	8276	2078	4.4	25.1	90	299	4.8	3.6	97	235	4.8	2.8	97	537	4.3	6.5	87
RYAN'S HOPE A	4358	1424	3.0	32.7	117	257	4.1	5.9	158	242	4.9	5.6	189	371	3.0	8.5	114
SALE OF THE CENTURY N	3749	1056	2.2	28.2	101	120	1.9	3.2	86	*135	2.7	3.6	123	247	2.0	6.6	88
SEARCH FOR TOMORROW N	2884	860	1.8	29.8	107	*115	1.8	4.0	107	**32	0.6	1.1	38	*139	1.1	4.8	64
TODAY SHOW 1 N	4869	1336	2.8	27.4	98	191	3.1	3.9	105	154	3.1	3.2	108	225	1.8	4.6	62
TODAY SHOW 2 N	4135	1003	2.1	24.3	87	131	2.1	3.2	85	174	3.5	4.2	143	192	1.5	4.6	62
$25,000 PYRAMID C	4261	996	2.1	22.8	82	166	2.7	3.8	102	*122	2.5	2.8	95	260	2.1	6.0	80
WHEEL OF FORTUNE N	6187	1656	3.5	26.8	96	265	4.2	4.3	115	223	4.5	3.6	123	425	3.4	6.9	92
YOUNG AND THE RESTLESS C	8186	2143	4.6	26.2	94	366	5.9	4.5	120	283	5.7	3.5	118	698	5.6	8.5	114
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1236	2.6	26.1	93	183	2.9	3.9	104	*168	3.4	3.6	121	337	2.7	7.1	95
NBA PLAYOFF GAME -1 C	5127	1331	2.8	26.0	93	219	3.5	4.3	115	*123	2.5	2.4	82	302	2.4	5.9	79
NBC MAJOR LEAGUE PRE-GAME N	3943	958	2.0	24.3	87	*142	2.3	3.6	97	**117	2.4	3.0	101	*221	1.8	5.6	75
SPORTSWORLD - SUN N	3370	849	1.8	25.2	90	*138	2.2	4.1	110	*102	2.1	3.0	103	228	1.8	6.8	90
SUNDAY MORNING C	4200	1081	2.3	25.7	92	*125	2.0	3.0	80	*74	1.5	1.8	60	308	2.5	7.3	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	EAT A '000	EAT B % DOWN	EAT C % ACROSS	EAT D INDX	CARNATION BREAKFAST BARS A '000	CARNATION BREAKFAST BARS B % DOWN	CARNATION BREAKFAST BARS C % ACROSS	CARNATION BREAKFAST BARS D INDX	CRUNCHOLA BARS A '000	CRUNCHOLA BARS B % DOWN	CRUNCHOLA BARS C % ACROSS	CRUNCHOLA BARS D INDX	NATURE VALLEY CHEWY GRANOLA BARS A '000	NATURE VALLEY CHEWY GRANOLA BARS B % DOWN	NATURE VALLEY CHEWY GRANOLA BARS C % ACROSS	NATURE VALLEY CHEWY GRANOLA BARS D INDX
TOTAL ADULTS		167727	46944	100.0	28.0	100	6255	100.0	3.7	100	4928	100.0	2.9	100	12570	100.0	7.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	13605	29.0	26.0	93	1682	26.9	3.2	86	1382	28.0	2.6	90	3590	28.6	6.9	92
NETWORK AFFILIATES - LATE		39164	10864	23.1	27.7	99	1447	23.1	3.7	99	1117	22.7	2.9	97	2842	22.6	7.3	97
INDEPENDENTS - LATE		5133	1584	3.4	30.9	110	179	2.9	3.5	94	137	2.8	2.7	91	443	3.5	8.6	115
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	6217	13.2	27.2	97	923	14.8	4.0	108	582	11.8	2.5	87	1636	13.0	7.2	96
ABC MONDAY NIGHT MOVIE	A	11258	3127	6.7	27.8	99	403	6.4	3.6	96	356	7.2	3.2	108	789	6.3	7.0	94
ABC SUNDAY NIGHT MOVIE	A	23600	6834	14.6	29.0	103	978	15.6	4.1	111	750	15.2	3.2	108	1777	14.1	7.5	100
ABC WORLD NEWS TONIGHT	A	12801	3413	7.3	26.7	95	457	7.3	3.6	96	363	7.4	2.8	97	925	7.4	7.2	96
AFTERMASH	C	10966	2905	6.2	26.5	95	*274	4.4	2.5	67	*235	4.8	2.1	73	672	5.3	6.1	82
ALICE	C	17050	4590	9.8	26.9	96	546	8.7	3.2	86	514	10.4	3.0	103	1279	10.2	7.5	100
AMERICAN PARADE	C	11998	2849	6.1	23.7	85	358	5.7	3.0	80	297	6.0	2.5	84	752	6.0	6.3	84
BENSON	A	19258	5238	11.2	27.2	97	504	8.1	2.6	70	565	11.5	2.9	100	1452	11.6	7.5	101
BLUE THUNDER	A	11478	3152	6.7	27.5	98	346	5.5	3.0	81	306	6.2	2.7	91	914	7.3	8.0	106
CAGNEY & LACEY	C	18263	5030	10.7	27.5	98	688	11.0	3.8	101	528	10.7	2.9	98	1416	11.3	7.8	103
CBS EVENING NEWS-DEAN	C	7733	1924	4.1	24.9	89	*236	3.8	3.1	82	*170	3.4	2.2	75	567	4.5	7.3	98
CBS EVENING NEWS-RATHER	C	15652	3996	8.5	25.5	91	397	6.3	2.5	68	339	6.9	2.2	74	1097	8.7	7.0	94
CBS SAT. NEWS-SCHIEFFER	C	8744	2449	5.2	28.0	100	274	4.4	3.1	84	226	4.6	2.6	88	746	5.9	8.5	114
CBS SATURDAY NIGHT MOVIE	C	12000	3276	7.0	27.3	98	497	7.9	4.1	111	325	6.6	2.7	92	937	7.5	7.8	104
CBS WEDNESDAY NIGHT MOVIE	C	11522	3110	6.6	27.0	96	351	5.6	3.0	82	316	6.4	2.7	93	899	7.2	7.8	104
CHEERS	N	16818	5358	11.4	31.9	114	592	9.5	3.5	94	433	8.8	2.6	88	1563	12.4	9.3	124
DALLAS	C	37510	9742	20.8	26.0	93	1166	18.6	3.1	83	1062	21.6	2.8	96	2708	21.5	7.2	96
DIFF'RENT STROKES	N	11258	3164	6.7	28.1	100	395	6.3	3.5	94	262	5.3	2.3	79	872	6.9	7.7	103
DOUBLE TROUBLE	N	12248	3512	7.5	28.7	102	465	7.4	3.8	102	325	6.6	2.7	90	1056	8.4	8.6	115
DUCK FACTORY	N	11100	3494	7.4	31.5	112	499	8.0	4.5	121	324	6.6	2.9	99	1041	8.3	9.4	125
DUKES OF HAZZARD	C	12353	3138	6.7	25.4	91	385	6.2	3.1	84	287	5.8	2.3	79	856	6.8	6.9	92
DYNASTY	A	33279	9343	19.9	28.1	100	1400	22.4	4.2	113	1071	21.7	3.2	110	2359	18.8	7.1	95
FACTS OF LIFE	N	13410	3817	8.1	28.5	102	552	8.8	4.1	110	327	6.6	2.4	83	882	7.0	6.6	88
FALCON CREST	C	31093	8439	18.0	27.1	97	957	15.3	3.1	83	855	17.3	2.7	94	2414	19.2	7.8	104
FALL GUY	A	18649	5096	10.9	27.3	98	616	9.8	3.3	89	489	9.9	2.6	89	1262	10.0	6.8	90
FAMILY TIES	N	13101	3988	8.5	30.4	109	455	7.3	3.5	93	363	7.4	2.8	94	1046	8.3	8.0	107
FANTASY ISLAND	A	13069	3521	7.5	26.9	96	474	7.6	3.6	97	404	8.2	3.1	105	917	7.3	7.0	94
FOULUPS,BLEEPS & BLUNDERS	A	16588	4354	9.3	26.2	94	575	9.2	3.5	93	554	11.2	3.3	114	1111	8.8	6.7	89
FOUR SEASONS	C	9302	2315	4.9	24.9	89	*272	4.3	2.9	78	*205	4.2	2.2	75	591	4.7	6.4	85
GIMME A BREAK	N	13955	3985	8.5	28.6	102	511	8.2	3.7	98	404	8.2	2.9	99	1009	8.0	7.2	96
HART TO HART	A	15735	4230	9.0	26.9	96	496	7.9	3.2	85	467	9.5	3.0	101	1370	10.9	8.7	116
HILL STREET BLUES	N	18257	5339	11.4	29.2	104	660	10.6	3.6	97	558	11.3	3.1	104	1481	11.8	8.1	108
HOTEL	A	24236	6385	13.6	26.3	94	919	14.7	3.8	102	674	13.7	2.8	95	1514	12.0	6.2	83
JEFFERSONS	C	17010	4410	9.4	25.9	93	555	8.9	3.3	87	449	9.1	2.6	90	1091	8.7	6.4	86
JENNIFER SLEPT HERE	N	9397	2784	5.9	29.6	106	296	4.7	3.1	84	*268	5.4	2.9	97	863	6.9	9.2	123
KATE & ALLIE	C	16762	4612	9.8	27.5	98	663	10.6	4.0	106	440	8.9	2.6	89	1300	10.3	7.8	103
KNIGHT RIDER	N	13164	3874	8.3	29.4	105	495	7.9	3.8	101	354	7.2	2.7	92	872	6.9	6.6	88
LOVE BOAT	A	20400	5603	11.9	27.5	98	555	8.9	2.7	73	426	8.6	2.1	71	1524	12.1	7.5	100
MAGNUM PI	C	22543	6059	12.9	26.9	96	771	12.3	3.4	92	504	10.2	2.2	76	1833	14.6	8.1	108
MAMA'S FAMILY	N	9852	2709	5.8	27.5	98	390	6.2	4.0	106	285	5.8	2.9	98	673	5.4	6.8	91
MASTER, THE	N	8082	2289	4.9	28.3	101	333	5.3	4.1	110	*199	4.0	2.5	84	632	5.0	7.8	104
MATT HOUSTON	A	12881	3701	7.9	28.7	103	403	6.4	3.1	84	441	8.9	3.4	117	1005	8.0	7.8	104
NBC MONDAY NIGHT MOVIE	N	23889	7063	15.0	29.6	106	979	15.7	4.1	110	630	12.8	2.6	90	2006	16.0	8.4	112
NBC NIGHTLY NEWS	N	11156	2978	6.3	26.7	95	423	6.8	3.8	102	287	5.8	2.6	88	812	6.5	7.3	97
NBC NIGHTLY NEWS-SAT	N	7363	1693	3.6	23.0	82	*207	3.3	2.8	75	*213	4.3	2.9	98	443	3.5	6.0	80
NBC NIGHTLY NEWS-SUN	N	6214	1656	3.5	26.6	95	*206	3.3	3.3	89	*225	4.6	3.6	123	499	4.0	8.0	107
NBC SUNDAY NIGHT MOVIE	N	17590	5271	11.2	30.0	107	816	13.0	4.6	124	486	9.9	2.8	94	1293	10.3	7.4	98
NEWHART	C	16740	4546	9.7	27.2	97	684	10.9	4.1	110	443	9.0	2.6	90	1268	10.1	7.6	101
ONE DAY AT A TIME	C	11820	3551	7.6	30.0	107	470	7.5	4.0	107	371	7.5	3.1	107	859	6.8	7.3	97
PEOPLE ARE FUNNY	N	9138	2388	5.1	26.1	93	321	5.1	3.5	94	*236	4.8	2.6	88	669	5.3	7.3	98
REAL PEOPLE	N	15979	3706	7.9	23.2	83	503	8.0	3.1	84	298	6.0	1.9	63	1007	8.0	6.3	84
REMINGTON STEELE	N	14395	4516	9.6	31.4	112	549	8.8	3.8	102	441	8.9	3.1	104	1292	10.3	9.0	120
RIPLEY'S BELIEVE IT - NOT	A	11362	3285	7.0	28.9	103	381	6.1	3.4	90	281	5.7	2.5	84	960	7.6	8.4	113
RIPTIDE	N	13920	3808	8.1	27.4	98	521	8.3	3.7	100	394	8.0	2.8	96	1070	8.5	7.7	103
SCARECROW & MRS. KING	C	17571	5092	10.8	29.0	104	678	10.8	3.9	103	436	8.8	2.5	84	1343	10.7	7.6	102
SIMON & SIMON	C	20208	5185	11.0	25.7	92	662	10.6	3.3	88	404	8.2	2.0	68	1465	11.7	7.2	97
60 MINUTES	C	27668	7390	15.7	26.7	95	848	13.6	3.1	82	682	13.8	2.5	84	1987	15.8	7.2	96
ST. ELSEWHERE	N	13699	4138	8.8	30.2	108	473	7.6	3.5	93	397	8.1	2.9	99	1143	9.1	8.3	111
THREE'S COMPANY	A	20632	5920	12.6	28.7	103	643	10.3	3.1	84	617	12.5	3.0	102	1566	12.5	7.6	101
T.J. HOOKER	A	17136	4524	9.6	26.4	94	523	8.4	3.1	82	449	9.1	2.6	89	1315	10.5	7.7	102
TONIGHT SHOW	N	4963	1425	3.0	28.7	103	207	3.3	4.2	112	147	3.0	3.0	101	380	3.0	7.7	102
TRAPPER JOHN, M.D.	C	16332	4439	9.5	27.2	97	624	10.0	3.8	102	373	7.6	2.3	78	1142	9.1	7.0	93
TV BLOOPERS & PRAC. JOKES	N	18881	4785	10.2	25.3	91	562	9.0	3.0	80	474	9.6	2.5	85	1545	12.3	8.2	109
20/20	A	18315	5365	11.4	29.3	105	647	10.3	3.5	95	533	10.8	2.9	99	1334	10.6	7.3	97
WEBSTER	A	18722	5097	10.9	27.2	97	531	8.5	2.8	76	550	11.2	2.9	100	1409	11.2	7.5	100
WORLD NEWS - SUN	A	5327	1276	2.7	24.0	86	*145	2.3	2.7	73	**88	1.8	1.7	56	377	3.0	7.1	94
YELLOW ROSE	N	8370	2466	5.3	29.5	105	334	5.3	4.0	107	231	4.7	2.8	94	666	5.3	8.0	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	7066	15.1	27.3	98	702	11.2	2.7	73	659	13.4	2.5	87	1791	14.2	6.9	92
BASKETBALL - COLLEGE GAMES		14468	4158	8.9	28.7	103	*525	8.4	3.6	97	*411	8.3	2.8	97	1159	9.2	8.0	107
BASKETBALL - PRO GAMES		12124	3937	8.4	32.5	116	*469	7.5	3.9	104	*461	9.4	3.8	129	972	7.7	8.0	107
BOWLING		9412	2771	5.9	29.4	105	*293	4.7	3.1	83	*307	6.2	3.3	111	640	5.1	6.8	91
BOXING		15409	4456	9.5	28.9	103	*485	7.8	3.1	84	*497	10.1	3.2	110	1029	8.2	6.7	89
FOOTBALL - COLLEGE GAMES		21400	6056	12.9	28.3	101	834	13.3	3.9	105	832	16.9	3.9	132	1534	12.2	7.2	96
FOOTBALL - PRO GAMES		35944	10172	21.7	28.3	101	1232	19.7	3.4	92	1235	25.1	3.4	117	2878	22.9	8.0	107
GOLF		9759	2526	5.4	25.9	92	**346	5.5	3.5	95	**381	7.7	3.9	133	647	5.1	6.6	88
POST-SEASON COLL. FOOTBALL		18123	5440	11.6	30.0	107	651	10.4	3.6	96	*649	13.2	3.6	122	1598	12.7	8.8	118
POST-SEASON PRO FOOTBALL		22091	6589	14.0	29.8	107	771	12.3	3.5	94	729	14.8	3.3	112	1808	14.4	8.2	109
TENNIS		6764	2430	5.2	35.9	128	**225	3.6	3.3	89	**194	3.9	2.9	98	606	4.8	9.0	120
WRESTLING - PROFESSIONAL		9695	2975	6.3	30.7	110	*318	5.1	3.3	88	*501	10.2	5.2	176	710	5.6	7.3	98

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
(ADULTS)

0352
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	TOTAL U.S. '000	NATURE VALLEY GRANOLA BARS A '000	B % DOWN	C % ACROSS	D INDX	NATURE VALLEY GRANOLA CLUSTERS A '000	B % DOWN	C % ACROSS	D INDX	NATURE VALLEY GRANOLA & FRUIT BARS A '000	B % DOWN	C % ACROSS	D INDX	QUAKER CHEWY GRANOLA BARS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	17324	100.0	10.3	100	7201	100.0	4.3	100	6155	100.0	3.7	100	13592	100.0	8.1	100
MALES	79263	7422	42.8	9.4	91	3096	43.0	3.9	91	2185	35.5	2.8	75	5359	39.4	6.8	83
FEMALES	88464	9902	57.2	11.2	108	4105	57.0	4.6	108	3970	64.5	4.5	122	8233	60.6	9.3	115
18 - 24	28671	3812	22.0	13.3	129	2219	30.8	7.7	180	1126	18.3	3.9	107	2723	20.0	9.5	117
25 - 34	39536	4915	28.4	12.4	120	1844	25.6	4.7	109	1498	24.3	3.8	103	4024	29.6	10.2	126
35 - 44	28978	3585	20.7	12.4	120	1360	18.9	4.7	109	1155	18.8	4.0	109	3054	22.5	10.5	130
45 - 54	22345	1898	11.0	8.5	82	554	7.7	2.5	58	715	11.6	3.2	87	1539	11.3	6.9	85
55 - 64	22224	1752	10.1	7.9	76	647	9.0	2.9	68	909	14.8	4.1	111	1397	10.3	6.3	78
65 OR OLDER	25973	1362	7.9	5.2	51	577	8.0	2.2	52	752	12.2	2.9	79	856	6.3	3.3	41
18 - 34	68207	8727	50.4	12.8	124	4063	56.4	6.0	139	2625	42.6	3.8	105	6747	49.6	9.9	122
18 - 49	108058	13304	76.8	12.3	119	5708	79.3	5.3	123	4184	68.0	3.9	106	10684	78.6	9.9	122
25 - 54	90859	10398	60.0	11.4	111	3757	52.2	4.1	96	3368	54.7	3.7	101	8616	63.4	9.5	117
35 - 49	39851	4577	26.4	11.5	111	1645	22.8	4.1	96	1559	25.3	3.9	107	3937	29.0	9.9	122
50 OR OLDER	59669	4020	23.2	6.7	65	1493	20.7	2.5	58	1972	32.0	3.3	90	2909	21.4	4.9	60
GRADUATED COLLEGE	28091	3762	21.7	13.4	130	1290	17.9	4.6	107	1047	17.0	3.7	102	2781	20.5	9.9	122
ATTENDED COLLEGE	28938	3537	20.4	12.2	118	1417	19.7	4.9	114	1179	19.2	4.1	111	3074	22.6	10.6	131
GRADUATED HIGH SCHOOL	65503	6726	38.8	10.3	99	3024	42.0	4.6	108	2575	41.8	3.9	107	5408	39.8	8.3	102
DID NOT GRADUATE HIGH SCHOOL	45195	3299	19.0	7.3	71	1471	20.4	3.3	76	1354	22.0	3.0	82	2329	17.1	5.2	64
EMPLOYED MALES	56429	5675	32.8	10.1	97	2186	30.4	3.9	90	1621	26.3	2.9	78	4205	30.9	7.5	92
EMPLOYED FEMALES	43971	6005	34.7	13.7	132	2423	33.6	5.5	128	2148	34.9	4.9	133	5000	36.8	11.4	140
EMPLOYED FULL-TIME	87773	9875	57.0	11.3	109	3690	51.2	4.2	98	3106	50.5	3.5	96	7879	58.0	9.0	111
EMPLOYED PART-TIME	12627	1805	10.4	14.3	138	919	12.8	7.3	170	*662	10.8	5.2	143	1327	9.8	10.5	130
NOT EMPLOYED	67327	5644	32.6	8.4	81	2592	36.0	3.8	90	2387	38.8	3.5	97	4387	32.3	6.5	80
PROFESSIONAL/MANAGER	25845	3251	18.8	12.6	122	1085	15.1	4.2	98	987	16.0	3.8	104	2533	18.6	9.8	121
TECH/CLERICAL/SALES	30895	3866	22.3	12.5	121	1375	19.1	4.5	104	1269	20.6	4.1	112	3314	24.4	10.7	132
PRECISION/CRAFT	12629	1203	6.9	9.5	92	598	8.3	4.7	110	*421	6.8	3.3	91	1008	7.4	8.0	98
OTHER EMPLOYED	31031	3359	19.4	10.8	105	1551	21.5	5.0	116	1091	17.7	3.5	96	2351	17.3	7.6	93
SINGLE	35557	4131	23.8	11.6	112	2280	31.7	6.4	149	1321	21.5	3.7	101	3122	23.0	8.8	108
MARRIED	103585	10621	61.3	10.3	99	3850	53.5	3.7	87	3730	60.6	3.6	98	8703	64.0	8.4	104
DIVORCED/SEPARATED/WIDOWED	28585	2572	14.8	9.0	87	1071	14.9	3.7	87	1104	17.9	3.9	105	1767	13.0	6.2	76
PARENTS	59295	7372	42.6	12.4	120	2878	40.0	4.9	113	2287	37.2	3.9	105	6188	45.5	10.4	129
WHITE	146081	15329	88.5	10.5	102	6249	86.8	4.3	100	5387	87.5	3.7	100	12233	90.0	8.4	103
BLACK	17974	1588	9.2	8.8	86	720	10.0	4.0	93	664	10.8	3.7	101	1109	8.2	6.2	76
OTHER	3672	*407	2.3	11.1	107	**231	3.2	6.3	147	**105	1.7	2.9	78	**250	1.8	6.8	84
NORTHEAST-CENSUS	37005	3593	20.7	9.7	94	1944	27.0	5.3	122	1279	20.8	3.5	94	2839	20.9	7.7	95
NORTH CENTRAL	42642	5225	30.2	12.3	119	1813	25.2	4.3	99	1982	32.2	4.6	127	3349	24.6	7.9	97
SOUTH	56777	5039	29.1	8.9	86	2079	28.9	3.7	85	1708	27.7	3.0	82	3769	27.7	6.6	82
WEST	31303	3466	20.0	11.1	107	1365	19.0	4.4	102	1186	19.3	3.8	103	3636	26.8	11.6	143
NORTHEAST-MKTG.	38125	3429	19.8	9.0	87	1978	27.5	5.2	121	1315	21.4	3.4	94	2782	20.5	7.3	90
EAST CENTRAL	24794	2812	16.2	11.3	110	1202	16.7	4.8	113	937	15.2	3.8	103	1968	14.5	7.9	98
WEST CENTRAL	28511	3598	20.8	12.6	122	1174	16.3	4.1	96	1293	21.0	4.5	124	2438	17.9	8.6	106
SOUTH	48953	4581	26.4	9.4	91	1603	22.3	3.3	76	1518	24.7	3.1	85	3457	25.4	7.1	87
PACIFIC	27344	2904	16.8	10.6	103	1244	17.3	4.5	106	1093	17.8	4.0	109	2948	21.7	10.8	133
COUNTY SIZE A	69301	6886	39.7	9.9	96	2841	39.5	4.1	95	2630	42.7	3.8	103	6066	44.6	8.8	108
COUNTY SIZE B	50633	5831	33.7	11.5	111	2631	36.5	5.2	121	1787	29.0	3.5	96	4398	32.4	8.7	107
COUNTY SIZE C	26259	2678	15.5	10.2	99	1037	14.4	3.9	92	913	14.8	3.5	95	1936	14.2	7.4	91
COUNTY SIZE D	21534	1928	11.1	9.0	87	692	9.6	3.2	75	825	13.4	3.8	104	1192	8.8	5.5	68
METRO CENTRAL CITY	50014	5386	31.1	10.8	104	2253	31.3	4.5	105	1958	31.8	3.9	107	3837	28.2	7.7	95
METRO SUBURBAN	76832	7951	45.9	10.3	100	3362	46.7	4.4	102	2816	45.8	3.7	100	7305	53.7	9.5	117
NON METRO	40881	3987	23.0	9.8	94	1586	22.0	3.9	90	1382	22.5	3.4	92	2451	18.0	6.0	74
TOP 5 ADI'S	39550	4194	24.2	10.6	103	1725	24.0	4.4	102	1561	25.4	3.9	108	3601	26.5	9.1	112
TOP 10 ADI'S	54877	5639	32.6	10.3	99	2355	32.7	4.3	100	2122	34.5	3.9	105	4503	33.1	8.2	101
TOP 20 ADI'S	77516	8105	46.8	10.5	101	3262	45.3	4.2	98	3034	49.3	3.9	107	6456	47.5	8.3	103
HSHLD INC. $50,000 OR MORE	17257	1914	11.0	11.1	107	813	11.3	4.7	110	788	12.8	4.6	124	1439	10.6	8.3	103
$40,000 OR MORE	33235	3628	20.9	10.9	106	1705	23.7	5.1	119	1340	21.8	4.0	110	3228	23.7	9.7	120
$30,000 OR MORE	59693	7009	40.5	11.7	114	2764	38.4	4.6	108	2357	38.3	3.9	108	5779	42.5	9.7	119
$25,000 OR MORE	76275	8746	50.5	11.5	111	3381	47.0	4.4	103	2953	48.0	3.9	106	7111	52.3	9.3	115
$20,000 - $24,999	18607	1843	10.6	9.9	96	800	11.1	4.3	100	638	10.4	3.4	93	1570	11.6	8.4	104
$15,000 - $19,999	17175	1943	11.2	11.3	110	817	11.3	4.8	111	671	10.9	3.9	106	1506	11.1	8.8	108
$10,000 - $14,999	24569	2313	13.4	9.4	91	940	13.1	3.8	89	857	13.9	3.5	95	1708	12.6	7.0	86
UNDER $10,000	31101	2479	14.3	8.0	77	1263	17.5	4.1	95	1036	16.8	3.3	91	1697	12.5	5.5	67
HOUSEHOLD OF 1 PERSON	19441	1745	10.1	9.0	87	637	8.8	3.3	76	609	9.9	3.1	85	1135	8.4	5.8	72
2 PEOPLE	51803	4681	27.0	9.0	87	1751	24.3	3.4	79	1926	31.3	3.7	101	3588	26.4	6.9	85
3 OR 4 PEOPLE	66933	7839	45.2	11.7	113	3252	45.2	4.9	113	2617	42.5	3.9	107	5837	42.9	8.7	108
5 OR MORE PEOPLE	29550	3059	17.7	10.4	100	1561	21.7	5.3	123	1003	16.3	3.4	92	3033	22.3	10.3	127
NO CHILD IN HSHLD	96587	8837	51.0	9.1	89	3339	46.4	3.5	81	3395	55.2	3.5	96	6447	47.4	6.7	82
CHILD(REN) UNDER 2 YRS	10844	1391	8.0	12.8	124	*562	7.8	5.2	121	*428	7.0	3.9	108	1018	7.5	9.4	116
2 - 5 YEARS	26358	3241	18.7	12.3	119	1512	21.0	5.7	134	1084	17.6	4.1	112	2767	20.4	10.5	130
6 - 11 YEARS	30453	3825	22.1	12.6	122	1652	22.9	5.4	126	1075	17.5	3.5	96	3272	24.1	10.7	133
12 - 17 YEARS	36575	4320	24.9	11.8	114	1993	27.7	5.4	127	1341	21.8	3.7	100	3740	27.5	10.2	126
RESIDENCE OWNED	117770	11769	67.9	10.0	97	4522	62.8	3.8	89	4259	69.2	3.6	99	9897	72.8	8.4	104
VALUE: $50,000 OR MORE	70166	7835	45.2	11.2	108	2840	39.4	4.0	94	2660	43.2	3.8	103	6505	47.9	9.3	114
VALUE: UNDER $50,000	47604	3934	22.7	8.3	80	1682	23.4	3.5	82	1599	26.0	3.4	92	3392	25.0	7.1	88

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
(ADULTS)

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		TOTAL U.S.	NATURE VALLEY GRANOLA BARS				NATURE VALLEY GRANOLA CLUSTERS				NATURE VALLEY GRANOLA & FRUIT BARS				QUAKER CHEWY GRANOLA BARS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS		167727	17324	100.0	10.3	100	7201	100.0	4.3	100	6155	100.0	3.7	100	13592	100.0	8.1	100
MAGAZINES	QUINTILE 1	34022	4378	25.3	12.9	125	1903	26.4	5.6	130	1537	25.0	4.5	123	3654	26.9	10.7	133
	QUINTILE 2	34800	4099	23.7	11.8	114	1699	23.6	4.9	114	1616	26.3	4.6	127	3264	24.0	9.4	116
	QUINTILE 3	30514	2949	17.0	9.7	94	1292	17.9	4.2	99	1050	17.1	3.4	94	1954	14.4	6.4	79
	QUINTILE 4	33324	3153	18.2	9.5	92	1162	16.1	3.5	81	1012	16.4	3.0	83	2690	19.8	8.1	100
	QUINTILE 5	35066	2744	15.8	7.8	76	1145	15.9	3.3	76	940	15.3	2.7	73	2030	14.9	5.8	71
NEWSPAPERS	QUINTILE 1	29107	2962	17.1	10.2	99	1044	14.5	3.6	84	1055	17.1	3.6	99	2469	18.2	8.5	105
	QUINTILE 2	49095	5031	29.0	10.2	99	2132	29.6	4.3	101	2049	33.3	4.2	114	3911	28.8	8.0	98
	QUINTILE 3	23107	2509	14.5	10.9	105	1112	15.4	4.8	112	760	12.3	3.3	90	2062	15.2	8.9	110
	QUINTILE 4	33556	3868	22.3	11.5	112	1579	21.9	4.7	110	1085	17.6	3.2	88	2925	21.5	8.7	108
	QUINTILE 5	32863	2953	17.0	9.0	87	1334	18.5	4.1	95	1206	19.6	3.7	100	2226	16.4	6.8	84
OUTDOOR	QUINTILE 1	33431	3886	22.4	11.6	113	1588	22.1	4.8	111	1324	21.5	4.0	108	3012	22.2	9.0	111
	QUINTILE 2	33478	3658	21.1	10.9	106	1669	23.2	5.0	116	1203	19.5	3.6	98	2915	21.4	8.7	107
	QUINTILE 3	33574	3644	21.0	10.9	105	1614	22.4	4.8	112	1416	23.0	4.2	115	3061	22.5	9.1	113
	QUINTILE 4	33935	3248	18.7	9.6	93	1210	16.8	3.6	83	1172	19.0	3.5	94	2309	17.0	6.8	84
	QUINTILE 5	33310	2887	16.7	8.7	84	1120	15.6	3.4	78	1041	16.9	3.1	85	2296	16.9	6.9	85
RADIO-DRIVE TIME	QUINTILE 1	33136	3914	22.6	11.8	114	1520	21.1	4.6	107	1330	21.6	4.0	109	3076	22.6	9.3	115
	QUINTILE 2	31658	3361	19.4	10.6	103	1268	17.6	4.0	93	1060	17.2	3.3	91	2549	18.8	8.1	99
	QUINTILE 3	32541	3662	21.1	11.3	109	1271	17.7	3.9	91	1119	18.2	3.4	94	2478	18.2	7.6	94
	QUINTILE 4	34247	3533	20.4	10.3	100	1871	26.0	5.5	127	1287	20.9	3.8	102	2927	21.5	8.5	105
	QUINTILE 5	36144	2854	16.5	7.9	76	1272	17.7	3.5	82	1360	22.1	3.8	103	2563	18.9	7.1	88
RADIO-MID-DAY	TERCILE 1	45037	5092	29.4	11.3	109	2118	29.4	4.7	110	1972	32.0	4.4	119	4026	29.6	8.9	110
	TERCILE 2	44819	4495	25.9	10.0	97	2235	31.0	5.0	116	1890	30.7	4.2	115	3895	28.7	8.7	107
	TERCILE 3	77872	7736	44.7	9.9	96	2847	39.5	3.7	85	2293	37.3	2.9	80	5672	41.7	7.3	90
RADIO-TOTAL	QUINTILE 1	33763	3865	22.3	11.4	111	1668	23.2	4.9	115	1420	23.1	4.2	115	3026	22.3	9.0	111
	QUINTILE 2	33240	3367	19.4	10.1	98	1320	18.3	4.0	92	1235	20.1	3.7	101	2758	20.3	8.3	102
	QUINTILE 3	33408	3696	21.3	11.1	107	1585	22.0	4.7	111	1067	17.3	3.2	87	2850	21.0	8.5	105
	QUINTILE 4	34792	3814	22.0	11.0	106	1471	20.4	4.2	98	1345	21.9	3.9	105	2873	21.1	8.3	102
	QUINTILE 5	32524	2582	14.9	7.9	77	1157	16.1	3.6	83	1088	17.7	3.3	91	2085	15.3	6.4	79
TV-PRIME TIME	QUINTILE 1	33090	3242	18.7	9.8	95	1401	19.5	4.2	99	1317	21.4	4.0	108	2420	17.8	7.3	90
	QUINTILE 2	33357	3300	19.0	9.9	96	1373	19.1	4.1	96	1056	17.2	3.2	86	2881	21.2	8.6	107
	QUINTILE 3	33980	3525	20.3	10.4	100	1544	21.4	4.5	106	1232	20.0	3.6	99	2701	19.9	7.9	98
	QUINTILE 4	33854	3827	22.1	11.3	109	1521	21.1	4.5	105	1317	21.4	3.9	106	3021	22.2	8.9	110
	QUINTILE 5	33444	3430	19.8	10.3	99	1361	18.9	4.1	95	1234	20.0	3.7	101	2570	18.9	7.7	95
TV-DAYTIME	TERCILE 1	49121	4433	25.6	9.0	87	2155	29.9	4.4	102	1665	27.1	3.4	92	3612	26.6	7.4	91
	TERCILE 2	48823	5072	29.3	10.4	101	2172	30.2	4.4	104	2210	35.9	4.5	123	3688	27.1	7.6	93
	TERCILE 3	69782	7819	45.1	11.2	108	2874	39.9	4.1	96	2281	37.1	3.3	89	6292	46.3	9.0	111
TV-TOTAL	QUINTILE 1	33584	3280	18.9	9.8	95	1421	19.7	4.2	99	1254	20.4	3.7	102	2453	18.0	7.3	90
	QUINTILE 2	33441	2983	17.2	8.9	86	1403	19.5	4.2	98	1142	18.6	3.4	93	2450	18.0	7.3	90
	QUINTILE 3	33505	3211	18.5	9.6	93	1382	19.2	4.1	96	1084	17.6	3.2	88	2804	20.6	8.4	103
	QUINTILE 4	33466	4060	23.4	12.1	117	1387	19.3	4.1	97	1308	21.3	3.9	107	2921	21.5	8.7	108
	QUINTILE 5	33731	3790	21.9	11.2	109	1609	22.3	4.8	111	1367	22.2	4.1	110	2964	21.8	8.8	108
MAGAZINES-NEWSPAPERS: DUAL		44503	5199	30.0	11.7	113	2358	32.7	5.3	123	2170	35.3	4.9	133	4063	29.9	9.1	113
MAGAZINE IMPERATIVE		39363	4853	28.0	12.3	119	2003	27.8	5.1	119	1610	26.2	4.1	111	3867	28.5	9.8	121
NEWSPAPER IMPERATIVE		46441	3933	22.7	8.5	82	1425	19.8	3.1	71	1329	21.6	2.9	78	3201	23.6	6.9	85
MAGAZINES-OUTDOOR: DUAL		33726	4348	25.1	12.9	125	1840	25.6	5.5	127	1710	27.8	5.1	138	3375	24.8	10.0	123
MAGAZINE IMPERATIVE		52846	5730	33.1	10.8	105	2420	33.6	4.6	107	2108	34.2	4.0	109	4558	33.5	8.6	106
OUTDOOR IMPERATIVE		52140	5091	29.4	9.8	95	2175	30.2	4.2	97	1591	25.8	3.1	83	3886	28.6	7.5	92
MAGAZINES-RADIO: DUAL		37081	4589	26.5	12.4	120	1963	27.3	5.3	123	1938	31.5	5.2	142	3594	26.4	9.7	120
MAGAZINE IMPERATIVE		49747	5662	32.7	11.4	110	2496	34.7	5.0	117	1941	31.5	3.9	106	4452	32.8	8.9	110
RADIO IMPERATIVE		49208	4574	26.4	9.3	90	1827	25.4	3.7	86	1295	21.0	2.6	72	3518	25.9	7.1	88
MAGAZINES-TELEVISION: DUAL		33103	3735	21.6	11.3	109	1651	22.9	5.0	116	1520	24.7	4.6	125	2847	20.9	8.6	106
MAGAZINE IMPERATIVE		54575	6629	38.3	12.1	118	2751	38.2	5.0	117	2286	37.1	4.2	114	5330	39.2	9.8	121
TELEVISION IMPERATIVE		53249	4149	23.9	7.8	75	1887	26.2	3.5	83	1412	22.9	2.7	72	3373	24.8	6.3	78
NEWSPAPERS-OUTDOOR: DUAL		36255	4140	23.9	11.4	111	1674	23.2	4.6	108	1518	24.7	4.2	114	3414	25.1	9.4	116
NEWSPAPER IMPERATIVE		55591	5239	30.2	9.4	91	2123	29.5	3.8	89	2084	33.9	3.7	102	4128	30.4	7.4	92
OUTDOOR IMPERATIVE		48319	5363	31.0	11.1	107	2428	33.7	5.0	117	1692	27.5	3.5	95	4309	31.7	8.9	110
NEWSPAPERS-RADIO: DUAL		37242	4015	23.2	10.8	104	1595	22.1	4.3	100	1608	26.1	4.3	118	3152	23.2	8.5	104
NEWSPAPER IMPERATIVE		54423	5357	30.9	9.8	95	2103	29.2	3.9	90	1963	31.9	3.6	98	4457	32.8	8.2	101
RADIO IMPERATIVE		46650	5317	30.7	11.4	110	2379	33.0	5.1	119	1535	24.9	3.3	90	4196	30.9	9.0	111
NEWSPAPERS-TELEVISION: DUAL		35974	3373	19.5	9.4	91	1466	20.4	4.1	95	1239	20.1	3.4	94	2909	21.4	8.1	100
NEWSPAPER IMPERATIVE		56095	6251	36.1	11.1	108	2365	32.8	4.2	98	2368	38.5	4.2	115	4902	36.1	8.7	108
TELEVISION IMPERATIVE		47170	4613	26.6	9.8	95	2219	30.8	4.7	110	1618	26.3	3.4	93	3367	24.8	7.1	88
OUTDOOR-RADIO: DUAL		33748	3976	23.0	11.8	114	1490	20.7	4.4	103	1417	23.0	4.2	114	2898	21.3	8.6	106
OUTDOOR IMPERATIVE		52785	5645	32.6	10.7	104	2610	36.2	4.9	115	1899	30.9	3.6	98	4585	33.7	8.7	107
RADIO IMPERATIVE		52882	5135	29.6	9.7	94	2259	31.4	4.3	99	1860	30.2	3.5	96	4349	32.0	8.2	101
OUTDOOR-TELEVISION: DUAL		32030	3297	19.0	10.3	100	1693	23.5	5.3	123	1323	21.5	4.1	113	2667	19.6	8.3	103
OUTDOOR IMPERATIVE		54626	6478	37.4	11.9	115	2610	36.2	4.8	111	2204	35.8	4.0	110	5200	38.3	9.5	117
TELEVISION IMPERATIVE		54874	4732	27.8	8.6	83	1932	26.8	3.5	82	1743	28.3	3.2	87	3798	27.9	6.9	85
RADIO-TELEVISION: DUAL		33386	3438	19.8	10.3	100	1582	22.0	4.7	110	1278	20.8	3.8	104	2870	21.1	8.6	106
RADIO IMPERATIVE		53810	6077	35.1	11.3	109	2312	32.1	4.3	100	2103	34.2	3.9	107	4708	34.6	8.7	108
TELEVISION IMPERATIVE		54023	4740	27.4	8.8	85	2097	29.1	3.9	90	1711	27.8	3.2	86	3729	27.4	6.9	85

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
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	TOTAL U.S. '000	NATURE VALLEY GRANOLA BARS A '000	B % DOWN	C % ACROSS	D INDX	NATURE VALLEY GRANOLA CLUSTERS A '000	B % DOWN	C % ACROSS	D INDX	NATURE VALLEY GRANOLA & FRUIT BARS A '000	B % DOWN	C % ACROSS	D INDX	QUAKER CHEWY GRANOLA BARS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	17324	100.0	10.3	100	7201	100.0	4.3	100	6155	100.0	3.7	100	13592	100.0	8.1	100
ATLANTIC MONTHLY	867	**151	0.9	17.4	169	**58	0.8	6.7	156	**21	0.3	2.4	66	**129	0.9	14.9	184
BARRON'S	1580	*181	1.0	11.5	111	**28	0.4	1.8	41	**41	0.7	2.6	71	**90	0.7	5.7	70
BETTER HOMES & GARDENS	22203	2639	15.2	11.9	115	1170	16.2	5.3	123	1168	19.0	5.3	143	2402	17.7	10.8	133
BON APPETIT	3810	415	2.4	10.9	105	*233	3.2	6.1	142	*152	2.5	4.0	109	288	2.1	7.6	93
BUSINESS WEEK	4663	576	3.3	12.4	120	*212	2.9	4.5	106	*142	2.3	3.0	83	289	2.1	6.2	76
CAR AND DRIVER	3102	313	1.8	10.1	98	**114	1.6	3.7	86	**91	1.5	2.9	80	*206	1.5	6.6	82
CBS MAGAZINE NETWORK (GROSS)	7311	1085	6.3	14.8	144	472	6.6	6.5	150	*255	4.1	3.5	95	662	4.9	9.1	112
CHANGING TIMES	3400	381	2.2	11.2	108	*112	1.6	3.3	77	*166	2.7	4.9	133	289	2.1	8.5	105
COLONIAL HOMES	1796	240	1.4	13.4	129	*158	2.2	8.8	205	*192	3.1	10.7	291	*185	1.4	10.3	127
CONDE NAST MAG. PKG. (GROSS)	19924	2748	15.9	13.8	134	1408	19.6	7.1	165	841	13.7	4.2	115	2349	17.3	11.8	145
CONSUMERS DIGEST	3125	328	1.9	10.5	102	*115	1.6	3.7	86	**118	1.9	3.8	103	263	1.9	8.4	104
COSMOPOLITAN	10577	1401	8.1	13.2	128	624	8.7	5.9	137	421	6.8	4.0	108	1255	9.2	11.9	146
COUNTRY LIVING	3746	529	3.1	14.1	137	*280	3.9	7.5	174	*282	4.6	7.5	205	497	3.7	13.3	164
CUISINE	2214	224	1.3	10.1	98	**67	0.9	3.0	70	*123	2.0	5.6	151	*146	1.1	6.6	81
CYCLE WORLD	2394	*331	1.9	13.8	134	**189	2.6	7.9	184	**142	2.3	5.9	162	*243	1.8	10.2	125
DCI:CREATIVE IDEAS FOR LIV	3068	278	1.6	9.1	88	**141	2.0	4.6	107	**101	1.6	3.3	90	*296	2.2	9.6	119
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	954	5.5	10.0	97	410	5.7	4.3	100	424	6.9	4.4	121	942	6.9	9.9	122
DISCOVER	2277	310	1.8	13.6	132	**98	1.4	4.3	100	*132	2.1	5.8	158	237	1.7	10.4	128
EBONY	7187	879	5.1	12.2	118	303	4.2	4.2	98	400	6.5	5.6	152	596	4.4	8.3	102
ESQUIRE	2560	394	2.3	15.4	149	**103	1.4	4.0	94	**60	1.0	2.3	64	*173	1.3	6.8	83
ESSENCE	3242	427	2.5	13.2	128	224	3.1	6.9	161	*209	3.4	6.4	176	344	2.5	10.6	131
FAMILY CIRCLE	19639	2323	13.4	11.8	115	1142	15.9	5.8	135	951	15.5	4.8	132	2111	15.5	10.7	133
THE FAMILY HANDYMAN	3540	522	3.0	14.7	143	*170	2.4	4.8	112	*176	2.9	5.0	135	359	2.6	10.1	125
FAMILY WEEKLY	23924	2410	13.9	10.1	98	994	13.8	4.2	97	762	12.4	3.2	87	2135	15.7	8.9	110
FIELD & STREAM	9883	1280	7.4	13.0	125	477	6.6	4.8	112	408	6.6	4.1	112	781	5.7	7.9	98
FOOD & WINE	1030	*126	0.7	12.2	118	**45	0.6	4.4	102	**20	0.3	1.9	53	**92	0.7	8.9	110
FORBES	2679	295	1.7	11.0	107	**74	1.0	2.8	64	**87	1.4	3.2	88	200	1.5	7.5	92
FORTUNE	2931	338	2.0	11.5	112	**91	1.3	3.1	72	**75	1.2	2.6	70	271	2.0	9.2	114
GENTLEMEN'S QUARTERLY	3481	319	1.8	9.2	89	**168	2.3	4.8	112	*140	2.3	4.0	110	*270	2.0	7.8	96
GLAMOUR	7163	1020	5.9	14.2	138	554	7.7	7.7	180	242	3.9	3.4	92	999	7.3	13.9	172
GOLF DIGEST	2355	212	1.2	9.0	87	**69	1.0	2.9	68	**51	0.8	2.2	59	198	1.5	8.4	104
GOLF DIGEST/TENNIS (GROSS)	3610	324	1.9	9.0	87	**109	1.5	3.0	70	*118	1.9	3.3	89	279	2.1	7.7	95
GOLF MAGAZINE	2046	*195	1.1	9.5	92	**114	1.6	5.6	130	**27	0.4	1.3	36	*129	0.9	6.3	78
GOLF MAGAZINE/SKI (GROSS)	3547	402	2.3	11.3	110	*189	2.6	5.3	124	**96	1.6	2.7	74	252	1.9	7.1	88
GOOD HOUSEKEEPING	20353	2454	14.2	12.1	117	1073	14.9	5.3	123	1086	17.6	5.3	145	2216	16.3	10.9	134
HARPER'S BAZAAR	3362	453	2.6	13.5	130	*286	4.0	8.5	198	**113	1.8	3.4	92	394	2.9	11.7	145
HEALTH	2987	425	2.5	14.2	138	*130	1.8	4.4	101	*153	2.5	5.1	140	*338	2.5	11.3	140
HEARST MAG CORP. BUY (GROSS)	67928	8771	50.6	12.9	125	4109	57.1	6.0	141	3559	57.8	5.2	143	7377	54.3	10.9	134
HEARST MAN POWER (GROSS)	11282	1432	8.3	12.7	123	823	11.4	7.3	170	552	9.0	4.9	133	1067	7.9	9.5	117
HEARST WOMAN POWER (GROSS)	40514	5178	29.9	12.8	124	2212	30.7	5.5	127	2108	34.2	5.2	142	4526	33.3	11.2	138
HOUSE BEAUTIFUL	4885	594	3.4	12.2	118	*252	3.5	5.2	120	*221	3.6	4.5	123	478	3.5	9.8	121
INC.	1308	**89	0.5	6.8	66	**78	1.1	6.0	139	**32	0.5	2.4	67	**43	0.3	3.3	41
JET	6498	633	3.7	9.7	94	365	5.1	5.6	131	245	4.0	3.8	103	514	3.8	7.9	98
LADIES' HOME JOURNAL	14797	1667	9.6	11.3	109	756	10.5	5.1	119	707	11.5	4.8	130	1657	12.2	11.2	138
LHJ FAMILY GRP COMBO(GROSS)	21743	2716	15.7	12.5	121	1251	17.4	5.8	134	1096	17.8	5.0	137	2433	17.9	11.2	138
LIFE	9881	1361	7.9	13.8	133	535	7.4	5.4	126	474	7.7	4.8	131	921	6.8	9.3	115
L.A. TIMES HOME MAGAZINE	2775	391	2.3	14.1	136	**58	0.8	2.1	49	**122	2.0	4.4	120	262	1.9	9.4	117
MADEMOISELLE	4219	566	3.3	13.4	130	358	5.0	8.5	198	*137	2.2	3.2	88	362	2.7	8.6	106
MC CALL'S	16422	2023	11.7	12.3	119	914	12.7	5.6	130	964	15.7	5.9	160	1707	12.6	10.4	128
MC CALL'S/WRK MOTHER (GROSS)	17919	2302	13.3	12.8	124	1009	14.0	5.6	131	1034	16.8	5.8	157	1849	13.6	10.3	127
MECHANIX ILLUSTRATED	4433	460	2.7	10.4	100	*153	2.1	3.5	80	*140	2.3	3.2	86	336	2.5	7.6	94
METROPOLITAN HOME	1504	*168	1.0	11.2	108	**74	1.0	4.9	115	**49	0.8	3.3	89	*158	1.2	10.5	130
MONEY	4723	563	3.2	11.9	115	*254	3.5	5.4	125	*213	3.5	4.5	123	395	2.9	8.4	103
MOTHER EARTH NEWS	2325	331	1.9	14.2	138	**62	0.9	2.7	62	**144	2.3	6.2	169	354	2.6	15.2	188
MS.	1189	*140	0.8	11.8	114	**103	1.4	8.7	202	**55	0.9	4.6	126	*144	1.1	12.1	149
NATIONAL ENQUIRER	18892	1974	11.4	10.4	101	729	10.1	3.9	90	654	10.6	3.5	94	1552	11.4	8.2	101
NATIONAL GEOGRAPHIC	22129	2764	16.0	12.5	121	967	13.4	4.4	102	1053	17.1	4.8	130	1973	14.5	8.9	110
NATIONAL SUNDAY MAGAZINE PKG	103750	11060	63.8	10.7	103	4511	62.6	4.3	101	3840	62.4	3.7	101	8851	65.1	8.5	105
NATURAL HISTORY	1379	**135	0.8	9.8	95	**91	1.3	6.6	154	**110	1.8	8.0	217	**64	0.5	4.6	57
NEW WOMAN	2289	389	2.2	17.0	165	*134	1.9	5.9	136	**89	1.4	3.9	106	*301	2.2	13.1	162
NEW YORK INCLUDING CUE	1088	**115	0.7	10.6	102	**64	0.9	5.9	137	**55	0.9	5.1	138	**96	0.7	8.8	109
THE NEW YORKER	2459	302	1.7	12.3	119	**125	1.7	5.1	118	**104	1.7	4.2	115	230	1.7	9.4	115
NEWSWEEK	16527	2290	13.2	13.9	134	825	11.5	5.0	116	659	10.7	4.0	109	1711	12.6	10.4	128
THE N.Y. TIMES DAILY EDITION	2739	246	1.4	9.0	87	**81	1.1	3.0	69	**85	1.4	3.1	85	170	1.3	6.2	77
THE N.Y. TIMES MAGAZINE	4443	407	2.3	9.2	89	*145	2.0	3.3	76	*135	2.2	3.0	83	276	2.0	6.2	77
OMNI	2799	461	2.7	16.5	159	**159	2.2	5.7	132	**83	1.3	3.0	81	353	2.6	12.6	156
ON CABLE	2209	*218	1.3	9.9	96	**78	1.1	3.5	82	**31	0.5	1.4	38	**109	0.8	4.9	61
1001 HOME IDEAS	3959	625	3.6	15.8	153	365	5.1	9.2	215	*236	3.8	6.0	162	438	3.2	11.1	137
ORGANIC GARDENING	3111	269	1.6	8.6	84	*139	1.9	4.5	104	*191	3.1	6.1	167	319	2.3	10.3	127
OUTDOOR LIFE	5024	689	4.0	13.7	133	*269	3.7	5.4	125	*203	3.3	4.0	110	400	2.9	8.0	98
PARADE MAGAZINE	51292	5543	32.0	10.8	105	2357	32.7	4.6	107	1888	30.7	3.7	100	4315	31.7	8.4	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	NATURE VALLEY GRANOLA BARS A '000	B % DOWN	C % ACROSS	D INDX	NATURE VALLEY GRANOLA CLUSTERS A '000	B % DOWN	C % ACROSS	D INDX	NATURE VALLEY GRANOLA & FRUIT BARS A '000	B % DOWN	C % ACROSS	D INDX	QUAKER CHEWY GRANOLA BARS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	17324	100.0	10.3	100	7201	100.0	4.3	100	6155	100.0	3.7	100	13592	100.0	8.1	100
PARENTS	5298	783	4.5	14.8	143	413	5.7	7.8	182	*236	3.8	4.5	121	802	5.9	15.1	187
PENTHOUSE	5129	541	3.1	10.5	102	*247	3.4	4.8	112	*184	3.0	3.6	98	334	2.5	6.5	80
PEOPLE	21070	2812	16.2	13.3	129	1228	17.1	5.8	136	991	16.1	4.7	128	2256	16.6	10.7	132
PLAYBOY	10562	1242	7.2	11.8	114	528	7.3	5.0	116	254	4.1	2.4	66	863	6.3	8.2	101
POPULAR HOT RODDING	2498	*243	1.4	9.7	94	*158	2.2	6.3	147	**92	1.5	3.7	100	*217	1.6	8.7	107
POPULAR MECHANICS	5887	726	4.2	12.3	119	415	5.8	7.0	164	336	5.5	5.7	156	591	4.3	10.0	124
POPULAR SCIENCE	4317	506	2.9	11.7	113	*262	3.6	6.1	141	*198	3.2	4.6	125	383	2.8	8.9	109
PREVENTION	5792	691	4.0	11.9	116	277	3.8	4.8	111	257	4.2	4.4	121	571	4.2	9.9	122
PSYCHOLOGY TODAY	3284	382	2.2	11.6	113	*186	2.6	5.7	132	**52	0.8	1.6	43	442	3.3	13.5	166
READER'S DIGEST	40046	4317	24.9	10.8	104	1739	24.1	4.3	101	1769	28.7	4.4	120	3698	27.2	9.2	114
REDBOOK	9584	1323	7.6	13.8	134	516	7.2	5.4	125	601	9.8	6.3	171	1055	7.8	11.0	136
ROAD & TRACK	2590	*414	2.4	16.0	155	**141	2.0	5.4	127	**38	0.6	1.5	40	*198	1.5	7.6	94
ROLLING STONE	3302	510	2.9	15.4	150	*235	3.3	7.1	166	**140	2.3	4.2	116	331	2.4	10.0	124
RUNNER'S WORLD	1229	**152	0.9	12.4	120	**95	1.3	7.7	180	**29	0.5	2.4	64	**127	0.9	10.3	128
SATURDAY EVENING POST	2110	217	1.3	10.3	100	**90	1.2	4.3	99	**41	0.7	1.9	53	*161	1.2	7.6	94
SCIENCE 84	1543	*214	1.2	13.9	134	**23	0.3	1.5	35	**95	1.5	6.2	168	*220	1.6	14.3	176
SCIENCE DIGEST	1747	*232	1.3	13.3	129	**145	2.0	8.3	193	**47	0.8	2.7	73	**195	1.4	11.2	138
SCIENTIFIC AMERICAN	1994	248	1.4	12.4	120	**95	1.3	4.8	111	**126	2.0	6.3	172	*222	1.6	11.1	137
SELF	3119	405	2.3	13.0	126	*218	3.0	7.0	163	*170	2.8	5.5	149	490	3.6	15.7	194
SEVENTEEN	3923	479	2.8	12.2	118	*285	4.0	7.3	169	*192	3.1	4.9	133	507	3.7	12.9	159
SKI	1501	*207	1.2	13.8	134	**75	1.0	5.0	116	**69	1.1	4.6	125	*123	0.9	8.2	101
SMITHSONIAN	5976	607	3.5	10.2	98	304	4.2	5.1	118	275	4.5	4.6	125	602	4.4	10.1	124
SOAP OPERA DIGEST	4228	542	3.1	12.8	124	*236	3.3	5.6	130	**165	2.7	3.9	106	*345	2.5	8.2	101
SOUTHERN LIVING	6488	676	3.9	10.4	101	*269	3.7	4.1	97	*323	5.2	5.0	136	646	4.8	10.0	123
SPORT	3500	454	2.6	13.0	126	*228	3.2	6.5	152	**158	2.6	4.5	123	286	2.1	8.2	101
THE SPORTING NEWS	2456	350	2.0	14.3	138	**121	1.7	4.9	115	**87	1.4	3.5	97	*177	1.3	7.2	89
SPORTS AFIELD	3648	474	2.7	13.0	126	*262	3.6	7.2	167	*169	2.7	4.6	126	280	2.1	7.7	95
SPORTS ILLUSTRATED	14484	1795	10.4	12.4	120	760	10.6	5.2	122	430	7.0	3.0	81	1229	9.0	8.5	105
STAR	12661	1311	7.6	10.4	100	463	6.4	3.7	85	366	5.9	2.9	79	964	7.1	7.6	94
SUNDAY	52799	5577	32.2	10.6	102	2433	33.8	4.6	107	2089	33.9	4.0	108	4239	31.2	8.0	99
SUNSET	3513	463	2.7	13.2	128	*219	3.0	6.2	145	*232	3.8	6.6	180	489	3.6	13.9	172
TV GUIDE	42766	4494	25.9	10.5	102	1971	27.4	4.6	107	1724	28.0	4.0	110	3778	27.8	8.8	109
TENNIS	1254	*112	0.6	8.9	86	**39	0.5	3.1	72	**67	1.1	5.3	146	**81	0.6	6.5	80
TIME	22054	2653	15.3	12.0	116	967	13.4	4.4	102	833	13.5	3.8	103	2009	14.8	9.1	112
TOWN & COUNTRY	1555	*259	1.5	16.7	161	**67	0.9	4.3	100	**68	1.1	4.4	119	*181	1.3	11.6	144
TRAVEL & LEISURE	2173	*148	0.9	6.8	66	**70	1.0	3.2	75	**66	1.1	3.0	83	*157	1.2	7.2	89
TRUE STORY	4636	498	2.9	10.7	104	*179	2.5	3.9	90	*174	2.8	3.8	102	301	2.2	6.5	80
U.S.NEWS & WORLD REPORT	10353	1341	7.7	13.0	125	548	7.6	5.3	123	437	7.1	4.2	115	772	5.7	7.5	92
USA TODAY	4994	556	3.2	11.1	108	230	3.2	4.6	107	*169	2.7	3.4	92	495	3.6	9.9	122
US	3528	438	2.5	12.4	120	*293	4.1	8.3	193	*189	3.1	5.4	146	356	2.6	10.1	125
VOGUE	5424	757	4.4	14.0	135	278	3.9	5.1	119	293	4.8	5.4	147	499	3.7	9.2	114
WALL STREET JOURNAL	6292	645	3.7	10.3	99	*193	2.7	3.1	71	208	3.4	3.3	90	575	4.2	9.1	113
WEIGHT WATCHERS	2762	223	1.3	8.1	78	*187	2.6	6.8	158	**91	1.5	3.3	90	242	1.8	8.8	108
WOMAN'S DAY	16320	1906	11.0	11.7	113	760	10.6	4.7	108	899	14.6	5.5	150	1805	13.3	11.1	136
WORKING MOTHER	1496	*279	1.6	18.6	181	**95	1.3	6.4	148	**70	1.1	4.7	128	**142	1.0	9.5	117
WORKING WOMAN	1851	332	1.9	17.9	174	**98	1.4	5.3	123	**172	2.8	9.3	253	*194	1.4	10.5	129
WORLD TENNIS	580	**54	0.3	9.3	90	**48	0.7	8.3	193	**17	0.3	2.9	80	**62	0.5	10.7	132
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1586	9.2	12.8	124	716	9.9	5.8	134	498	8.1	4.0	109	1197	8.8	9.6	119
BLAIR INSERTS	91671	9956	57.5	10.9	105	4130	57.4	4.5	105	3507	57.0	3.8	104	7894	58.1	8.6	106
DAILY NEWSPAPERS																	
READ ANY	109190	11328	65.4	10.4	100	4642	64.5	4.3	99	4081	66.3	3.7	102	8975	66.0	8.2	101
READ ONE	89587	9372	54.1	10.5	101	4007	55.6	4.5	104	3348	54.4	3.7	102	7433	54.7	8.3	102
READ TWO OR MORE	19602	1956	11.3	10.0	97	635	8.8	3.2	75	733	11.9	3.7	102	1542	11.3	7.9	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	11624	67.1	10.6	103	4824	67.0	4.4	102	4151	67.4	3.8	103	9272	68.2	8.5	104
READ ONE	95074	10025	57.9	10.5	102	4253	59.1	4.5	104	3693	60.0	3.9	106	7973	58.7	8.4	103
READ TWO OR MORE	14588	1598	9.2	11.0	106	571	7.9	3.9	91	458	7.4	3.1	86	1299	9.6	8.9	110
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	28.80	30.69				32.46				29.43				30.14			
30 DAY REACH	149706	15833	91.4	10.6	102	6480	90.0	4.3	101	5568	90.5	3.7	101	12507	92.0	8.4	103
50 SHMG - 30 DAY AV FREQ	15.16	15.93				16.87				15.45				16.12			
30 DAY REACH	142406	15273	88.2	10.7	104	6260	86.9	4.4	102	5310	86.3	3.7	102	11712	86.2	8.2	101
25 SHMG - 30 DAY AV FREQ	8.23	8.67				8.84				8.26				8.54			
30 DAY REACH	131152	14044	81.1	10.7	104	5990	83.2	4.6	106	4995	81.2	3.8	104	11041	81.2	8.4	104
CABLE TV: HOME WIRED	66479	7247	41.8	10.8	105	2817	39.1	4.2	98	2422	39.4	3.6	99	5661	41.6	8.5	104
HOME NOT WIRED	100648	10077	58.2	10.0	97	4384	60.9	4.3	101	3734	60.7	3.7	101	7932	58.4	7.9	97
HAVE PAY CABLE	35024	3856	22.3	11.0	107	1684	23.4	4.8	112	1347	21.9	3.8	105	3351	24.7	9.6	118

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
(ADULTS)

0356
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	TOTAL U.S. '000	NATURE VALLEY GRANOLA BARS A '000	B % DOWN	C % ACROSS	D INDX	NATURE VALLEY GRANOLA CLUSTERS A '000	B % DOWN	C % ACROSS	D INDX	NATURE VALLEY GRANOLA & FRUIT BARS A '000	B % DOWN	C % ACROSS	D INDX	QUAKER CHEWY GRANOLA BARS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	17324	100.0	10.3	100	7201	100.0	4.3	100	6155	100.0	3.7	100	13592	100.0	8.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	10660	61.5	11.1	108	4083	56.7	4.3	99	3300	53.6	3.5	94	8095	59.6	8.5	104
10:00 AM - 3:00 PM	63599	6917	39.9	10.9	105	3125	43.4	4.9	114	2757	44.8	4.3	118	5683	41.8	8.9	110
3:00 PM - 7:00 PM	72097	8419	48.6	11.7	113	3362	46.7	4.7	109	2606	42.3	3.6	98	6566	48.3	9.1	112
7:00 PM - MIDNIGHT	36670	4008	23.1	10.9	106	1817	25.2	5.0	115	1405	22.8	3.8	104	3208	23.6	8.7	108
MIDNIGHT - 6:00 AM	21908	2456	14.2	11.2	109	1082	15.0	4.9	115	708	11.5	3.2	88	1776	13.1	8.1	100
6:00 AM - MIDNIGHT	127571	14027	81.0	11.0	106	5840	81.1	4.6	107	4779	77.6	3.7	102	11030	81.2	8.6	107
ENTIRE DAY	129239	14223	82.1	11.0	107	5899	81.9	4.6	106	4828	78.4	3.7	102	11139	82.0	8.6	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3955	22.8	11.6	113	1714	23.8	5.0	117	1336	21.7	3.9	107	3107	22.9	9.1	113
ALL NEWS	6062	486	2.8	8.0	78	244	3.4	4.0	94	*237	3.9	3.9	107	541	4.0	8.9	110
AOR/PROGRESSIVE	11884	1565	9.0	13.2	127	779	10.8	6.6	153	458	7.4	3.9	105	1088	8.0	9.2	113
BEAUTIFUL MUSIC	11180	1352	7.8	12.1	117	508	7.1	4.5	106	450	7.3	4.0	110	900	6.6	8.1	99
BLACK	4538	447	2.6	9.9	95	*254	3.5	5.6	130	*199	3.2	4.4	119	401	3.0	8.8	109
CLASSICAL	3857	387	2.2	10.0	97	*107	1.5	2.8	65	*154	2.5	4.0	109	391	2.9	10.1	125
CHR/ROCK	21946	2618	15.1	11.9	115	1117	15.5	5.1	119	816	13.3	3.7	101	2064	15.2	9.4	116
COUNTRY	27262	2781	16.1	10.2	99	992	13.8	3.6	85	944	15.3	3.5	94	2343	17.2	8.6	106
GOLDEN OLDIES	3339	431	2.5	12.9	125	**172	2.4	5.2	120	**110	1.8	3.3	90	384	2.8	11.5	142
MOR/NOSTALGIA	10346	1009	5.8	9.8	94	474	6.6	4.6	107	463	7.5	4.5	122	922	6.8	8.9	110
NEWS/TALK	8929	941	5.4	10.5	102	319	4.4	3.6	83	340	5.5	3.8	104	802	5.9	9.0	111
RELIGIOUS	5488	595	3.4	10.8	105	*249	3.5	4.5	106	*307	5.0	5.6	152	543	4.0	9.9	122
SOFT ROCK	1232	**166	1.0	13.5	130	**111	1.5	9.0	210	**15	0.2	1.2	33	**116	0.9	9.4	116
URBAN CONTEMPORARY	3184	397	2.3	12.5	121	*178	2.5	5.6	130	**116	1.9	3.6	99	*257	1.9	8.1	100
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	703	4.1	10.2	98	*318	4.4	4.6	107	*210	3.4	3.0	83	623	4.6	9.0	111
ABC DIRECTION	5212	480	2.8	9.2	89	*181	2.5	3.5	81	*231	3.8	4.4	121	416	3.1	8.0	98
ABC ENTERTAINMENT	10385	1105	6.4	10.6	103	402	5.6	3.9	90	293	4.8	2.8	77	841	6.2	8.1	100
ABC FM	4762	571	3.3	12.0	116	327	4.5	6.9	160	*172	2.8	3.6	98	451	3.3	9.5	117
ABC INFORMATION	11339	1196	6.9	10.5	102	504	7.0	4.4	104	462	7.5	4.1	111	1061	7.8	9.4	115
ABC ROCK	4878	627	3.6	12.9	124	*285	4.0	5.8	136	*131	2.1	2.7	73	425	3.1	8.7	108
CBS	10709	1028	5.9	9.6	93	425	5.9	4.0	92	334	5.4	3.1	85	892	6.6	8.3	103
MUTUAL	10251	997	5.8	9.7	94	294	4.1	2.9	67	416	6.8	4.1	111	839	6.2	8.2	101
NBC	12243	1275	7.4	10.4	101	611	8.5	5.0	116	563	9.1	4.6	125	1131	8.3	9.2	114
RADIORADIO	4606	584	3.4	12.7	123	*176	2.4	3.8	89	*172	2.8	3.7	102	375	2.8	8.1	100
RKO ONE	5148	601	3.5	11.7	113	*224	3.1	4.4	101	*158	2.6	3.1	84	483	3.6	9.4	116
RKO TWO	7313	745	4.3	10.2	99	275	3.8	3.8	88	*185	3.0	2.5	69	635	4.7	8.7	107
THE SOURCE	5981	608	3.5	10.2	98	*200	2.8	3.3	78	**146	2.4	2.4	67	477	3.5	8.0	98
NON-HIRED : BLAIR	19329	2200	12.7	11.4	110	916	12.7	4.7	110	705	11.5	3.6	99	1698	12.5	8.8	108
INTERNET	27139	3260	18.8	12.0	116	1491	20.7	5.5	128	987	16.0	3.6	99	2712	20.0	10.0	123
KATZ RADIO GROUP	36319	4015	23.2	11.1	107	1731	24.0	4.8	111	1286	20.9	3.5	96	3067	22.6	8.4	104
SUPERNET	22361	2538	14.7	11.4	110	1174	16.3	5.3	122	933	15.2	4.2	114	2054	15.1	9.2	113
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1307	7.5	9.0	87	517	7.2	3.6	83	530	8.6	3.6	99	1062	7.8	7.3	90
MKDAY 9:00 AM - 1:00 PM	18688	1696	9.8	9.1	88	840	11.7	4.5	105	714	11.6	3.8	104	1465	10.8	7.8	97
MKDAY 1:00 PM - 4:30 PM	24061	2202	12.7	9.2	89	1064	14.8	4.4	103	895	14.5	3.7	101	1744	12.8	7.2	89
MKDAY 4:30 PM - 7:30 PM	44079	4129	23.8	9.4	91	1743	24.2	4.0	92	1610	26.2	3.7	100	3267	24.0	7.4	91
MKDAY 7:30 PM - 8:00 PM	61979	5713	33.0	9.2	89	2368	32.9	3.8	89	2276	37.0	3.7	100	4440	32.7	7.2	88
MKDAY 11:00 PM - 11:30 PM	49084	5060	29.2	10.3	100	2190	30.4	4.5	104	1910	31.0	3.9	106	4076	30.0	8.3	102
MKDAY 11:30 PM - 1:00 AM	16560	1730	10.0	10.4	101	757	10.5	4.6	106	679	11.0	4.1	112	1490	11.0	9.0	111
M-SAT 8-11 PM+SUN 7-11 PM	66967	6770	39.1	10.1	98	2863	39.8	4.3	100	2497	40.6	3.7	102	5362	39.4	8.0	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	949	5.5	10.2	99	474	6.6	5.1	119	357	5.8	3.9	105	835	6.1	9.0	111
ANOTHER WORLD N	6138	498	2.9	8.1	79	214	3.0	3.5	81	251	4.1	4.1	111	494	3.6	8.0	99
AS THE WORLD TURNS C	7707	651	3.8	8.4	82	271	3.8	3.5	82	280	4.5	3.6	99	437	3.2	5.7	70
CAPITOL C	4688	376	2.2	8.0	78	198	2.7	4.2	98	134	2.2	2.9	78	270	2.0	5.8	71
CBS MORN. NEWS 1 C	2792	259	1.5	9.3	90	*89	1.2	3.2	74	*158	2.6	5.7	154	136	1.0	4.9	60
CBS MORN. NEWS 2 C	2071	228	1.3	11.0	107	*59	0.8	2.8	66	*115	1.9	5.6	151	101	0.7	4.9	60
DAYS OF OUR LIVES N	8018	762	4.4	9.5	92	399	5.5	5.0	116	333	5.4	4.2	113	571	4.2	7.1	88
FACTS OF LIFE - DAYTIME N	3487	348	2.0	10.0	97	*120	1.7	3.4	80	*104	1.7	3.0	81	378	2.8	10.8	134
FAMILY FEUD A	4817	515	3.0	10.7	104	161	2.2	3.3	78	154	2.5	3.2	87	332	2.4	6.9	85
GENERAL HOSPITAL A	8333	748	4.3	9.0	87	409	5.7	4.9	114	367	6.0	4.4	120	577	4.2	6.9	85
GOOD MORNING, AMERICA-730 A	5472	495	2.9	9.0	88	192	2.7	3.5	82	131	2.1	2.4	65	407	3.0	7.4	92
GOOD MORNING, AMERICA-830 A	3965	302	1.7	7.6	74	131	1.8	3.3	77	99	1.6	2.5	68	293	2.2	7.4	91
GUIDING LIGHT C	7542	700	4.0	9.3	90	358	5.0	4.7	111	281	4.6	3.7	102	411	3.0	5.4	67
ONE LIFE TO LIVE A	6018	545	3.1	9.1	88	273	3.8	4.5	106	226	3.7	3.8	102	426	3.1	7.1	87
PRESS YOUR LUCK C	3589	318	1.8	8.9	86	153	2.1	4.3	99	*107	1.7	3.0	81	292	2.1	8.1	100
PRICE IS RIGHT 1 C	7418	646	3.7	8.7	84	254	3.5	3.4	80	290	4.7	3.9	107	453	3.3	6.1	75
PRICE IS RIGHT 2 C	8276	702	4.1	8.5	82	292	4.1	3.5	82	340	5.5	4.1	112	529	3.9	6.4	79
RYAN'S HOPE A	4358	480	2.8	11.0	107	246	3.4	5.6	131	171	2.8	3.9	107	428	3.1	9.8	121
SALE OF THE CENTURY N	3749	301	1.7	8.0	78	144	2.0	3.8	89	*132	2.1	3.5	96	422	3.1	11.3	139
SEARCH FOR TOMORROW N	2884	284	1.6	9.8	95	*108	1.5	3.7	87	*152	2.5	5.3	144	285	2.1	9.9	122
TODAY SHOW 1 N	4869	460	2.7	9.4	91	153	2.1	3.1	73	215	3.5	4.4	120	409	3.0	8.4	104
TODAY SHOW 2 N	4135	322	1.9	7.8	75	137	1.9	3.3	77	152	2.5	3.7	100	359	2.6	8.7	107
$25,000 PYRAMID C	4361	337	1.9	7.7	75	145	2.0	3.3	77	*113	1.8	2.6	71	271	2.0	6.2	77
WHEEL OF FORTUNE N	6187	616	3.6	10.0	96	219	3.0	3.5	82	262	4.3	4.2	115	496	3.6	8.0	99
YOUNG AND THE RESTLESS C	8186	710	4.1	8.7	84	432	6.0	5.3	123	258	4.2	3.2	86	395	2.9	4.8	60
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	398	2.3	8.4	82	181	2.5	3.8	89	169	2.7	3.6	97	359	2.6	7.6	94
NBA PLAYOFF GAME -1 C	5127	515	3.0	10.0	97	210	2.9	4.1	95	190	3.1	3.7	101	371	2.7	7.2	89
NBC MAJOR LEAGUE PRE-GAME N	3945	291	1.7	7.4	71	**156	2.2	4.0	92	*137	2.2	3.5	95	*243	1.8	6.2	76
SPORTSWORLD - SUN N	3370	252	1.5	7.5	72	*92	1.3	2.7	64	*111	1.8	3.3	90	237	1.7	7.0	87
SUNDAY MORNING C	4200	320	1.8	7.6	74	*180	2.5	4.3	100	*154	2.5	3.7	100	390	2.9	9.3	115

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NUTRITIONAL SNACKS & BARS-BRANDS EATEN
(ADULTS)

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		TOTAL U.S. '000	NATURE VALLEY GRANOLA BARS A '000	B % DOWN	C % ACROSS	D INDX	NATURE VALLEY GRANOLA CLUSTERS A '000	B % DOWN	C % ACROSS	D INDX	NATURE VALLEY GRANOLA & FRUIT BARS A '000	B % DOWN	C % ACROSS	D INDX	QUAKER CHEWY GRANOLA BARS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	17324	100.0	10.3	100	7201	100.0	4.3	100	6155	100.0	3.7	100	13592	100.0	8.1	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4967	28.7	9.5	92	1877	26.1	3.6	84	1835	29.8	3.5	96	3719	27.4	7.1	88
NETWORK AFFILIATES - LATE		39164	3975	22.9	10.1	98	1725	24.0	4.4	103	1467	23.8	3.7	102	3207	23.6	8.2	101
INDEPENDENTS - LATE		5133	609	3.5	11.9	115	166	2.3	3.2	75	252	4.1	4.9	134	495	3.6	9.6	119
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2199	12.7	9.6	93	969	13.5	4.2	99	895	14.5	3.9	107	1632	12.0	7.2	88
ABC MONDAY NIGHT MOVIE	A	11258	1234	7.1	11.0	106	498	6.9	4.4	103	413	6.7	3.7	100	932	6.9	8.3	102
ABC SUNDAY NIGHT MOVIE	A	23600	2486	14.4	10.5	102	1058	14.7	4.5	104	847	13.8	3.6	98	1886	13.9	8.0	99
ABC WORLD NEWS TONIGHT	A	12801	1148	6.6	9.0	87	537	7.5	4.2	98	354	5.8	2.8	75	933	6.9	7.3	90
AFTERMASH	C	10966	1044	6.0	9.5	92	366	5.1	3.3	78	415	6.7	3.8	103	850	6.3	7.8	96
ALICE	C	17050	1685	9.7	9.9	96	670	9.3	3.9	92	687	11.2	4.0	110	1334	9.8	7.8	97
AMERICAN PARADE	C	11998	973	5.6	8.1	79	422	5.9	3.5	82	405	6.6	3.4	92	759	5.6	6.3	78
BENSON	A	19258	1738	10.0	9.0	87	750	10.4	3.9	91	752	12.2	3.9	106	1530	11.3	7.9	98
BLUE THUNDER	A	11478	1166	6.7	10.2	98	536	7.4	4.7	109	407	6.6	3.5	97	870	6.4	7.6	94
CAGNEY & LACEY	C	18263	1867	10.8	10.2	99	789	11.0	4.3	101	701	11.4	3.8	105	1665	12.2	9.1	113
CBS EVENING NEWS-DEAN	C	7733	709	4.1	9.2	89	*274	3.8	3.5	83	*318	5.2	4.1	112	426	3.1	5.5	68
CBS EVENING NEWS-RATHER	C	15653	1458	8.4	9.3	90	462	6.4	3.0	69	726	11.8	4.6	126	1035	7.6	6.6	82
CBS SAT. NEWS-SCHIEFFER	C	8744	958	5.5	11.0	106	291	4.0	3.3	78	390	6.3	4.5	122	598	4.4	6.8	84
CBS SATURDAY NIGHT MOVIE	C	12000	1150	6.6	9.6	93	472	6.6	3.9	92	403	6.5	3.4	92	952	7.0	7.9	98
CBS WEDNESDAY NIGHT MOVIE	C	11522	1055	6.1	9.2	89	445	6.2	3.9	90	309	5.0	2.7	73	858	6.3	7.4	92
CHEERS	N	16818	2025	11.7	12.0	117	802	11.1	4.8	111	656	10.7	3.9	106	1655	12.2	9.8	121
DALLAS	C	37510	3455	19.9	9.2	89	1468	20.4	3.9	91	1515	24.6	4.0	110	2561	18.8	6.8	84
DIFF'RENT STROKES	N	11258	1166	6.7	10.4	100	502	7.0	4.5	104	467	7.6	4.1	113	786	5.8	7.0	86
DOUBLE TROUBLE	N	12248	1197	6.9	9.8	95	635	8.8	5.2	121	573	9.3	4.7	127	930	6.8	7.6	94
DUCK FACTORY	N	11100	1270	7.3	11.4	111	545	7.6	4.9	114	388	6.3	3.5	95	993	7.3	8.9	110
DUKES OF HAZZARD	C	12353	1055	6.1	8.5	83	547	7.6	4.4	103	385	6.3	3.1	85	680	5.0	5.5	68
DYNASTY	A	33279	3542	20.4	10.6	103	1472	20.4	4.4	103	1227	19.9	3.7	100	2762	20.3	8.3	102
FACTS OF LIFE	N	13410	1378	8.0	10.3	99	570	7.9	4.3	99	548	8.9	4.1	111	976	7.2	7.3	90
FALCON CREST	C	31093	3000	17.3	9.6	93	1364	18.9	4.4	102	1344	21.8	4.3	118	2155	15.9	6.9	86
FALL GUY	A	18649	1760	10.2	9.4	91	809	11.2	4.3	101	682	11.1	3.7	100	1418	10.4	7.6	94
FAMILY TIES	N	13101	1377	7.9	10.5	102	617	8.6	4.7	110	662	10.8	5.1	138	1170	8.6	8.9	110
FANTASY ISLAND	A	13069	1271	7.3	9.7	94	549	7.6	4.2	98	435	7.1	3.3	91	890	6.5	6.8	84
FOULUPS,BLEEPS & BLUNDERS	A	16588	1719	9.9	10.4	100	712	9.9	4.3	100	491	8.0	3.0	81	1192	8.8	7.2	89
FOUR SEASONS	C	9302	779	4.5	8.4	81	*254	3.5	2.7	64	*303	4.9	3.3	89	714	5.3	7.7	95
GIMME A BREAK	N	13955	1260	7.3	9.0	87	589	8.2	4.2	98	766	12.4	5.5	150	1099	8.1	7.9	97
HART TO HART	A	15735	1458	8.4	9.3	90	746	10.4	4.7	110	665	10.8	4.2	115	1306	9.6	8.3	102
HILL STREET BLUES	N	18257	1886	10.9	10.3	100	736	10.2	4.0	94	658	10.7	3.6	98	1601	11.8	8.8	108
HOTEL	A	24236	2314	13.4	9.5	92	928	12.9	3.8	89	792	12.9	3.3	89	1977	14.5	8.2	101
JEFFERSONS	C	17010	1604	9.3	9.4	91	649	9.0	3.8	89	554	9.0	3.3	89	1265	9.3	7.4	92
JENNIFER SLEPT HERE	N	9397	998	5.8	10.6	103	557	7.7	5.9	138	408	6.6	4.3	118	666	4.9	7.1	87
KATE & ALLIE	C	16762	1718	9.9	10.2	99	677	9.4	4.0	94	687	11.2	4.1	112	1497	11.0	8.9	110
KNIGHT RIDER	N	13164	1590	9.2	12.1	117	632	8.8	4.8	112	532	8.6	4.0	110	1111	8.2	8.4	104
LOVE BOAT	A	20400	2067	11.9	10.1	98	877	12.2	4.3	100	701	11.4	3.4	94	1396	10.3	6.8	84
MAGNUM PI	C	22543	2069	11.9	9.2	89	874	12.1	3.9	90	748	12.2	3.3	90	1624	11.9	7.2	89
MAMA'S FAMILY	N	9852	902	5.2	9.2	89	329	4.6	3.3	78	486	7.9	4.9	134	875	6.4	8.9	110
MASTER, THE	N	8082	824	4.8	10.2	99	256	3.6	3.2	74	278	4.5	3.4	94	626	4.6	7.7	96
MATT HOUSTON	A	12881	1370	7.9	10.6	103	738	10.2	5.7	133	470	7.6	3.6	99	1218	9.0	9.5	117
NBC MONDAY NIGHT MOVIE	N	23889	2422	14.0	10.1	98	1091	15.2	4.6	106	914	14.8	3.8	104	2076	15.3	8.7	107
NBC NIGHTLY NEWS	N	11156	1066	6.2	9.6	93	446	6.2	4.0	93	390	6.3	3.5	95	808	5.9	7.2	89
NBC NIGHTLY NEWS-SAT	N	7363	562	3.2	7.6	74	*233	3.2	3.2	74	*225	3.7	3.1	83	555	4.1	7.5	93
NBC NIGHTLY NEWS-SUN	N	6214	642	3.7	10.3	100	*298	4.1	4.8	112	*303	4.9	4.9	133	416	3.1	6.7	83
NBC SUNDAY NIGHT MOVIE	N	17590	1974	11.4	11.2	109	818	11.4	4.7	108	606	9.8	3.4	94	1605	11.8	9.1	113
NEWHART	C	16740	1585	9.1	9.5	92	706	9.8	4.2	98	720	11.7	4.3	117	1405	10.3	8.4	104
ONE DAY AT A TIME	C	11820	1240	7.2	10.5	102	512	7.1	4.3	101	445	7.2	3.8	103	837	6.2	7.1	87
PEOPLE ARE FUNNY	N	9138	806	4.7	8.8	85	277	3.8	3.0	71	397	6.5	4.3	118	735	5.4	8.0	99
REAL PEOPLE	N	15979	1271	7.3	8.0	77	574	8.0	3.6	84	506	8.2	3.2	86	888	6.5	5.6	69
REMINGTON STEELE	N	14395	1686	9.7	11.7	113	673	9.3	4.7	109	565	9.2	3.9	107	1379	10.1	9.6	118
RIPLEY'S BELIEVE IT - NOT	A	11362	1294	7.5	11.4	110	542	7.5	4.8	111	380	6.2	3.3	91	1022	7.5	9.0	111
RIPTIDE	N	13920	1467	8.5	10.5	102	605	8.4	4.3	101	534	8.7	3.8	105	1180	8.7	8.5	105
SCARECROW & MRS. KING	C	17571	1743	10.1	9.9	96	685	9.5	3.9	91	803	13.0	4.6	125	1514	11.1	8.6	106
SIMON & SIMON	C	20208	1773	10.2	8.8	85	747	10.4	3.7	86	636	10.3	3.1	86	1471	10.8	7.3	90
60 MINUTES	C	27668	2751	15.9	9.9	96	1002	13.9	3.6	84	1215	19.7	4.4	120	2024	14.9	7.3	90
ST. ELSEWHERE	N	13699	1549	8.9	11.3	109	654	9.1	4.8	111	592	9.6	4.3	118	1359	10.0	9.9	122
THREE'S COMPANY	A	20632	2071	12.0	10.0	97	819	11.4	4.0	92	825	13.4	4.0	109	1807	13.3	8.8	108
T.J. HOOKER	A	17136	1451	8.4	8.5	82	697	9.7	4.1	95	609	9.9	3.6	97	1262	9.3	7.4	91
TONIGHT SHOW	N	4963	524	3.0	10.6	102	213	3.0	4.3	100	235	3.8	4.7	129	479	3.5	9.7	119
TRAPPER JOHN, M.D.	C	16332	1688	9.7	10.3	100	618	8.6	3.8	88	702	11.4	4.3	117	1218	9.0	7.5	92
TV BLOOPERS & PRAC. JOKES	N	18881	1854	10.7	9.8	95	829	11.5	4.4	102	727	11.8	3.9	105	1320	9.7	7.0	86
20/20	A	18315	1971	11.4	10.8	104	729	10.1	4.0	93	711	11.6	3.9	106	1639	12.1	8.9	110
WEBSTER	A	18722	1725	10.0	9.2	89	785	10.9	4.2	98	782	12.7	4.2	114	1495	11.0	8.0	99
WORLD NEWS - SUN	A	5327	384	2.2	7.2	70	*173	2.4	3.2	76	**108	1.8	2.0	55	441	3.2	8.3	102
YELLOW ROSE	N	8370	842	4.9	10.1	97	438	6.1	5.2	122	364	5.9	4.3	119	694	5.1	8.3	102
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2848	16.4	11.0	107	1016	14.1	3.9	92	871	14.2	3.4	92	2029	14.9	7.8	97
BASKETBALL - COLLEGE GAMES		14468	1883	10.9	13.0	126	829	11.5	5.7	133	*414	6.7	2.9	78	1245	9.2	8.6	106
BASKETBALL - PRO GAMES		12124	1646	9.5	13.6	131	696	9.7	5.7	134	*420	6.8	3.5	94	1166	8.6	9.6	119
BOWLING		9412	1226	7.1	13.0	126	565	7.8	6.0	140	*307	5.0	3.3	89	782	5.8	8.3	103
BOXING		15409	1828	10.6	11.9	115	625	8.7	4.1	94	*487	7.9	3.2	86	1232	9.1	8.0	99
FOOTBALL - COLLEGE GAMES		21400	2466	14.2	11.5	112	1131	15.7	5.3	123	713	11.6	3.3	91	2068	15.2	9.7	119
FOOTBALL - PRO GAMES		35944	4286	24.7	11.9	115	1644	22.8	4.6	107	1307	21.2	3.6	99	3110	22.9	8.7	107
GOLF		9759	995	5.7	10.2	99	*495	6.9	5.1	118	**298	4.8	3.1	83	627	4.6	6.4	79
POST-SEASON COLL. FOOTBALL		18123	2536	14.6	14.0	135	1270	17.6	7.0	163	772	12.5	4.3	116	1584	11.7	8.7	108
POST-SEASON PRO FOOTBALL		22091	2808	16.2	12.7	123	1335	18.5	6.0	141	828	13.5	3.7	102	2088	15.4	9.5	117
TENNIS		6764	1040	6.0	15.4	149	*375	5.2	5.5	129	*325	5.3	4.8	131	785	5.8	11.6	143
WRESTLING - PROFESSIONAL		9695	1194	6.9	12.3	119	*435	6.0	4.5	105	*340	5.5	3.5	96	753	5.5	7.8	96

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	'000	%	UNWEIGHTED
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?			
YES	70014	86.5	8040
NO	10972	13.5	1395

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
1B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
SALTINES	60883	75.2	14108	17.4	43010	53.1	3765	4.6	6848
BUTTER FLAVORED CRACKERS	15702	19.4	1068	1.3	8875	11.0	5758	7.1	1843
CHEESE FLAVORED CRACKERS	21574	26.6	1052	1.3	11353	14.0	9170	11.3	2413
OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.)	25482	31.5	1122	1.4	13274	16.4	11086	13.7	2857
GRAHAM CRACKERS	39379	48.6	1743	2.2	23541	29.1	14095	17.4	4455
DO NOT KNOW	780	1.0							84
1C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
KEEBLER	26447	32.7	2853	3.5	17428	21.5	6166	7.6	3085
NABISCO	46359	57.2	9606	11.9	29854	36.9	6899	8.5	5234
RITZ	27329	33.7	1745	2.2	18155	22.4	7428	9.2	3026
RY-KRISP	6080	7.5	710	.9	3002	3.7	2367	2.9	691
SUNSHINE	19777	24.4	2766	3.4	11769	14.5	5242	6.5	2211
TOWNHOUSE	18521	22.9	909	1.1	11198	13.8	6414	7.9	2119
OTHER BRANDS	17243	21.3	4515	5.6	7629	9.4	5099	6.3	1931
DO NOT KNOW	630	.8							93

		'000	%	UNWEIGHTED
1D. ABOUT HOW MANY BOXES OF SALTINES, FLAVORED SNACK CRACKERS, OR GRAHAM CRACKERS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	793	1.0	94
7 - 9	H	1494	1.8	165
4 - 6	H	7256	9.0	734
3	H	10774	13.3	1141
2	M	16964	20.9	1930
1	M	18018	22.2	2081
LESS THAN 1	L	13045	16.1	1678
NONE	L	1671	2.1	217

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0360
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE TO TWO A '000	MEDIUM USERS ONE TO TWO B % DOWN	MEDIUM USERS ONE TO TWO C % ACROSS	MEDIUM USERS ONE TO TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70014	100.0	86.5	100	20317	100.0	25.1	100	34982	100.0	43.2	100	14716	100.0	18.2	100
18 - 24	9282	7630	10.9	82.2	95	1890	9.3	20.4	81	3997	11.4	43.1	100	1743	11.8	18.8	103
25 - 34	19072	16774	24.0	88.0	102	4715	23.2	24.7	99	8469	24.2	44.4	103	3590	24.4	18.8	104
35 - 44	14591	12905	18.4	88.4	102	4879	24.0	33.4	133	6236	17.8	42.7	99	1797	12.2	12.3	68
45 - 54	11345	9895	14.1	87.2	101	2971	14.6	26.2	104	5074	14.5	44.7	104	1850	12.6	16.3	90
55 - 64	11635	10281	14.7	88.4	102	3001	14.8	25.8	103	5000	14.3	43.0	99	2280	15.5	19.6	108
65 OR OLDER	15061	12529	17.9	83.2	96	2867	14.1	19.0	76	6207	17.7	41.2	95	3456	23.5	22.9	126
18 - 34	28354	24404	34.9	86.1	100	6605	32.5	23.3	93	12466	35.6	44.0	102	5333	36.2	18.8	104
18 - 49	48339	41937	59.9	86.8	100	12860	63.3	26.6	106	21085	60.3	43.6	101	7992	54.3	16.5	91
25 - 54	45008	39574	56.5	87.9	102	12559	61.8	27.9	111	19778	56.5	43.9	102	7237	49.2	16.1	88
35 - 49	19985	17533	25.0	87.7	101	6255	30.8	31.3	125	8619	24.6	43.1	100	2659	18.1	13.3	73
50 OR OLDER	32647	28077	40.1	86.0	99	7456	36.7	22.8	91	13897	39.7	42.6	99	6724	45.7	20.6	113
GRADUATED COLLEGE	11155	9472	13.5	84.9	98	2946	14.5	26.4	105	4592	13.1	41.2	95	1934	13.1	17.3	95
ATTENDED COLLEGE	13682	12199	17.4	89.2	103	3494	17.2	25.5	102	5992	17.1	43.8	101	2713	18.4	19.8	109
GRADUATED HIGH SCHOOL	33880	29715	42.4	87.7	101	8945	44.0	26.4	105	14860	42.5	43.9	102	5910	40.2	17.4	96
DID NOT GRADUATE HIGH SCHOOL	22270	18628	26.6	83.6	97	4931	24.3	22.1	88	9538	27.3	42.8	99	4159	28.3	18.7	103
EMPLOYED	40306	35189	50.3	87.3	101	10109	49.8	25.1	100	17796	50.9	44.2	102	7284	49.5	18.1	99
EMPLOYED FULL-TIME	32850	28698	41.0	87.4	101	7990	39.3	24.3	97	14780	42.3	45.0	104	5928	40.3	18.0	99
EMPLOYED PART-TIME	7456	6491	9.3	87.1	101	2119	10.4	28.4	113	3016	8.6	40.5	94	1356	9.2	18.2	100
NOT EMPLOYED	40680	34825	49.7	85.6	99	10207	50.2	25.1	100	17186	49.1	42.2	98	7432	50.5	18.3	101
PROFESSIONAL/MANAGER	10392	9054	12.9	87.1	101	2404	11.8	23.1	92	4610	13.2	44.4	103	2041	13.9	19.6	108
TECH/CLERICAL/SALES	17574	15580	22.3	88.7	103	4420	21.8	25.2	100	7728	22.1	44.0	102	3432	23.3	19.5	107
PRECISION/CRAFT	985	906	1.3	92.0	106	**296	1.5	30.1	120	*406	1.2	41.2	95	**205	1.4	20.8	115
OTHER EMPLOYED	11354	9648	13.8	85.0	98	2989	14.7	26.3	105	5052	14.4	44.5	103	1607	10.9	14.2	78
SINGLE	9863	8004	11.4	81.2	94	1991	9.8	20.2	80	3919	11.2	39.7	92	2095	14.2	21.2	117
MARRIED	51375	45496	65.0	88.6	102	14342	70.6	27.9	111	22804	65.2	44.4	103	8349	56.7	16.3	89
DIVORCED/SEPARATED/WIDOWED	19748	16515	23.6	83.6	97	3983	19.6	20.2	80	8259	23.6	41.8	97	4272	29.0	21.6	119
PARENTS	32590	28877	41.2	88.6	102	10299	50.7	31.6	126	14246	40.7	43.7	101	4332	29.4	13.3	73
WHITE	70416	61548	87.9	87.4	101	18033	88.8	25.6	102	30460	87.1	43.3	100	13056	88.7	18.5	102
BLACK	8778	7100	10.1	80.9	94	1983	9.8	22.6	90	3879	11.1	44.2	102	1238	8.4	14.1	78
OTHER	1791	1366	2.0	76.3	88	**301	1.5	16.8	67	*643	1.8	35.9	83	**423	2.9	23.6	130
NORTHEAST-CENSUS	17786	14813	21.2	83.3	96	4968	24.5	27.9	111	7017	20.1	39.5	91	2828	19.2	15.9	88
NORTH CENTRAL	20741	18806	26.9	90.7	105	5707	28.1	27.5	110	9144	26.1	44.1	102	3955	26.9	19.1	105
SOUTH	27775	24020	34.3	86.5	100	6650	32.7	23.9	95	12603	36.0	45.4	105	4767	32.4	17.2	94
WEST	14683	12376	17.7	84.3	97	2991	14.7	20.4	81	6218	17.8	42.3	98	3167	21.5	21.6	119
NORTHEAST-MKTG.	17961	14939	21.3	83.2	96	4922	24.2	27.4	109	7224	20.7	40.2	93	2793	19.0	15.6	86
EAST CENTRAL	11885	10548	15.1	88.8	103	3601	17.7	30.3	121	4942	14.1	41.6	96	2005	13.6	16.9	93
WEST CENTRAL	14090	12807	18.3	90.9	105	3498	17.2	24.8	99	6413	18.3	45.5	105	2896	19.7	20.6	113
SOUTH	24081	21000	30.0	87.2	101	5665	27.9	23.5	94	10972	31.4	45.6	105	4363	29.6	18.1	100
PACIFIC	12969	10720	15.3	82.7	96	2630	12.9	20.3	81	5431	15.5	41.9	97	2659	18.1	20.5	113
COUNTY SIZE A	32439	27141	38.8	83.7	97	7537	37.1	23.2	93	13975	39.9	43.1	100	5629	38.3	17.4	95
COUNTY SIZE B	24915	21660	30.9	86.9	101	6977	34.3	28.0	112	10266	29.3	41.2	95	4418	30.0	17.7	98
COUNTY SIZE C	12930	11604	16.6	89.7	104	3104	15.3	24.0	96	5684	16.2	44.0	102	2817	19.1	21.8	120
COUNTY SIZE D	10703	9609	13.7	89.8	104	2699	13.3	25.2	101	5057	14.5	47.2	109	1852	12.6	17.3	95
METRO CENTRAL CITY	24518	20002	28.6	81.6	94	5773	28.4	23.5	94	10353	29.6	42.2	98	3876	26.3	15.8	87
METRO SUBURBAN	35919	31671	45.2	88.2	102	9188	45.2	25.6	102	15576	44.5	43.4	100	6906	46.9	19.2	106
NON METRO	20549	18342	26.2	89.3	103	5355	26.4	26.1	104	9053	25.9	44.1	102	3934	26.7	19.1	105
TOP 5 ADI'S	18341	14719	21.0	80.3	93	4451	21.9	24.3	97	7305	20.9	39.8	92	2963	20.1	16.2	89
TOP 10 ADI'S	25378	20980	30.0	82.7	96	5937	29.2	23.4	93	10675	30.5	42.1	97	4368	29.7	17.2	95
TOP 20 ADI'S	36488	30682	43.8	84.1	97	8580	42.2	23.5	94	15661	44.8	42.9	99	6441	43.8	17.7	97
HSHLD INC. $50,000 OR MORE	6612	5931	8.5	89.7	104	1991	9.8	30.1	120	2882	8.2	43.6	101	1057	7.2	16.0	88
$40,000 OR MORE	12659	11251	16.1	88.9	103	3656	18.0	28.9	115	5594	16.0	44.2	102	2001	13.6	15.8	87
$30,000 OR MORE	24698	21838	31.2	88.4	102	7012	34.5	28.4	113	10858	31.0	44.0	102	3968	27.0	16.1	88
$25,000 OR MORE	32077	28560	40.8	89.0	103	9221	45.4	28.7	115	14261	40.8	44.5	103	5079	34.5	15.8	87
$20,000 - $24,999	9144	7911	11.3	86.5	100	2486	12.2	27.2	108	3812	10.9	41.7	97	1613	11.0	17.6	97
$15,000 - $19,999	8728	7399	10.6	84.8	98	2210	10.9	25.3	101	3752	10.7	43.0	100	1437	9.8	16.5	91
$10,000 - $14,999	12562	10913	15.6	86.9	100	2865	14.1	22.8	91	5617	16.1	44.7	104	2432	16.5	19.4	107
UNDER $10,000	18475	15231	21.8	82.4	95	3536	17.4	19.1	76	7540	21.6	40.8	94	4155	28.2	22.5	124
HOUSEHOLD OF 1 PERSON	11987	9680	13.8	80.8	93	1482	7.3	12.4	49	4590	13.1	38.3	89	3608	24.5	30.1	166
2 PEOPLE	26577	22913	32.7	86.2	100	5156	25.4	19.4	77	12179	34.8	45.8	106	5579	37.9	21.0	116
3 OR 4 PEOPLE	30617	26792	38.3	87.5	101	8902	43.8	29.1	116	13332	38.1	43.5	101	4559	31.0	14.9	82
5 OR MORE PEOPLE	11804	10629	15.2	90.0	104	4777	23.5	40.5	161	4881	14.0	41.4	96	971	6.6	8.2	45
NO CHILD IN HSHLD	46165	39217	56.0	84.9	98	9252	45.6	20.1	80	19812	56.6	42.9	99	10147	69.0	22.0	121
CHILD(REN) UNDER 2 YRS	5325	4645	6.6	87.2	101	1541	7.6	28.9	115	2089	6.0	39.2	91	1015	6.9	19.1	105
2 - 5 YEARS	14221	12609	18.0	88.7	103	4295	21.1	30.2	120	6464	18.5	45.5	105	1850	12.6	13.0	72
6 - 11 YEARS	15117	13355	19.1	88.3	102	5227	25.7	34.6	138	6508	18.6	43.1	100	1620	11.0	10.7	59
12 - 17 YEARS	16611	14742	21.1	88.7	103	5703	28.1	34.3	137	7216	20.6	43.4	101	1823	12.4	11.0	60
RESIDENCE OWNED	55884	49686	71.0	88.9	103	15477	76.2	27.7	110	24507	70.1	43.9	102	9702	65.9	17.4	96
VALUE: $50,000 OR MORE	31744	27993	40.0	88.2	102	8918	43.9	28.1	112	13729	39.2	43.2	100	5346	36.3	16.8	93
VALUE: UNDER $50,000	24140	21692	31.0	89.9	104	6559	32.3	27.2	108	10778	30.8	44.6	103	4355	29.6	18.0	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0361
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE TO TWO A '000	MEDIUM USERS ONE TO TWO B % DOWN	MEDIUM USERS ONE TO TWO C % ACROSS	MEDIUM USERS ONE TO TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	70014	100.0	86.5	100	20317	100.0	25.1	100	34982	100.0	43.2	100	14716	100.0	18.2	100
MAGAZINES	QUINTILE 1	15799	14152	20.2	89.6	104	4530	22.3	28.7	114	7118	20.3	45.1	104	2504	17.0	15.8	87
	QUINTILE 2	17259	15281	21.8	88.5	102	4879	24.0	28.3	113	7201	20.6	41.7	97	3201	21.8	18.5	102
	QUINTILE 3	13545	11793	16.8	87.1	101	3484	17.1	25.7	103	5977	17.1	44.1	102	2332	15.8	17.2	95
	QUINTILE 4	15133	12808	18.3	84.6	98	3471	17.1	22.9	91	6693	19.1	44.2	102	2645	18.0	17.5	96
	QUINTILE 5	19250	15980	22.8	83.0	96	3953	19.5	20.5	82	7993	22.8	41.5	96	4034	27.4	21.0	115
NEWSPAPERS	QUINTILE 1	12413	11146	15.9	89.8	104	3701	18.2	29.8	119	5480	15.7	44.1	102	1965	13.4	15.8	87
	QUINTILE 2	24116	21306	30.4	88.3	102	6560	32.3	27.2	108	10635	30.4	44.1	102	4111	27.9	17.0	94
	QUINTILE 3	11261	9668	13.8	85.9	99	2819	13.9	25.0	100	4772	13.6	42.4	98	2077	14.1	18.4	102
	QUINTILE 4	20255	17221	24.6	85.0	98	4557	22.4	22.5	90	8664	24.8	42.8	99	4000	27.2	19.7	109
	QUINTILE 5	12940	10673	15.2	82.5	95	2680	13.2	20.7	83	5430	15.5	42.0	97	2563	17.4	19.8	109
OUTDOOR	QUINTILE 1	14852	12970	18.5	87.3	101	3534	17.4	23.8	95	6461	18.5	43.5	101	2976	20.2	20.0	110
	QUINTILE 2	15725	13481	19.3	85.7	99	4132	20.3	26.3	105	6718	19.2	42.7	99	2630	17.9	16.7	92
	QUINTILE 3	16330	14321	20.5	87.7	101	4403	21.7	27.0	107	7008	20.0	42.9	99	2910	19.8	17.8	98
	QUINTILE 4	16744	14283	20.4	85.3	99	4239	20.9	25.3	101	7096	20.3	42.4	98	2949	20.0	17.6	97
	QUINTILE 5	17334	14960	21.4	86.3	100	4009	19.7	23.1	92	7699	22.0	44.4	103	3252	22.1	18.8	103
RADIO-DRIVE TIME	QUINTILE 1	15911	14132	20.2	88.8	103	4324	21.3	27.2	108	7152	20.4	45.0	104	2656	18.0	16.7	92
	QUINTILE 2	14837	12971	18.5	87.4	101	4081	20.1	27.5	110	6513	18.6	43.9	102	2377	16.2	16.0	88
	QUINTILE 3	15339	13193	18.8	86.0	99	3707	18.2	24.2	96	6718	19.2	43.8	101	2768	18.8	18.0	99
	QUINTILE 4	16723	14584	20.8	87.2	101	4087	20.1	24.4	97	7311	20.9	43.7	101	3186	21.6	19.1	105
	QUINTILE 5	18176	15136	21.6	83.3	96	4119	20.3	22.7	90	7289	20.8	40.1	93	3728	25.3	20.5	113
RADIO-MID-DAY	TERCILE 1	21020	18576	26.5	88.4	102	5823	28.7	27.7	110	9058	25.9	43.1	100	3695	25.1	17.6	97
	TERCILE 2	21610	19029	27.2	88.1	102	5730	28.2	26.5	106	9811	28.0	45.4	105	3489	23.7	16.1	89
	TERCILE 3	38355	32409	46.3	84.5	98	8764	43.1	22.8	91	16113	46.1	42.0	97	7532	51.2	19.6	108
RADIO-TOTAL	QUINTILE 1	15988	14229	20.3	89.0	103	4457	21.9	27.9	111	6991	20.0	43.7	101	2781	18.9	17.4	96
	QUINTILE 2	15626	13569	19.4	86.8	100	3993	19.7	25.6	102	7191	20.6	46.0	107	2386	16.2	15.3	84
	QUINTILE 3	16723	14533	20.8	86.9	101	4621	22.7	27.6	110	7007	20.0	41.9	97	2906	19.7	17.4	96
	QUINTILE 4	16342	14175	20.2	86.7	100	3714	18.3	22.7	91	7237	20.7	44.3	103	3224	21.9	19.7	109
	QUINTILE 5	16306	13508	19.3	82.8	96	3532	17.4	21.7	86	6556	18.7	40.2	93	3419	23.2	21.0	115
TV-PRIME TIME	QUINTILE 1	15953	13724	19.6	86.0	100	4028	19.8	25.2	101	7064	20.2	44.3	103	2632	17.9	16.5	91
	QUINTILE 2	16137	14165	20.2	87.8	102	4202	20.7	26.0	104	7064	20.2	43.8	101	2899	19.7	18.0	99
	QUINTILE 3	16420	14171	20.2	86.3	100	4325	21.3	26.3	105	6746	19.3	41.1	95	3100	21.1	18.9	104
	QUINTILE 4	16687	14386	20.5	86.2	100	4217	20.8	25.3	101	7336	21.0	44.0	102	2833	19.3	17.0	93
	QUINTILE 5	15789	13569	19.4	85.9	99	3545	17.4	22.5	89	6773	19.4	42.9	99	3252	22.1	20.6	113
TV-DAYTIME	TERCILE 1	27736	23907	34.1	86.2	100	6969	34.3	25.1	100	11786	33.7	42.5	98	5153	35.0	18.6	102
	TERCILE 2	26489	23123	33.0	87.3	101	7088	34.9	26.8	107	11426	32.7	43.1	100	4609	31.3	17.4	96
	TERCILE 3	26761	22985	32.8	85.9	99	6260	30.8	23.4	93	11770	33.6	44.0	102	4955	33.7	18.5	102
TV-TOTAL	QUINTILE 1	16345	14026	20.0	85.8	99	4190	20.6	25.6	102	6930	19.8	42.4	98	2905	19.7	17.8	98
	QUINTILE 2	16447	14390	20.6	87.5	101	4276	21.0	26.0	104	7052	20.2	42.9	99	3061	20.8	18.6	102
	QUINTILE 3	15980	13878	19.8	86.8	100	3938	19.4	24.6	98	7195	20.6	45.0	104	2746	18.7	17.2	95
	QUINTILE 4	15887	13602	19.4	85.6	99	4102	20.2	25.8	103	6566	18.8	41.3	96	2935	19.9	18.5	102
	QUINTILE 5	16326	14119	20.2	86.5	100	3810	18.8	23.3	93	7240	20.7	44.3	103	3069	20.9	18.8	103
MAGAZINES-NEWSPAPERS: DUAL		20721	18595	26.6	89.7	104	6083	29.9	29.4	117	8991	25.7	43.4	100	3520	23.9	17.0	93
MAGAZINE IMPERATIVE		19186	16683	23.8	87.0	101	4781	23.5	24.9	99	8392	24.0	43.7	101	3510	23.9	18.3	101
NEWSPAPER IMPERATIVE		21899	19042	27.2	87.0	101	5671	27.9	25.9	103	9560	27.3	43.7	101	3811	25.9	17.4	96
MAGAZINES-OUTDOOR: DUAL		15451	13747	19.6	89.0	103	4132	20.3	26.7	107	6869	19.6	44.5	103	2746	18.7	17.8	98
MAGAZINE IMPERATIVE		25953	22927	32.7	88.3	102	7283	35.8	28.1	112	11250	32.2	43.3	100	4394	29.9	16.9	93
OUTDOOR IMPERATIVE		24400	20731	29.6	85.0	98	5743	28.3	23.5	94	10289	29.4	42.2	98	4700	31.9	19.3	106
MAGAZINES-RADIO: DUAL		18049	16021	22.9	88.8	103	5560	27.4	30.8	123	7636	21.8	42.3	98	2826	19.2	15.7	86
MAGAZINE IMPERATIVE		23571	20673	29.5	87.7	101	6032	29.7	25.6	102	10224	29.2	43.4	100	4417	30.0	18.7	103
RADIO IMPERATIVE		23278	20073	28.7	86.2	100	5560	27.4	23.9	95	10461	29.9	44.9	104	4052	27.5	17.4	96
MAGAZINES-TELEVISION: DUAL		15459	13703	19.6	88.6	103	4305	21.2	27.8	111	6529	18.7	42.2	98	2869	19.5	18.6	102
MAGAZINE IMPERATIVE		25829	22776	32.5	88.2	102	7257	35.7	28.1	112	11311	32.3	43.8	101	4209	28.6	16.3	90
TELEVISION IMPERATIVE		26039	22041	31.5	84.6	98	6038	29.7	23.2	92	11246	32.1	43.2	100	4756	32.3	18.3	101
NEWSPAPERS-OUTDOOR: DUAL		16605	14534	20.8	87.5	101	4599	22.6	27.7	110	7100	20.3	42.8	99	2835	19.3	17.1	94
NEWSPAPER IMPERATIVE		26834	23784	34.0	88.6	103	7306	36.0	27.2	109	11988	34.3	44.7	103	4489	30.5	16.7	92
OUTDOOR IMPERATIVE		23346	19884	28.4	85.2	99	5375	26.5	23.0	92	9936	28.4	42.6	99	4573	31.1	19.6	108
NEWSPAPERS-RADIO: DUAL		17133	15327	21.9	89.5	103	5054	24.9	29.5	118	7447	21.3	43.5	101	2827	19.2	16.5	91
NEWSPAPER IMPERATIVE		25892	22644	32.3	87.5	101	6837	33.7	26.4	105	11264	32.2	43.5	101	4543	30.9	17.5	97
RADIO IMPERATIVE		23167	19952	28.5	86.1	100	5695	28.0	24.6	98	10334	29.5	44.6	103	3923	26.7	16.9	93
NEWSPAPERS-TELEVISION: DUAL		17159	15210	21.7	88.6	103	4968	24.5	29.0	115	7375	21.1	43.0	100	2867	19.5	16.7	92
NEWSPAPER IMPERATIVE		26214	23073	33.0	88.0	102	6966	34.3	26.6	106	11650	33.3	44.4	103	4457	30.3	17.0	94
TELEVISION IMPERATIVE		23412	19747	28.2	84.3	98	5315	26.2	22.7	90	9886	28.3	42.2	98	4546	30.9	19.4	107
OUTDOOR-RADIO: DUAL		15303	13616	19.4	89.0	103	4093	20.1	26.7	107	6888	19.7	45.0	104	2635	17.9	17.2	95
OUTDOOR IMPERATIVE		24901	21204	30.3	85.2	98	6093	30.0	24.5	98	10325	29.5	41.5	96	4786	32.5	19.2	106
RADIO IMPERATIVE		26492	23147	33.1	87.4	101	7237	35.6	27.3	109	11508	32.9	43.4	101	4402	29.9	16.6	91
OUTDOOR-TELEVISION: DUAL		14794	12881	18.4	87.1	101	3624	17.8	24.5	98	6625	18.9	44.8	104	2631	17.9	17.8	98
OUTDOOR IMPERATIVE		25437	22069	31.5	86.8	100	6431	31.7	25.3	101	10920	31.2	42.9	99	4718	32.1	18.5	102
TELEVISION IMPERATIVE		27877	24184	34.5	86.8	100	7228	35.6	25.9	103	12001	34.3	43.0	100	4955	33.7	17.8	98
RADIO-TELEVISION: DUAL		15996	13973	20.0	87.4	101	4474	22.0	28.0	111	6983	20.0	43.7	101	2517	17.1	15.7	87
RADIO IMPERATIVE		25478	22377	32.0	87.8	102	6695	33.0	26.3	105	11409	32.6	44.8	104	4274	29.0	16.8	92
TELEVISION IMPERATIVE		26573	22855	32.6	86.0	99	6378	31.4	24.0	96	11266	32.2	42.4	98	5211	35.4	19.6	108

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0362
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % ACROSS DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % ACROSS DOWN	HEAVY USERS THREE OR MORE C % ACROSS %	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE TO TWO A '000	MEDIUM USERS ONE TO TWO B % ACROSS DOWN	MEDIUM USERS ONE TO TWO C % ACROSS %	MEDIUM USERS ONE TO TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % ACROSS DOWN	LIGHT USERS LESS THAN ONE C % ACROSS %	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70014	100.0	86.5	100	20317	100.0	25.1	100	34982	100.0	43.2	100	14716	100.0	18.2	100
ATLANTIC MONTHLY	415	343	0.5	82.7	96	*140	0.7	33.7	134	**117	0.3	28.2	65	**86	0.6	20.7	114
BARRON'S	453	379	0.5	83.7	97	**95	0.5	21.0	84	**202	0.6	44.6	103	**82	0.6	18.1	100
BETTER HOMES & GARDENS	16256	14683	21.0	90.3	104	4775	23.5	29.4	117	7209	20.6	44.3	103	2699	18.3	16.6	91
BON APPETIT	2535	2237	3.2	88.2	102	797	3.9	31.4	125	1005	2.9	39.6	92	435	3.0	17.2	94
BUSINESS WEEK	1278	1145	1.6	89.6	104	300	1.5	23.5	94	602	1.7	47.1	109	*243	1.7	19.0	105
CAR AND DRIVER	378	324	0.5	85.7	99	**107	0.5	28.3	113	**94	0.3	24.9	58	**123	0.8	32.5	179
CBS MAGAZINE NETWORK (GROSS)	1498	1287	1.8	85.9	99	486	2.4	32.4	129	577	1.6	38.5	89	224	1.5	15.0	82
CHANGING TIMES	1505	1316	1.9	87.4	101	368	1.8	24.5	97	624	1.8	41.5	96	324	2.2	21.5	118
COLONIAL HOMES	1231	1065	1.5	86.5	100	340	1.7	27.6	110	534	1.5	43.4	100	*191	1.3	15.5	85
CONDE NAST MAG. PKG. (GROSS)	14146	12316	17.6	87.1	101	3564	17.5	25.2	100	6520	18.6	46.1	107	2232	15.2	15.8	87
CONSUMERS DIGEST	1323	1174	1.7	88.7	103	295	1.5	22.3	89	609	1.7	46.0	107	*271	1.8	20.5	113
COSMOPOLITAN	7102	6146	8.8	86.5	100	1727	8.5	24.3	97	3090	8.8	43.5	101	1329	9.0	18.7	103
COUNTRY LIVING	2481	2299	3.3	92.7	107	840	4.1	33.9	135	1056	3.0	42.6	99	404	2.7	16.3	90
CUISINE	1472	1238	1.8	84.1	97	367	1.8	24.9	99	532	1.5	36.1	84	338	2.3	23.0	126
CYCLE WORLD	425	410	0.6	96.5	112	*211	1.0	49.6	198	**125	0.4	29.4	68	**74	0.5	17.4	96
DCI:CREATIVE IDEAS FOR LIV	2510	2295	3.3	91.4	106	811	4.0	32.3	129	1099	3.1	43.8	101	385	2.6	15.3	84
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6104	8.7	91.2	105	1845	9.1	27.6	110	3211	9.2	48.0	111	1048	7.1	15.7	86
DISCOVER	894	807	1.2	90.3	104	249	1.2	27.9	111	468	1.3	52.3	121	**90	0.6	10.1	55
EBONY	3507	2886	4.1	82.3	95	918	4.5	26.2	104	1596	4.6	45.5	105	372	2.5	10.6	58
ESQUIRE	1083	938	1.3	86.6	100	235	1.2	21.7	86	545	1.6	50.3	117	*158	1.1	14.6	80
ESSENCE	1830	1559	2.2	85.2	99	523	2.6	28.6	114	828	2.4	45.2	105	208	1.4	11.4	63
FAMILY CIRCLE	15930	14290	20.4	89.7	104	4555	22.4	28.6	114	6992	20.0	43.9	102	2743	18.6	17.2	95
THE FAMILY HANDYMAN	1126	987	1.4	87.7	101	329	1.6	29.2	116	480	1.4	42.6	99	*177	1.2	15.7	87
FAMILY WEEKLY	11468	10370	14.8	90.4	105	3029	14.9	26.4	105	5174	14.8	45.1	104	2167	14.7	18.9	104
FIELD & STREAM	2234	2021	2.9	90.5	105	709	3.5	31.7	127	1018	2.9	45.6	105	294	2.0	13.2	72
FOOD & WINE	579	462	0.7	79.8	92	*138	0.7	23.8	95	280	0.8	48.4	112	**44	0.3	7.6	42
FORBES	728	659	0.9	90.5	105	*156	0.8	21.4	85	344	1.0	47.3	109	*159	1.1	21.8	120
FORTUNE	906	829	1.2	91.5	106	*164	0.8	18.1	72	419	1.2	46.2	107	*246	1.7	27.2	149
GENTLEMEN'S QUARTERLY	791	631	0.9	79.8	92	*192	0.9	24.3	97	356	1.0	45.0	104	**84	0.6	10.6	58
GLAMOUR	5265	4682	6.7	88.9	103	1217	6.0	23.1	92	2612	7.5	49.6	115	854	5.8	16.2	89
GOLF DIGEST	636	596	0.9	93.7	108	*153	0.8	24.1	96	334	1.0	52.5	122	**109	0.7	17.1	94
GOLF DIGEST/TENNIS (GROSS)	1186	1064	1.5	89.7	104	294	1.4	24.8	99	534	1.5	45.0	104	*236	1.6	19.9	110
GOLF MAGAZINE	441	411	0.6	93.2	108	**101	0.5	22.9	91	*218	0.6	49.4	114	**93	0.6	21.1	116
GOLF MAGAZINE/SKI (GROSS)	922	798	1.1	86.6	100	*205	1.0	22.2	89	368	1.1	39.9	92	*226	1.5	24.5	135
GOOD HOUSEKEEPING	16487	14862	21.2	90.1	104	4524	22.3	27.4	109	7578	21.7	46.0	106	2760	18.8	16.7	92
HARPER'S BAZAAR	2423	2131	3.0	87.9	102	693	3.4	28.6	114	1067	3.1	44.0	102	371	2.5	15.3	84
HEALTH	1994	1823	2.6	91.4	106	429	2.1	21.5	86	1073	3.1	53.8	125	320	2.2	16.0	88
HEARST MAG CORP. BUY (GROSS)	44101	39364	56.2	89.3	103	12206	60.1	27.7	110	19804	56.6	44.9	104	7354	50.0	16.7	92
HEARST MAN POWER (GROSS)	1993	1844	2.6	92.5	107	691	3.4	34.7	138	842	2.4	42.2	98	311	2.1	15.6	86
HEARST WOMAN POWER (GROSS)	31274	27883	39.8	89.2	103	8398	41.3	26.9	107	14192	40.6	45.4	105	5293	36.0	16.9	93
HOUSE BEAUTIFUL	3623	3148	4.5	86.9	101	1063	5.2	29.3	117	1558	4.5	43.0	100	527	3.6	14.5	80
INC.	283	*253	0.4	89.4	103	**72	0.4	25.4	101	**126	0.4	44.5	103	**55	0.4	19.4	107
JET	2928	2387	3.4	81.5	94	817	4.0	27.9	111	1282	3.7	43.8	101	288	2.0	9.8	54
LADIES' HOME JOURNAL	11918	10796	15.4	90.6	105	3213	15.8	27.0	107	5684	16.2	47.7	110	1899	12.9	15.9	88
LHJ FAMILY GRP COMBO(GROSS)	16764	15233	21.8	90.9	105	4488	22.1	26.8	107	7975	22.8	47.6	110	2770	18.8	16.5	91
LIFE	4254	3746	5.4	88.1	102	1090	5.4	25.6	102	1962	5.6	46.1	107	694	4.7	16.3	90
L.A. TIMES HOME MAGAZINE	1145	917	1.3	80.1	93	*210	1.0	18.3	73	458	1.3	40.0	93	*249	1.7	21.7	120
MADEMOISELLE	2884	2549	3.6	88.4	102	815	4.0	28.3	113	1364	3.9	47.3	109	370	2.5	12.8	71
MC CALL'S	13460	12032	17.2	89.4	103	3781	18.6	28.1	112	6168	17.6	45.8	106	2083	14.2	15.5	85
MC CALL'S/MRK MOTHER (GROSS)	14606	13032	18.6	89.2	103	4048	19.9	27.7	110	6726	19.2	46.0	107	2257	15.3	15.5	85
MECHANIX ILLUSTRATED	772	669	1.0	86.7	100	*207	1.0	26.8	107	349	1.0	45.2	105	**113	0.8	14.6	81
METROPOLITAN HOME	967	857	1.2	88.6	103	*211	1.0	21.8	87	421	1.2	43.5	101	*224	1.5	23.2	127
MONEY	1588	1411	2.0	88.9	103	422	2.1	26.6	106	765	2.2	48.2	112	223	1.5	14.0	77
MOTHER EARTH NEWS	1002	930	1.3	92.8	107	292	1.4	29.1	116	447	1.3	44.6	103	*191	1.3	19.1	105
MS.	825	711	1.0	86.2	100	195	1.0	23.6	94	357	1.0	43.3	100	*159	1.1	19.3	106
NATIONAL ENQUIRER	10336	9179	13.1	88.8	103	2947	14.5	28.5	114	4573	13.1	44.2	102	1659	11.3	16.1	88
NATIONAL GEOGRAPHIC	9597	8414	12.0	87.7	101	2705	13.3	28.2	112	4080	11.7	42.5	98	1628	11.1	17.0	93
NATIONAL SUNDAY MAGAZINE PKG	49558	43516	62.2	87.8	102	13061	64.3	26.4	105	21754	62.2	43.9	102	8702	59.1	17.6	97
NATURAL HISTORY	573	514	0.7	89.7	104	*171	0.8	29.8	119	231	0.7	40.3	93	**112	0.8	19.5	108
NEW WOMAN	1699	1503	2.1	88.5	102	322	1.6	19.0	76	797	2.3	46.9	109	385	2.6	22.7	125
NEW YORK INCLUDING CUE	443	381	0.5	86.0	99	*126	0.6	28.4	113	*135	0.4	30.5	71	*121	0.8	27.3	150
THE NEW YORKER	1270	1111	1.6	87.5	101	336	1.7	26.5	105	539	1.5	42.4	98	236	1.6	18.6	102
NEWSWEEK	6277	5407	7.7	86.1	100	1772	8.7	28.2	113	2522	7.2	40.2	93	1113	7.6	17.7	98
THE N.Y. TIMES DAILY EDITION	1205	1035	1.5	85.9	99	332	1.6	27.6	110	549	1.6	45.6	105	*153	1.0	12.7	70
THE N.Y. TIMES MAGAZINE	2081	1749	2.5	84.0	97	652	3.2	31.3	125	785	2.2	37.7	87	312	2.1	15.0	83
OMNI	788	705	1.0	89.5	103	*196	1.0	24.9	99	370	1.1	47.0	109	*139	0.9	17.6	97
ON CABLE	1158	1004	1.4	86.7	100	378	1.9	32.6	130	471	1.3	40.7	94	*154	1.0	13.3	73
1001 HOME IDEAS	2852	2615	3.7	91.7	106	845	4.2	29.6	118	1218	3.5	42.7	99	551	3.7	19.3	106
ORGANIC GARDENING	1658	1549	2.2	93.4	108	498	2.5	30.0	120	792	2.3	47.8	111	260	1.8	15.7	86
OUTDOOR LIFE	896	851	1.2	95.0	110	289	1.4	32.3	129	453	1.3	50.6	117	**108	0.7	12.1	66
PARADE MAGAZINE	24275	21045	30.1	86.7	100	6683	32.9	27.5	110	10565	30.2	43.5	101	3797	25.8	15.6	86

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0363
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE TO TWO A '000	MEDIUM USERS ONE TO TWO B % DOWN	MEDIUM USERS ONE TO TWO C % ACROSS	MEDIUM USERS ONE TO TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70014	100.0	86.5	100	20317	100.0	25.1	100	34982	100.0	43.2	100	14716	100.0	18.2	100
PARENTS	3845	3544	5.1	92.2	107	1063	5.2	27.6	110	1895	5.4	49.3	114	585	4.0	15.2	84
PENTHOUSE	831	729	1.0	87.7	101	*192	0.9	23.1	92	435	1.2	52.3	121	**102	0.7	12.3	68
PEOPLE	11645	10225	14.6	87.8	102	3251	16.0	27.9	111	4955	14.2	42.6	99	2019	13.7	17.3	95
PLAYBOY	2006	1818	2.6	90.6	105	557	2.7	27.8	111	938	2.7	46.8	108	322	2.2	16.1	88
POPULAR HOT RODDING	297	276	0.4	92.9	107	**91	0.4	30.6	122	**129	0.4	43.4	101	**56	0.4	18.9	104
POPULAR MECHANICS	1018	927	1.3	91.1	105	386	1.9	37.9	151	407	1.2	40.0	93	**134	0.9	13.2	72
POPULAR SCIENCE	878	715	1.0	81.4	94	*214	1.1	24.4	97	368	1.1	41.9	97	*133	0.9	15.1	83
PREVENTION	3913	3433	4.9	87.7	101	1269	6.2	32.4	129	1457	4.2	37.2	86	707	4.8	18.1	99
PSYCHOLOGY TODAY	1710	1491	2.1	87.2	101	397	2.0	23.2	93	794	2.3	46.4	107	300	2.0	17.5	97
READER'S DIGEST	22204	19736	28.2	88.9	103	6262	30.8	28.2	112	9605	27.5	43.3	100	3869	26.3	17.4	96
REDBOOK	7684	6875	9.8	89.5	103	2147	10.6	27.9	111	3524	10.1	45.9	106	1204	8.2	15.7	86
ROAD & TRACK	610	327	0.5	79.8	92	**110	0.5	26.8	107	**138	0.4	33.7	78	**79	0.5	19.3	106
ROLLING STONE	969	850	1.2	87.7	101	248	1.2	25.6	102	419	1.2	43.2	100	*183	1.2	18.9	104
RUNNER'S WORLD	298	278	0.4	93.3	108	**102	0.5	34.2	136	**113	0.3	37.9	88	**64	0.4	21.5	118
SATURDAY EVENING POST	1169	1052	1.5	90.0	104	313	1.5	26.8	107	548	1.6	46.9	109	190	1.3	16.3	89
SCIENCE 84	587	533	0.8	90.8	105	*228	1.1	38.8	155	*136	0.4	23.2	54	*168	1.1	28.6	158
SCIENCE DIGEST	482	445	0.6	92.3	107	*134	0.7	27.8	111	*188	0.5	39.0	90	**123	0.8	25.5	140
SCIENTIFIC AMERICAN	594	514	0.7	86.5	100	*154	0.8	25.9	103	*210	0.6	35.4	82	*150	1.0	25.3	139
SELF	2089	1797	2.6	86.0	100	540	2.7	25.8	103	893	2.6	42.7	99	364	2.5	17.4	96
SEVENTEEN	2411	2067	3.0	85.7	99	748	3.7	31.0	124	1054	3.0	43.7	101	265	1.8	11.0	60
SKI	480	387	0.6	80.6	93	**105	0.5	21.9	87	*150	0.4	31.3	72	**133	0.9	27.7	152
SMITHSONIAN	2760	2416	3.5	87.5	101	749	3.7	27.1	108	1222	3.5	44.3	103	445	3.0	16.1	89
SOAP OPERA DIGEST	3013	2696	3.9	89.5	104	994	4.9	33.0	132	1280	3.7	42.5	98	422	2.9	14.0	77
SOUTHERN LIVING	4184	3809	5.4	91.0	105	1034	5.1	24.7	99	2112	6.0	50.5	117	663	4.5	15.8	87
SPORT	559	532	0.8	95.2	110	*188	0.9	33.6	134	*254	0.7	45.4	105	**90	0.6	16.1	89
THE SPORTING NEWS	436	428	0.6	98.2	114	**204	1.0	46.8	187	**156	0.4	35.8	83	**69	0.5	15.8	87
SPORTS AFIELD	493	472	0.7	95.7	111	*171	0.8	34.7	138	*247	0.7	50.1	116	**54	0.4	11.0	60
SPORTS ILLUSTRATED	2758	2469	3.5	89.5	104	833	4.1	30.2	120	1164	3.3	42.2	98	473	3.2	17.2	94
STAR	7456	6449	9.2	86.5	100	2210	10.9	29.6	118	3158	9.0	42.4	98	1081	7.3	14.5	80
SUNDAY	24936	21750	31.1	87.2	101	6493	32.0	26.0	104	11085	31.7	44.5	103	4173	28.4	16.7	92
SUNSET	2124	1870	2.7	88.0	102	511	2.5	24.1	96	818	2.3	38.5	89	542	3.7	25.5	140
TV GUIDE	21661	18898	27.0	87.2	101	5769	28.4	26.6	106	9473	27.1	43.7	101	3656	24.8	16.9	93
TENNIS	550	468	0.7	85.1	98	*142	0.7	25.8	103	*200	0.6	36.4	84	*127	0.9	23.1	127
TIME	8880	7765	11.1	87.4	101	2566	12.6	28.9	115	3638	10.4	41.0	95	1561	10.6	17.6	97
TOWN & COUNTRY	917	855	1.2	93.2	108	*142	0.7	15.5	62	486	1.4	53.0	123	*227	1.5	24.8	136
TRAVEL & LEISURE	972	838	1.2	86.2	100	*235	1.2	24.2	96	405	1.2	41.7	96	*198	1.3	20.4	112
TRUE STORY	3356	2942	4.2	87.7	101	945	4.7	28.2	112	1545	4.4	46.0	107	452	3.1	13.5	74
U.S.NEWS & WORLD REPORT	3410	2978	4.3	87.3	101	943	4.6	27.7	110	1388	4.0	40.7	94	648	4.4	19.0	105
USA TODAY	1759	1607	2.3	91.4	106	563	2.8	32.0	128	694	2.0	39.5	91	350	2.4	19.9	110
US	1873	1667	2.4	89.0	103	583	2.9	31.1	124	698	2.0	37.3	86	386	2.6	20.6	113
VOGUE	3909	3288	4.7	84.1	97	992	4.9	25.4	101	1652	4.7	42.3	98	644	4.4	16.5	91
WALL STREET JOURNAL	1886	1666	2.4	88.3	102	454	2.2	24.1	96	827	2.4	43.8	102	385	2.6	20.4	112
WEIGHT WATCHERS	2120	1886	2.7	89.0	103	726	3.6	34.2	137	864	2.5	40.8	94	296	2.0	14.0	77
WOMAN'S DAY	14172	12863	18.4	90.8	105	4314	21.2	30.4	121	6207	17.7	43.8	101	2341	15.9	16.5	91
WORKING MOTHER	1146	999	1.4	87.2	101	267	1.3	23.3	93	558	1.6	48.7	113	*174	1.2	15.2	84
WORKING WOMAN	1322	1174	1.7	88.8	103	308	1.5	23.3	93	632	1.8	47.8	111	*234	1.6	17.7	97
WORLD TENNIS	*163	*124	0.2	76.1	88	**63	0.3	38.7	154	**38	0.1	23.3	54	**23	0.2	14.1	78
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2221	3.2	87.7	101	641	3.2	25.3	101	1103	3.2	43.6	101	477	3.2	18.8	104
BLAIR INSERTS	43657	38120	54.4	87.3	101	11481	56.5	26.3	105	19095	54.6	43.7	101	7544	51.3	17.3	95
DAILY NEWSPAPERS																	
READ ANY	51633	45349	64.8	87.8	102	13852	68.2	26.8	107	22524	64.4	43.6	101	8973	61.0	17.4	96
READ ONE	43463	37941	54.2	87.3	101	11451	56.4	26.3	105	18772	53.7	43.2	100	7719	52.5	17.8	98
READ TWO OR MORE	8170	7408	10.6	90.7	105	2401	11.8	29.4	117	3752	10.7	45.9	106	1254	8.5	15.3	84
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46218	66.0	87.7	101	14023	69.0	26.6	106	23040	65.9	43.7	101	9155	62.2	17.4	96
READ ONE	46126	40379	57.7	87.5	101	11993	59.0	26.0	104	20295	58.0	44.0	102	8092	55.0	17.5	97
READ TWO OR MORE	6552	5840	8.3	89.1	103	2030	10.0	31.0	124	2746	7.8	41.9	97	1064	7.2	16.2	89
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	27.55	27.86				26.02				28.14				29.80			
30 DAY REACH	71455	61561	87.9	86.2	100	18265	89.9	25.6	102	30357	86.8	42.5	98	12939	87.9	18.1	100
50 SHHG - 30 DAY AV FREQ	14.56	14.68				13.69				14.74				15.98			
30 DAY REACH	67742	58547	83.6	86.4	100	17427	85.8	25.7	103	29025	83.0	42.8	99	12095	82.2	17.9	98
25 SHHG - 30 DAY AV FREQ	7.94	7.99				7.45				8.03				8.66			
30 DAY REACH	62117	53771	76.8	86.6	100	15978	78.6	25.7	103	26590	76.0	42.8	99	11204	76.1	18.0	99
CABLE TV: HOME WIRED	32077	28581	40.8	89.1	103	8401	41.3	26.2	104	14292	40.9	44.6	103	5888	40.0	18.4	101
HOME NOT WIRED	48909	41434	59.2	84.7	98	11916	58.7	24.4	97	20690	59.1	42.3	98	8828	60.0	18.0	99
HAVE PAY CABLE	15935	14432	20.6	90.6	105	4578	22.5	28.7	115	7126	20.4	44.7	104	2728	18.5	17.1	94

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0364
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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE TO TWO A '000	MEDIUM USERS ONE TO TWO B % DOWN	MEDIUM USERS ONE TO TWO C % ACROSS	MEDIUM USERS ONE TO TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70014	100.0	86.5	100	20317	100.0	25.1	100	34982	100.0	43.2	100	14716	100.0	18.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	38611	55.1	87.9	102	11325	55.7	25.8	103	19448	55.6	44.3	103	7838	53.3	17.8	98
10:00 AM - 3:00 PM	30659	27074	38.7	88.3	102	8370	41.2	27.3	109	13437	38.4	43.8	101	5267	35.8	17.2	95
3:00 PM - 7:00 PM	31045	27275	39.0	87.9	102	8467	41.7	27.3	109	13434	38.4	43.3	100	5375	36.5	17.3	95
7:00 PM - MIDNIGHT	15767	13735	19.6	87.1	101	4055	20.0	25.7	103	7002	20.0	44.4	103	2677	18.2	17.0	93
MIDNIGHT - 6:00 AM	9120	8053	11.5	88.3	102	2196	10.8	24.1	96	4184	12.0	45.9	106	1673	11.4	18.3	101
6:00 AM - MIDNIGHT	58527	51387	73.4	87.8	102	15295	75.3	26.1	104	25737	73.6	44.0	102	10355	70.4	17.7	97
ENTIRE DAY	59311	52064	74.4	87.8	102	15506	76.3	26.1	104	26095	74.6	44.0	102	10463	71.1	17.6	97
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14461	20.7	89.4	103	4366	21.5	27.0	108	7116	20.3	44.0	102	2979	20.2	18.4	101
ALL NEWS	2256	1910	2.7	84.7	98	597	2.9	26.5	105	883	2.5	39.1	91	431	2.9	19.1	105
AOR/PROGRESSIVE	3874	3504	5.0	90.4	105	978	4.8	25.2	101	1701	4.9	43.9	102	826	5.6	21.3	117
BEAUTIFUL MUSIC	5660	5086	7.3	89.9	104	1610	7.9	28.4	113	2467	7.1	43.6	101	1010	6.9	17.8	98
BLACK	2204	1831	2.6	83.1	96	598	2.9	27.1	108	994	2.8	45.1	104	239	1.6	10.8	60
CLASSICAL	1418	1135	1.6	80.0	93	349	1.7	24.6	98	598	1.7	42.2	98	*188	1.3	13.3	73
CHR/ROCK	9538	8322	11.9	87.3	101	2311	11.4	24.2	97	4327	12.4	45.4	105	1683	11.4	17.6	97
COUNTRY	12648	11328	16.2	89.6	104	3468	17.1	27.4	109	5698	16.3	45.1	104	2162	14.7	17.1	94
GOLDEN OLDIES	1191	948	1.4	79.6	92	*355	1.7	29.8	119	428	1.2	35.9	83	*165	1.1	13.9	76
MOR/NOSTALGIA	4757	4212	6.0	88.5	102	1128	5.6	23.7	95	2221	6.3	46.7	108	864	5.9	18.2	100
NEWS/TALK	3863	3313	4.7	85.8	99	904	4.4	23.4	93	1573	4.5	40.7	94	835	5.7	21.6	119
RELIGIOUS	3084	2674	3.8	86.7	100	753	3.7	24.4	97	1295	3.7	42.0	97	627	4.3	20.3	112
SOFT ROCK	521	413	0.6	79.3	92	*178	0.9	34.2	136	*180	0.5	34.5	80	**55	0.4	10.6	58
URBAN CONTEMPORARY	1585	1346	1.9	84.9	98	425	2.1	26.8	107	780	2.2	49.2	114	*141	1.0	8.9	49
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2812	4.0	86.2	100	817	4.0	25.1	100	1452	4.2	44.5	103	544	3.7	16.7	92
ABC DIRECTION	2316	1978	2.8	85.4	99	767	3.8	33.1	132	963	2.8	41.6	96	249	1.7	10.8	59
ABC ENTERTAINMENT	4834	4347	6.2	89.9	104	1297	6.4	26.8	107	2260	6.5	46.8	108	789	5.4	16.3	90
ABC FM	2202	1931	2.8	87.7	101	625	3.1	28.4	113	1011	2.9	45.9	106	295	2.0	13.4	74
ABC INFORMATION	5425	4817	6.9	88.8	103	1437	7.1	26.5	106	2282	6.5	42.1	97	1099	7.5	20.3	111
ABC ROCK	1677	1497	2.1	89.3	103	452	2.2	27.0	107	721	2.1	43.0	100	323	2.2	19.3	106
CBS	4430	3958	5.7	89.3	103	1174	5.8	26.5	106	1786	5.1	40.3	93	998	6.8	22.5	124
MUTUAL	4992	4427	6.3	88.7	103	1548	7.6	31.0	124	2069	5.9	41.4	96	810	5.5	16.2	89
NBC	4679	4125	5.9	88.2	102	1088	5.4	23.3	93	2209	6.3	47.2	109	828	5.6	17.7	97
RADIORADIO	1994	1707	2.4	85.6	99	533	2.6	26.7	107	841	2.4	42.2	98	333	2.3	16.7	92
RKO ONE	2298	2022	2.9	88.0	102	514	2.5	22.4	89	1154	3.3	50.2	116	353	2.4	15.4	85
RKO TWO	3311	2950	4.2	89.1	103	847	4.2	25.6	102	1625	4.6	49.1	114	478	3.2	14.4	79
THE SOURCE	2114	1907	2.7	90.2	104	572	2.8	27.1	108	909	2.6	43.0	100	425	2.9	20.1	111
NON-WIRED : BLAIR	8654	7701	11.0	89.0	103	2357	11.6	27.2	109	3742	10.7	43.2	100	1601	10.9	18.5	102
INTERNET	12025	10485	15.0	87.2	101	3123	15.4	26.0	104	5362	15.3	44.6	103	2000	13.6	16.6	92
KATZ RADIO GROUP	15359	13580	19.4	88.4	102	4114	20.2	26.8	107	6693	19.1	43.6	101	2773	18.8	18.1	99
SUPERNET	10628	9399	13.4	88.4	102	2752	13.5	25.9	103	4774	13.6	44.9	104	1873	12.7	17.6	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7393	10.6	85.4	99	2061	10.1	23.8	95	3680	10.5	42.5	98	1652	11.2	19.1	105
MKDAY 9:00 AM - 1:00 PM	12163	10429	14.9	85.7	99	3252	16.0	26.7	107	5032	14.4	41.4	96	2145	14.6	17.6	97
MKDAY 1:00 PM - 4:30 PM	16150	13886	19.8	86.0	99	4162	20.5	25.8	103	6853	19.6	42.4	98	2870	19.5	17.8	98
MKDAY 4:30 PM - 7:30 PM	22463	19333	27.6	86.1	100	5630	27.7	25.1	100	9658	27.6	43.0	100	4044	27.5	18.0	99
MKDAY 7:30 PM - 8:00 PM	31795	27512	39.3	86.5	100	8005	39.4	25.2	100	13917	39.8	43.8	101	5590	38.0	17.6	97
MKDAY 11:00 PM - 11:30 PM	23977	20868	29.8	87.0	101	6116	30.1	25.5	102	10508	30.0	43.8	101	4244	28.8	17.7	97
MKDAY 11:30 PM - 1:00 AM	7703	6679	9.5	86.7	100	2117	10.4	27.5	110	3314	9.5	43.0	100	1248	8.5	16.2	89
M-SAT 8-11 PM+SUN 7-11 PM	33800	29262	41.8	86.6	100	8649	42.6	25.6	102	14637	41.8	43.3	100	5977	40.6	17.7	97
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5705	8.1	87.3	101	1819	9.0	27.8	111	2862	8.2	43.8	101	1024	7.0	15.7	86
ANOTHER WORLD N	4620	3974	5.7	86.0	99	1176	5.8	25.5	101	1890	5.4	40.9	95	908	6.2	19.7	108
AS THE WORLD TURNS C	5614	4802	6.9	85.5	99	1369	6.7	24.4	97	2334	6.7	41.6	96	1098	7.5	19.6	108
CAPITOL C	3396	2855	4.1	84.1	97	865	4.3	25.5	102	1403	4.0	41.3	96	587	4.0	17.3	95
CBS MORN. NEWS 1 C	1446	1192	1.7	82.4	95	333	1.6	23.0	92	597	1.7	41.3	96	262	1.8	18.1	100
CBS MORN. NEWS 2 C	1207	1009	1.4	83.6	97	241	1.2	20.0	80	546	1.6	45.2	105	222	1.5	18.4	101
DAYS OF OUR LIVES N	5877	5103	7.3	86.8	100	1477	7.3	25.1	100	2519	7.2	42.9	99	1107	7.5	18.8	104
FACTS OF LIFE - DAYTIME N	2290	1881	2.7	82.1	95	540	2.7	23.6	94	912	2.6	39.8	92	429	2.9	18.7	103
FAMILY FEUD A	3023	2623	3.7	86.8	100	735	3.6	24.3	97	1374	3.9	45.5	105	514	3.5	17.0	94
GENERAL HOSPITAL A	6097	5187	7.4	85.1	98	1626	8.0	26.7	106	2563	7.3	42.0	97	997	6.8	16.4	90
GOOD MORNING, AMERICA-730 A	3515	3030	4.3	86.2	100	873	4.3	24.8	99	1513	4.3	43.0	100	644	4.4	18.3	101
GOOD MORNING, AMERICA-830 A	2818	2490	3.6	88.4	102	812	4.0	28.8	115	1206	3.4	42.8	99	472	3.2	16.7	92
GUIDING LIGHT C	5339	4572	6.5	85.6	99	1215	6.0	22.8	91	2382	6.8	44.6	103	974	6.6	18.2	100
ONE LIFE TO LIVE A	4478	3840	5.5	85.8	99	1137	5.6	25.4	101	1964	5.6	43.9	102	739	5.0	16.5	91
PRESS YOUR LUCK C	2244	1968	2.8	87.7	101	628	3.1	28.0	112	968	2.8	43.1	100	372	2.5	16.6	91
PRICE IS RIGHT 1 C	4348	3721	5.3	85.6	99	1039	5.1	23.9	95	1955	5.6	45.0	104	727	4.9	16.7	92
PRICE IS RIGHT 2 C	5014	4315	6.2	86.1	100	1177	5.8	23.5	94	2245	6.4	44.8	104	894	6.1	17.8	98
RYAN'S HOPE A	3150	2706	3.9	85.9	99	889	4.4	28.2	112	1419	4.1	45.0	104	398	2.7	12.6	70
SALE OF THE CENTURY N	2695	2197	3.1	81.5	94	738	3.6	27.4	109	979	2.8	36.3	84	481	3.3	17.8	98
SEARCH FOR TOMORROW N	2319	1917	2.7	82.7	96	522	2.6	22.5	90	934	2.7	40.3	93	461	3.1	19.9	109
TODAY SHOW 1 N	2693	2354	3.4	87.4	101	584	2.9	21.7	86	1226	3.5	45.5	105	544	3.7	20.2	111
TODAY SHOW 2 N	2498	2142	3.1	85.7	99	549	2.7	22.0	88	1049	3.0	42.0	97	544	3.7	21.8	120
$25,000 PYRAMID C	2753	2314	3.3	84.1	97	737	3.6	26.8	107	1165	3.3	42.3	98	412	2.8	15.0	82
WHEEL OF FORTUNE N	4388	3834	5.5	87.4	101	1115	5.5	25.4	101	1891	5.4	43.1	100	829	5.6	18.9	104
YOUNG AND THE RESTLESS C	5695	4895	7.0	86.0	99	1637	8.1	28.7	115	2143	6.1	37.6	87	1115	7.6	19.6	108
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1420	2.0	80.7	93	487	2.4	27.7	110	683	2.0	38.8	90	250	1.7	14.2	78
NBA PLAYOFF GAME -1 C	1136	1030	1.5	90.7	105	269	1.3	23.7	94	553	1.6	48.7	113	207	1.4	18.2	100
NBC MAJOR LEAGUE PRE-GAME N	953	807	1.2	84.7	98	*218	1.1	22.9	91	441	1.3	46.3	107	*148	1.0	15.5	85
SPORTSWORLD - SUN N	1233	1077	1.5	87.3	101	362	1.8	29.4	117	516	1.5	41.8	97	200	1.4	16.2	89
SUNDAY MORNING C	1611	1342	1.9	83.3	96	228	1.1	14.2	56	730	2.1	45.3	105	385	2.6	23.9	132

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0365
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE TO TWO A '000	MEDIUM USERS ONE TO TWO B % DOWN	MEDIUM USERS ONE TO TWO C % ACROSS	MEDIUM USERS ONE TO TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70014	100.0	86.5	100	20317	100.0	25.1	100	34982	100.0	43.2	100	14716	100.0	18.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	22565	32.2	86.6	100	6266	30.8	24.0	96	11418	32.6	43.8	101	4881	33.2	18.7	103
NETWORK AFFILIATES - LATE	20261	17609	25.2	86.9	101	5046	24.8	24.9	99	8936	25.5	44.1	102	3627	24.6	17.9	99
INDEPENDENTS - LATE	2076	1764	2.5	85.0	98	557	2.7	26.8	107	862	2.5	41.5	96	345	2.3	16.6	91
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	10453	9151	13.1	87.5	101	2802	13.8	26.8	107	4732	13.5	45.3	105	1617	11.0	15.5	85
ABC MONDAY NIGHT MOVIE A	6412	5534	7.9	86.3	100	1478	7.3	23.1	92	2897	8.3	45.2	105	1160	7.9	18.1	100
ABC SUNDAY NIGHT MOVIE A	12407	10614	15.2	85.5	99	3226	15.9	26.0	104	5293	15.1	42.7	99	2095	14.2	16.9	93
ABC WORLD NEWS TONIGHT A	6176	5428	7.8	87.9	102	1587	7.8	25.7	102	2735	7.8	44.3	103	1106	7.5	17.9	99
AFTERMASH C	5863	4896	7.0	83.5	97	1560	7.7	26.6	106	2204	6.3	37.6	87	1133	7.7	19.3	106
ALICE C	9594	8240	11.8	85.9	99	2369	11.7	24.7	98	4212	12.0	43.9	102	1659	11.3	17.3	95
AMERICAN PARADE C	6622	5698	8.1	86.0	100	1522	7.5	23.0	92	3043	8.7	46.0	106	1132	7.7	17.1	94
BENSON A	10886	9297	13.3	85.4	99	2516	12.4	23.1	92	4944	14.1	45.4	105	1837	12.5	16.9	93
BLUE THUNDER A	5036	4453	6.4	88.4	102	1235	6.1	24.5	98	2274	6.5	45.2	105	944	6.4	18.7	103
CAGNEY & LACEY C	9965	8850	12.6	88.8	103	2560	12.6	25.7	102	4460	12.7	44.8	104	1829	12.4	18.4	101
CBS EVENING NEWS-DEAN C	3491	3032	4.3	86.9	100	850	4.2	24.3	97	1552	4.4	44.5	103	630	4.3	18.0	99
CBS EVENING NEWS-RATHER C	7123	6219	8.9	87.3	101	1651	8.1	23.2	92	3121	8.9	43.8	101	1448	9.8	20.3	112
CBS SAT. NEWS-SCHIEFFER C	3621	3141	4.5	86.7	100	693	3.4	19.1	76	1636	4.7	45.2	105	813	5.5	22.5	124
CBS SATURDAY NIGHT MOVIE C	5436	4774	6.8	87.8	102	1468	7.2	27.0	108	2377	6.8	43.7	101	928	6.3	17.1	94
CBS WEDNESDAY NIGHT MOVIE C	6100	5164	7.4	84.7	98	1698	8.4	27.8	111	2405	6.9	39.4	91	1061	7.2	17.4	96
CHEERS N	8889	7680	11.0	86.4	100	2108	10.4	23.7	95	4042	11.6	45.5	105	1530	10.4	17.2	95
DALLAS C	22109	19166	27.4	86.7	100	5324	26.2	24.1	96	9879	28.2	44.7	103	3963	26.9	17.9	99
DIFF'RENT STROKES N	6940	5785	8.3	83.4	96	1822	9.0	26.3	105	2861	8.2	41.2	95	1102	7.5	15.9	87
DOUBLE TROUBLE N	7223	6352	9.1	87.9	102	1848	9.1	25.6	102	3200	9.1	44.3	103	1304	8.9	18.1	99
DUCK FACTORY N	5595	4765	6.8	85.2	99	1321	6.5	23.6	94	2456	7.0	43.9	102	987	6.7	17.6	97
DUKES OF HAZZARD C	5768	5083	7.3	88.1	102	1523	7.5	26.4	105	2492	7.1	43.2	100	1068	7.3	18.5	102
DYNASTY A	20053	17235	24.6	85.9	99	5284	26.0	26.4	105	8575	24.5	42.8	99	3375	22.9	16.8	93
FACTS OF LIFE N	8087	7074	10.1	87.5	101	2034	10.0	25.2	100	3577	10.2	44.2	102	1463	9.9	18.1	100
FALCON CREST C	20046	17459	24.9	87.1	101	4966	24.4	24.8	99	8899	25.4	44.4	103	3594	24.4	17.9	99
FALL GUY A	9084	7912	11.3	87.1	101	2420	11.9	26.6	106	3861	11.0	42.5	98	1630	11.1	17.9	99
FAMILY TIES N	7964	7043	10.1	88.4	102	2047	10.1	25.7	102	3607	10.3	45.3	105	1389	9.4	17.4	96
FANTASY ISLAND A	7687	6496	9.3	84.5	98	2072	10.2	27.0	107	3105	8.9	40.4	94	1319	9.0	17.2	94
FOULUPS,BLEEPS & BLUNDERS A	8861	7688	11.0	86.8	100	2434	12.0	27.5	109	3618	10.3	40.8	95	1636	11.1	18.5	102
FOUR SEASONS C	5095	4325	6.2	84.9	98	1441	7.1	28.3	113	1934	5.5	38.0	88	950	6.5	18.6	103
GIMME A BREAK N	8838	7676	11.0	86.9	100	2149	10.6	24.3	97	3955	11.3	44.7	104	1572	10.7	17.8	98
HART TO HART A	8978	7879	11.3	87.8	102	2256	11.1	25.1	100	4008	11.5	44.6	103	1615	11.0	18.0	99
HILL STREET BLUES N	8590	7448	10.6	86.7	100	2303	11.3	26.8	107	3646	10.4	42.4	98	1499	10.2	17.5	96
HOTEL A	14085	12281	17.5	87.2	101	3587	17.7	25.5	102	6194	17.7	44.0	102	2500	17.0	17.7	98
JEFFERSONS C	9360	8121	11.6	86.8	100	2495	12.3	26.7	106	3983	11.4	42.6	99	1644	11.2	17.6	97
JENNIFER SLEPT HERE N	5841	4901	7.0	83.9	97	1506	7.4	25.8	103	2419	6.9	41.4	96	977	6.6	16.7	92
KATE & ALLIE C	9206	8203	11.7	89.1	103	2386	11.7	25.9	103	4138	11.8	44.9	104	1679	11.4	18.2	100
KNIGHT RIDER N	7076	6168	8.8	87.2	101	1674	8.2	23.7	94	3311	9.5	46.8	108	1184	8.0	16.7	92
LOVE BOAT A	12219	10407	14.9	85.2	99	3061	15.1	25.1	100	5098	14.6	41.7	97	2248	15.3	18.4	101
MAGNUM PI C	11199	9875	14.1	88.2	102	2741	13.5	24.5	98	4994	14.3	44.6	103	2140	14.5	19.1	105
MAMA'S FAMILY N	6057	5266	7.5	86.9	101	1587	7.8	26.2	104	2724	7.8	45.0	104	955	6.5	15.8	87
MASTER, THE N	3598	3126	4.5	86.9	100	962	4.7	26.7	107	1491	4.3	41.4	96	672	4.6	18.7	103
MATT HOUSTON A	6344	5488	7.8	86.5	100	1695	8.3	26.7	107	2740	7.8	43.2	100	1053	7.2	16.6	91
NBC MONDAY NIGHT MOVIE N	11994	10364	14.8	86.4	100	3070	15.1	25.6	102	5251	15.0	43.8	101	2043	13.9	17.0	94
NBC NIGHTLY NEWS N	5132	4473	6.4	87.2	101	1220	6.0	23.8	95	2330	6.7	45.4	105	923	6.3	18.0	99
NBC NIGHTLY NEWS-SAT N	3375	2897	4.1	85.8	99	817	4.0	24.2	96	1456	4.2	43.1	100	624	4.2	18.5	102
NBC NIGHTLY NEWS-SUN N	3130	2666	3.8	85.2	99	698	3.4	22.3	89	1481	4.2	47.3	110	487	3.3	15.6	86
NBC SUNDAY NIGHT MOVIE N	8284	7180	10.3	86.7	100	1940	9.5	23.4	93	3643	10.4	44.0	102	1596	10.8	19.3	106
NEWHART C	9240	8117	11.6	87.8	102	2489	12.3	26.9	107	4092	11.7	44.3	103	1536	10.4	16.6	91
ONE DAY AT A TIME C	7288	6264	8.9	85.9	99	1724	8.5	23.7	94	3310	9.5	45.4	105	1229	8.4	16.9	93
PEOPLE ARE FUNNY N	4855	4135	5.9	85.2	99	1345	6.6	27.7	110	1952	5.6	40.2	93	838	5.7	17.3	95
REAL PEOPLE N	8869	7758	11.1	87.5	101	2274	11.2	25.6	102	3930	11.2	44.3	103	1554	10.6	17.5	96
REMINGTON STEELE N	7743	6657	9.5	86.0	99	2076	10.2	26.8	107	3266	9.3	42.2	98	1315	8.9	17.0	93
RIPLEY'S BELIEVE IT - NOT A	5345	4604	6.6	86.1	100	1402	6.9	26.2	105	2164	6.2	40.5	94	1038	7.1	19.4	107
RIPTIDE N	6988	6201	8.9	88.7	103	1869	9.2	26.7	107	3070	8.8	43.9	102	1262	8.6	18.1	99
SCARECROW & MRS. KING C	10002	8713	12.4	87.1	101	2377	11.7	23.8	95	4487	12.8	44.9	104	1849	12.6	18.5	102
SIMON & SIMON C	10638	9330	13.3	87.7	101	2621	12.9	24.6	98	4706	13.5	44.2	102	2003	13.6	18.8	104
60 MINUTES C	13293	11441	16.3	86.1	100	3206	15.8	24.1	96	5761	16.5	43.3	100	2474	16.8	18.6	102
ST. ELSEWHERE N	7017	6137	8.8	87.5	101	1816	8.9	25.9	103	3177	9.1	45.3	105	1143	7.8	16.3	90
THREE'S COMPANY A	10917	9501	13.6	87.0	101	2777	13.7	25.4	101	4796	13.7	43.9	102	1928	13.1	17.7	97
T.J. HOOKER A	9204	7982	11.4	86.7	100	2182	10.7	23.7	94	3901	11.2	42.4	98	1898	12.9	20.6	113
TONIGHT SHOW N	2372	2003	2.9	84.4	98	583	2.9	24.6	98	1006	2.9	42.4	98	413	2.8	17.4	96
TRAPPER JOHN, M.D. C	9846	8575	12.2	87.1	101	2632	13.0	26.7	107	4185	12.0	42.5	98	1758	11.9	17.9	98
TV BLOOPERS & PRAC. JOKES N	9105	7831	11.2	86.0	99	2303	11.3	25.3	101	3940	11.3	43.3	100	1589	10.8	17.5	96
20/20 A	9387	8136	11.6	86.7	100	2210	10.9	23.5	94	4157	11.9	44.3	103	1769	12.0	18.8	104
WEBSTER A	11067	9468	13.5	85.6	99	2651	13.0	24.0	95	4919	14.1	44.4	103	1898	12.9	17.2	94
WORLD NEWS - SUN A	3062	2694	3.8	88.0	102	759	3.7	24.8	99	1381	3.9	45.1	104	554	3.8	18.1	100
YELLOW ROSE N	4978	4393	6.3	88.2	102	1388	6.8	27.9	111	2047	5.9	41.1	95	958	6.5	19.2	106
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	8118	11.6	91.4	106	2552	12.6	28.7	115	4285	12.2	48.3	112	1281	8.7	14.4	79
BASKETBALL - COLLEGE GAMES	4080	3732	5.3	91.5	106	1111	5.5	27.2	109	1953	5.6	47.9	111	668	4.5	16.4	90
BASKETBALL - PRO GAMES	3607	3233	4.6	89.6	104	999	4.9	27.7	110	1683	4.8	46.7	108	*551	3.7	15.3	84
BOWLING	3883	3501	5.0	90.2	104	1066	5.2	27.5	109	1904	5.4	49.0	114	532	3.6	13.7	75
BOXING	3928	3565	5.1	90.8	105	1120	5.5	28.5	114	1961	5.6	49.9	116	*484	3.3	12.3	68
FOOTBALL - COLLEGE GAMES	6366	5960	8.5	93.6	108	1707	8.4	26.8	107	3204	9.2	50.3	117	1049	7.1	16.5	91
FOOTBALL - PRO GAMES	11300	10473	15.0	92.7	107	3128	15.4	27.7	110	5508	15.7	48.7	113	1838	12.5	16.3	90
GOLF	3378	3043	4.3	90.1	104	767	3.8	22.7	91	1731	4.9	51.2	119	546	3.7	16.2	89
POST-SEASON COLL. FOOTBALL	4906	4528	6.5	92.3	107	1454	7.2	29.6	118	2384	6.8	48.6	112	691	4.7	14.1	78
POST-SEASON PRO FOOTBALL	6120	5619	8.0	91.8	106	1820	9.0	29.7	119	2940	8.4	48.0	111	858	5.8	14.0	77
TENNIS	3033	2676	3.8	88.2	102	800	3.9	26.4	105	1398	4.0	46.1	107	477	3.2	15.7	87
WRESTLING - PROFESSIONAL	3344	3094	4.4	92.5	107	1101	5.4	32.9	131	1575	4.5	47.1	109	*418	2.8	12.5	69

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	SALTINES A '000	SALTINES B % DOWN	SALTINES C % ACROSS	SALTINES D INDX	BUTTER FLAVORED CRACKERS A '000	BUTTER FLAVORED CRACKERS B % DOWN	BUTTER FLAVORED CRACKERS C % ACROSS	BUTTER FLAVORED CRACKERS D INDX	CHEESE FLAVORED CRACKERS A '000	CHEESE FLAVORED CRACKERS B % DOWN	CHEESE FLAVORED CRACKERS C % ACROSS	CHEESE FLAVORED CRACKERS D INDX	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) A '000	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) B % DOWN	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) C % ACROSS	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) D INDX
TOTAL FEMALE HOMEMAKERS	80986	60883	100.0	75.2	100	15702	100.0	19.4	100	21574	100.0	26.6	100	25482	100.0	31.5	100
18 - 24	9282	6703	11.0	72.2	96	1956	12.5	21.1	109	2073	9.6	22.3	84	2431	9.5	26.2	83
25 - 34	19072	14751	24.2	77.3	103	4164	26.5	21.8	113	5540	25.7	29.0	109	7269	28.5	38.1	121
35 - 44	14591	11717	19.2	80.3	107	2778	17.7	19.0	98	4495	20.8	30.8	116	5214	20.5	35.7	114
45 - 54	11345	8849	14.5	78.0	104	2040	13.0	18.0	93	2968	13.8	26.2	98	3771	14.8	33.2	106
55 - 64	11635	9006	14.8	77.4	103	2341	14.9	20.1	104	3187	14.8	27.4	103	3508	13.8	30.2	96
65 OR OLDER	15061	9857	16.2	65.4	87	2423	15.4	16.1	83	3313	15.4	22.0	83	3290	12.9	21.8	69
18 - 34	28354	21454	35.2	75.7	101	6119	39.0	21.6	111	7612	35.3	26.8	101	9700	38.1	34.2	109
18 - 49	48339	37387	61.4	77.3	103	9861	62.8	20.4	105	13744	63.7	28.4	107	16869	66.2	34.9	111
25 - 54	45008	35316	58.0	78.5	104	8982	57.2	20.0	103	13003	60.3	28.9	108	16254	63.8	36.1	115
35 - 49	19985	15933	26.2	79.7	106	3742	23.8	18.7	97	6131	28.4	30.7	115	7169	28.1	35.9	114
50 OR OLDER	32647	23496	38.6	72.0	96	5841	37.2	17.9	92	7831	36.3	24.0	90	8613	33.8	26.4	84
GRADUATED COLLEGE	11155	7691	12.6	68.9	92	2373	15.1	21.3	110	3523	16.3	31.6	119	4893	19.2	43.9	139
ATTENDED COLLEGE	13682	10927	17.9	79.9	106	3142	20.0	23.0	118	4097	19.0	29.9	112	5826	22.9	42.6	135
GRADUATED HIGH SCHOOL	33880	26129	42.9	77.1	103	6918	44.1	20.4	105	9572	44.4	28.3	106	11077	43.5	32.7	104
DID NOT GRADUATE HIGH SCHOOL	22270	16136	26.5	72.5	96	3268	20.8	14.7	76	4382	20.3	19.7	74	3687	14.5	16.6	53
EMPLOYED	40306	30893	50.7	76.6	102	8174	52.1	20.3	105	11398	52.8	28.3	106	14662	57.5	36.4	116
EMPLOYED FULL-TIME	32850	25109	41.2	76.4	102	6620	42.2	20.2	104	9321	43.2	28.4	107	12113	47.5	36.9	117
EMPLOYED PART-TIME	7456	5783	9.5	77.6	103	1554	9.9	20.8	107	2077	9.6	27.9	105	2549	10.0	34.2	109
NOT EMPLOYED	40680	29990	49.3	73.7	98	7528	47.9	18.5	95	10176	47.2	25.0	94	10820	42.5	26.6	85
PROFESSIONAL/MANAGER	10392	7738	12.7	74.5	99	2226	14.2	21.4	110	3225	14.9	31.0	116	4638	18.2	44.6	142
TECH/CLERICAL/SALES	17574	13787	22.6	78.5	104	3856	24.6	21.9	113	5077	23.5	28.9	108	6793	26.7	38.7	123
PRECISION/CRAFT	985	805	1.3	81.7	109	**122	0.8	12.4	64	*293	1.4	29.7	112	*339	1.3	34.4	109
OTHER EMPLOYED	11354	8563	14.1	75.4	100	1971	12.6	17.4	90	2804	13.0	24.7	93	2893	11.4	25.5	81
SINGLE	9863	6523	10.7	66.1	88	1845	11.8	18.7	96	2247	10.4	22.8	86	2924	11.5	29.6	94
MARRIED	51375	40427	66.4	78.7	105	10608	67.6	20.6	106	14643	67.9	28.5	107	17553	68.9	34.2	109
DIVORCED/SEPARATED/WIDOWED	19748	13932	22.9	70.5	94	3249	20.7	16.5	85	4685	21.7	23.7	89	5005	19.6	25.3	81
PARENTS	32590	26222	43.1	80.5	107	6899	43.9	21.2	109	9832	45.6	30.2	113	11005	43.2	33.8	107
WHITE	70416	53911	88.5	76.6	102	13729	87.4	19.5	101	19513	90.4	27.7	104	23590	92.6	33.5	106
BLACK	8778	5891	9.7	67.1	89	1674	10.7	19.1	98	1678	7.8	19.1	72	1402	5.5	16.0	51
OTHER	1791	1081	1.8	60.4	80	**299	1.9	16.7	86	**384	1.8	21.4	80	*490	1.9	27.4	87
NORTHEAST-CENSUS	17786	12041	19.8	67.7	90	4071	25.9	22.9	118	5190	24.1	29.2	110	5970	23.4	33.6	107
NORTH CENTRAL	20741	17106	28.1	82.5	110	4453	28.4	21.5	111	5470	25.4	26.4	99	7477	29.3	36.0	115
SOUTH	27775	21005	34.5	75.6	101	5321	33.9	19.2	99	6680	31.0	24.1	90	6573	25.8	23.7	75
WEST	14683	10731	17.6	73.1	97	1857	11.8	12.6	65	4234	19.6	28.8	108	5463	21.4	37.2	118
NORTHEAST-MKTG.	17961	11710	19.2	65.2	87	4197	26.7	23.4	121	5118	23.7	28.5	107	5947	23.3	33.1	105
EAST CENTRAL	11885	9394	15.4	79.0	105	2546	16.2	21.4	110	3585	16.6	30.2	113	4033	15.8	33.9	108
WEST CENTRAL	14090	11801	19.4	83.8	111	2807	17.9	19.9	103	3374	15.6	23.9	90	5028	19.7	35.7	113
SOUTH	24081	18794	30.9	78.0	104	4632	29.5	19.2	99	5724	26.5	23.8	89	5639	22.1	23.4	74
PACIFIC	12969	9183	15.1	70.8	94	1520	9.7	11.7	60	3773	17.5	29.1	109	4836	19.0	37.3	119
COUNTY SIZE A	32439	22361	36.7	68.9	92	6370	40.6	19.6	101	8943	41.5	27.6	103	10779	42.3	33.2	106
COUNTY SIZE B	24915	19272	31.7	77.4	103	5154	32.8	20.7	107	6910	32.0	27.7	104	7722	30.3	31.0	99
COUNTY SIZE C	12930	10425	17.1	80.6	107	2133	13.6	16.5	85	3361	15.6	26.0	98	4047	15.9	31.3	99
COUNTY SIZE D	10703	8825	14.5	82.5	110	2045	13.0	19.1	99	2361	10.9	22.1	83	2934	11.5	27.4	87
METRO CENTRAL CITY	24518	17278	28.4	70.5	94	4634	29.5	18.9	97	6531	30.3	26.6	100	7102	27.9	29.0	92
METRO SUBURBAN	35919	27171	44.6	75.6	101	7419	47.2	20.7	107	10064	46.6	28.0	105	12668	49.7	35.3	112
NON METRO	20549	16434	27.0	80.0	106	3648	23.2	17.8	92	4980	23.1	24.2	91	5712	22.4	27.8	88
TOP 5 ADI'S	18341	11805	19.4	64.4	86	3659	23.3	19.9	103	5139	23.8	28.0	105	6022	23.6	32.8	104
TOP 10 ADI'S	25378	16901	27.8	66.6	89	4952	31.5	19.5	101	6739	31.2	26.6	100	8211	32.2	32.4	103
TOP 20 ADI'S	36488	25408	41.7	69.6	93	6926	44.1	19.0	98	9819	45.5	26.9	101	12095	47.5	33.1	105
HSHLD INC. $50,000 OR MORE	6612	5198	8.5	78.6	105	1703	10.8	25.8	133	2256	10.5	34.1	128	3288	12.9	49.7	158
$40,000 OR MORE	12659	9926	16.3	78.4	104	3042	19.4	24.0	124	4252	19.7	33.6	126	5828	22.9	46.0	146
$30,000 OR MORE	24698	19133	31.4	77.5	103	5920	37.7	24.0	124	7932	36.8	32.1	121	10709	42.0	43.4	138
$25,000 OR MORE	32077	25203	41.4	78.6	105	7531	48.0	23.5	121	10157	47.1	31.7	119	14025	55.0	43.7	139
$20,000 - $24,999	9144	6877	11.3	75.2	100	1763	11.2	19.3	99	2652	12.3	29.0	109	2988	11.7	32.7	104
$15,000 - $19,999	8728	6523	10.7	74.7	99	1586	10.1	18.2	94	2105	9.8	24.1	91	2328	9.1	26.7	85
$10,000 - $14,999	12562	9388	15.4	74.7	99	2171	13.8	17.3	89	3108	14.4	24.7	93	3088	12.1	24.6	78
UNDER $10,000	18475	12892	21.2	69.8	93	2651	16.9	14.3	74	3553	16.5	19.2	72	3053	12.0	16.5	53
HOUSEHOLD OF 1 PERSON	11987	7622	12.5	63.6	85	1585	10.1	13.2	68	2418	11.2	20.2	76	2949	11.6	24.6	78
2 PEOPLE	26577	19451	31.9	73.2	97	5305	33.8	20.0	103	6826	31.6	25.7	96	8569	33.6	32.2	102
3 OR 4 PEOPLE	30617	23883	39.2	78.0	104	6617	42.1	21.6	111	8773	40.7	28.7	108	9888	38.8	32.3	103
5 OR MORE PEOPLE	11804	9927	16.3	84.1	112	2195	14.0	18.6	96	3557	16.5	30.1	113	4076	16.0	34.5	110
NO CHILD IN HSHLD	46165	32980	54.2	71.4	95	8311	52.9	18.0	93	11049	51.2	23.9	90	13883	54.5	30.1	96
CHILD(REN) UNDER 2 YRS	5325	4183	6.9	78.6	104	1146	7.3	21.5	111	1342	6.2	25.2	95	1533	6.0	28.8	91
2 - 5 YEARS	14221	11199	18.4	78.7	105	3052	19.4	21.5	111	4080	18.9	28.7	108	4292	16.8	30.2	96
6 - 11 YEARS	15117	12291	20.2	81.3	108	2938	18.7	19.4	100	4443	20.6	29.4	110	4915	19.3	32.5	103
12 - 17 YEARS	16611	13578	22.3	81.7	109	3376	21.5	20.3	105	5156	23.9	31.0	117	5931	23.3	35.7	113
RESIDENCE OWNED	55884	43613	71.6	78.0	104	11689	74.4	20.9	108	16153	74.9	28.9	109	19287	75.7	34.5	110
VALUE: $50,000 OR MORE	31744	24092	39.6	75.9	101	7009	44.6	22.1	114	9863	45.7	31.1	117	12729	50.0	40.1	127
VALUE: UNDER $50,000	24140	19521	32.1	80.9	108	4680	29.8	19.4	100	6290	29.2	26.1	98	6558	25.7	27.2	86

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

0367
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		TOTAL U.S. '000	SALTINES A '000	SALTINES B % DOWN	SALTINES C % ACROSS	SALTINES D INDX	BUTTER FLAVORED CRACKERS A '000	BUTTER FLAVORED CRACKERS B % DOWN	BUTTER FLAVORED CRACKERS C % ACROSS	BUTTER FLAVORED CRACKERS D INDX	CHEESE FLAVORED CRACKERS A '000	CHEESE FLAVORED CRACKERS B % DOWN	CHEESE FLAVORED CRACKERS C % ACROSS	CHEESE FLAVORED CRACKERS D INDX	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) A '000	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) B % DOWN	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) C % ACROSS	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) D INDX
TOTAL FEMALE HOMEMAKERS		80986	80883	100.0	75.2	100	15702	100.0	19.4	100	21574	100.0	26.6	100	25482	100.0	31.5	100
MAGAZINES	QUINTILE 1	15799	12639	20.8	80.0	106	3617	23.0	22.9	118	4887	22.7	30.9	116	6057	23.8	38.3	122
	QUINTILE 2	17259	13437	22.1	77.9	104	3579	22.8	20.7	107	5108	23.7	29.6	111	6429	25.2	37.3	118
	QUINTILE 3	13545	10048	16.5	74.2	99	3053	19.4	22.5	116	3799	17.6	28.0	105	4447	17.5	32.8	104
	QUINTILE 4	15133	11316	18.6	74.8	99	2576	16.4	17.0	88	3870	17.9	25.6	96	4263	16.7	28.2	90
	QUINTILE 5	19250	13444	22.1	69.8	93	2877	18.3	14.9	77	3911	18.1	20.3	76	4287	16.8	22.3	71
NEWSPAPERS	QUINTILE 1	12413	9409	15.5	75.8	101	2810	17.9	22.6	117	3770	17.5	30.4	114	4706	18.5	37.9	120
	QUINTILE 2	24116	18329	30.1	76.0	101	5251	33.4	21.8	112	6958	32.3	28.9	108	8398	33.0	34.8	111
	QUINTILE 3	11261	8478	13.9	75.3	100	2195	14.0	19.5	101	3022	14.0	26.8	101	3579	14.0	31.8	101
	QUINTILE 4	20255	15326	25.2	75.7	101	3455	22.0	17.1	88	5065	23.5	25.0	94	6037	23.7	29.8	95
	QUINTILE 5	12940	9341	15.3	72.2	96	1992	12.7	15.4	79	2760	12.8	21.3	80	2762	10.8	21.3	68
OUTDOOR	QUINTILE 1	14852	11310	18.6	76.2	101	3349	21.3	22.5	116	4179	19.4	28.1	106	5254	20.6	35.4	112
	QUINTILE 2	15725	11667	19.2	74.2	99	3188	20.3	20.3	105	4357	20.2	27.7	104	4942	19.4	31.4	100
	QUINTILE 3	16330	12578	20.7	77.0	102	3535	22.5	21.6	112	4744	22.0	29.1	109	5696	22.4	34.9	111
	QUINTILE 4	16744	12262	20.1	73.2	97	2834	18.0	16.9	87	4087	18.9	24.4	92	4977	19.5	29.7	94
	QUINTILE 5	17334	13067	21.5	75.4	100	2796	17.8	16.1	83	4208	19.5	24.3	91	4613	18.1	26.6	85
RADIO-DRIVE TIME	QUINTILE 1	15911	12182	20.0	76.6	102	3356	21.4	21.1	109	4808	22.3	30.2	113	5455	21.4	34.3	109
	QUINTILE 2	14837	11584	19.0	78.1	104	3072	19.6	20.7	107	3959	18.4	26.7	100	4876	19.1	32.9	104
	QUINTILE 3	15339	11472	18.8	74.8	99	2860	18.2	18.6	96	3972	18.4	25.9	97	4680	18.4	30.5	97
	QUINTILE 4	16723	12587	20.7	75.3	100	3272	20.8	19.6	101	4617	21.4	27.6	104	5498	21.6	32.9	104
	QUINTILE 5	18176	13058	21.4	71.8	96	3141	20.0	17.3	89	4219	19.6	23.2	87	4974	19.5	27.4	87
RADIO-MID-DAY	TERCILE 1	21020	16278	26.7	77.4	103	4429	28.2	21.1	109	6125	28.4	29.1	109	7116	27.9	33.9	108
	TERCILE 2	21610	16644	27.3	77.0	102	4086	26.0	18.9	98	5770	26.7	26.7	100	7028	27.6	32.5	103
	TERCILE 3	38355	27961	45.9	72.9	97	7187	45.8	18.7	97	9679	44.9	25.2	95	11338	44.5	29.6	94
RADIO-TOTAL	QUINTILE 1	15988	12282	20.2	76.8	102	3266	20.8	20.4	105	4507	20.9	28.2	106	5311	20.8	33.2	106
	QUINTILE 2	15626	12058	19.8	77.2	103	3236	20.6	20.7	107	4356	20.2	27.9	105	4962	19.5	31.8	101
	QUINTILE 3	16723	12854	21.1	76.9	102	3209	20.4	19.2	99	4511	20.9	27.0	101	5433	21.3	32.5	103
	QUINTILE 4	16342	12174	20.0	74.5	99	3041	19.4	18.6	96	4349	20.2	26.6	100	5494	21.6	33.6	107
	QUINTILE 5	16306	11514	18.9	70.6	94	2950	18.8	18.1	93	3852	17.9	23.6	89	4283	16.8	26.3	83
TV-PRIME TIME	QUINTILE 1	15953	11956	19.6	74.9	100	3158	20.1	19.8	102	4265	19.8	26.7	100	4513	17.7	28.3	90
	QUINTILE 2	16137	12585	20.7	78.0	104	3151	20.1	19.5	101	4532	21.0	28.1	105	5210	20.4	32.3	103
	QUINTILE 3	16420	12259	20.1	74.7	99	3440	21.9	21.0	108	4780	22.2	29.1	109	5525	21.7	33.6	107
	QUINTILE 4	16687	12413	20.4	74.4	99	3330	21.2	20.0	103	4333	20.1	26.0	97	5518	21.7	33.1	105
	QUINTILE 5	15789	11667	19.2	73.9	98	2623	16.7	16.6	86	3665	17.0	23.2	87	4715	18.5	29.9	95
TV-DAYTIME	TERCILE 1	27736	21037	34.6	75.8	101	5235	33.3	18.9	97	7119	33.0	25.7	96	7487	29.4	27.0	86
	TERCILE 2	26489	20092	33.0	75.9	101	5267	33.5	19.9	103	7033	32.6	26.6	100	8896	34.9	33.6	107
	TERCILE 3	26761	19754	32.4	73.8	98	5200	33.1	19.4	100	7422	34.4	27.7	104	9099	35.7	34.0	108
TV-TOTAL	QUINTILE 1	16345	12408	20.4	75.9	101	2832	18.0	17.3	89	4024	18.7	24.6	92	4212	16.5	25.8	82
	QUINTILE 2	16447	12473	20.5	75.8	101	3483	22.2	21.2	109	4395	20.4	26.7	100	4823	18.9	29.3	93
	QUINTILE 3	15980	12020	19.7	75.2	100	3204	20.4	20.1	103	4438	20.6	27.8	104	5382	21.1	33.7	107
	QUINTILE 4	15887	11713	19.2	73.7	98	3238	20.6	20.4	105	4469	20.7	28.1	106	5631	22.1	35.4	113
	QUINTILE 5	16326	12268	20.2	75.1	100	2946	18.8	18.0	93	4249	19.7	26.0	98	5435	21.3	33.3	106
MAGAZINES-NEWSPAPERS: DUAL		20721	16201	26.6	78.2	104	4912	31.3	23.7	122	6403	29.7	30.9	116	8041	31.6	38.8	123
MAGAZINE IMPERATIVE		19186	15000	24.6	78.2	104	3754	23.9	19.6	101	5377	24.9	28.0	105	6682	26.2	34.8	111
NEWSPAPER IMPERATIVE		21899	16017	26.3	73.1	97	4357	27.7	19.9	103	5789	26.8	26.4	99	6825	26.8	31.2	99
MAGAZINES-OUTDOOR: DUAL		15451	12054	19.8	78.0	104	3798	24.2	24.6	127	4778	22.1	30.9	116	6279	24.6	40.6	129
MAGAZINE IMPERATIVE		25953	20135	33.1	77.6	103	5168	32.9	19.9	103	7405	34.3	28.5	107	8834	34.7	34.0	108
OUTDOOR IMPERATIVE		24400	17890	29.4	73.3	98	4557	29.0	18.7	96	6238	28.9	25.6	96	6865	26.9	28.1	89
MAGAZINES-RADIO: DUAL		18049	14172	23.3	78.5	104	3890	24.8	21.6	111	5459	25.3	30.2	114	6446	25.3	35.7	114
MAGAZINE IMPERATIVE		23571	17997	29.6	76.4	102	5151	32.8	21.9	113	7061	32.7	30.0	112	8866	34.8	37.6	120
RADIO IMPERATIVE		23278	17455	28.7	75.0	100	4275	27.2	18.4	95	5639	26.1	24.2	91	6417	25.2	27.6	88
MAGAZINES-TELEVISION: DUAL		15459	12279	20.2	79.4	106	3339	21.3	21.6	111	4681	21.7	30.3	114	5168	20.3	33.4	106
MAGAZINE IMPERATIVE		25829	19787	32.5	76.6	102	5643	35.9	21.8	113	7782	36.1	30.1	113	10216	40.1	39.6	126
TELEVISION IMPERATIVE		26039	18872	31.0	72.5	96	4612	29.4	17.7	91	5953	27.6	22.9	86	6413	25.2	24.6	78
NEWSPAPERS-OUTDOOR: DUAL		16605	12626	20.7	76.0	101	3923	25.0	23.6	122	4985	23.1	30.0	113	6238	24.5	37.6	119
NEWSPAPER IMPERATIVE		26834	20282	33.3	75.6	101	5259	33.5	19.6	101	7497	34.8	27.9	105	8934	35.1	33.3	106
OUTDOOR IMPERATIVE		23346	17428	28.6	74.7	99	4441	28.3	19.0	98	6127	28.4	26.2	99	6929	27.2	29.7	94
NEWSPAPERS-RADIO: DUAL		17133	13232	21.7	77.2	103	3943	25.1	23.0	119	4973	23.1	29.0	109	6229	24.4	36.4	116
NEWSPAPER IMPERATIVE		25892	19317	31.7	74.6	99	5358	34.1	20.7	107	7337	34.0	28.3	106	8987	35.3	34.7	110
RADIO IMPERATIVE		23167	17846	29.3	77.0	102	4123	26.3	17.8	92	5932	27.5	25.6	96	6552	25.7	28.3	90
NEWSPAPERS-TELEVISION: DUAL		17159	13141	21.6	76.6	102	3634	23.1	21.2	109	5064	23.5	29.5	111	5497	21.6	32.0	102
NEWSPAPER IMPERATIVE		26214	19659	32.3	75.0	100	5816	37.0	22.2	114	7601	35.2	29.0	109	10045	39.4	38.3	122
TELEVISION IMPERATIVE		23412	17460	28.7	74.6	99	4072	25.9	17.4	90	5501	25.5	23.5	88	5799	22.8	24.8	79
OUTDOOR-RADIO: DUAL		15303	11933	19.6	78.0	104	3461	22.0	22.6	117	4530	21.0	29.6	111	5302	20.8	34.6	110
OUTDOOR IMPERATIVE		24901	18404	30.2	73.9	98	5131	32.7	20.6	106	6687	31.0	26.9	101	8186	32.1	32.9	104
RADIO IMPERATIVE		26492	20359	33.4	76.8	102	4919	31.3	18.6	96	7087	32.8	26.8	100	8324	32.7	31.4	100
OUTDOOR-TELEVISION: DUAL		14794	11296	18.6	76.4	102	3202	20.4	21.6	112	4024	18.7	27.2	102	4500	17.7	30.4	97
OUTDOOR IMPERATIVE		25437	19096	31.4	75.1	100	5590	35.6	22.0	113	7381	34.2	29.0	109	9215	36.2	36.2	115
TELEVISION IMPERATIVE		27877	21121	34.7	75.8	101	5015	31.9	18.0	93	7081	32.8	25.4	95	7798	30.6	28.0	89
RADIO-TELEVISION: DUAL		15996	12215	20.1	76.4	102	3406	21.7	21.3	110	4261	19.8	26.6	100	4692	18.4	29.3	93
RADIO IMPERATIVE		25478	19638	32.3	77.1	103	4950	31.5	19.4	100	7224	33.5	28.4	106	8978	35.2	35.2	112
TELEVISION IMPERATIVE		26573	19915	32.7	74.9	100	4811	30.6	18.1	93	6788	31.5	25.5	96	7731	30.3	29.1	92

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

0368
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	TOTAL U.S. '000	SALTINES A '000	SALTINES B % DOWN	SALTINES C % ACROSS	SALTINES D INDX	BUTTER FLAVORED CRACKERS A '000	BUTTER FLAVORED CRACKERS B % DOWN	BUTTER FLAVORED CRACKERS C % ACROSS	BUTTER FLAVORED CRACKERS D INDX	CHEESE FLAVORED CRACKERS A '000	CHEESE FLAVORED CRACKERS B % DOWN	CHEESE FLAVORED CRACKERS C % ACROSS	CHEESE FLAVORED CRACKERS D INDX	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) A '000	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) B % DOWN	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) C % ACROSS	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) D INDX
TOTAL FEMALE HOMEMAKERS	80986	60883	100.0	75.2	100	15702	100.0	19.4	100	21574	100.0	26.6	100	25482	100.0	31.5	100
ATLANTIC MONTHLY	415	238	0.4	57.3	76	**94	0.6	22.7	117	*126	0.6	30.4	114	*133	0.5	32.0	102
BARRON'S	453	328	0.5	72.4	96	**140	0.9	30.9	159	**152	0.7	33.6	126	*202	0.8	44.6	142
BETTER HOMES & GARDENS	16256	13139	21.6	80.8	108	3836	24.4	23.6	122	5188	24.0	31.9	120	6190	24.3	38.1	121
BON APPETIT	2535	1821	3.0	71.8	96	699	4.5	27.6	142	882	4.1	34.8	131	1181	4.6	46.6	148
BUSINESS WEEK	1278	981	1.6	76.8	102	294	1.9	23.0	119	401	1.9	31.4	118	540	2.1	42.3	134
CAR AND DRIVER	378	270	0.4	71.4	95	**87	0.6	23.0	119	**62	0.3	16.4	62	**99	0.4	26.2	83
CBS MAGAZINE NETWORK (GROSS)	1498	1196	2.0	79.8	106	336	2.1	22.4	116	418	1.9	27.9	105	627	2.5	41.9	133
CHANGING TIMES	1505	1192	2.0	79.2	105	397	2.5	26.4	136	430	2.0	28.6	107	593	2.3	39.4	125
COLONIAL HOMES	1231	979	1.6	79.5	106	371	2.4	30.1	155	451	2.1	36.6	138	511	2.0	41.5	132
CONDE NAST MAG. PKG. (GROSS)	14146	10649	17.5	75.3	100	3326	21.2	23.5	121	4077	18.9	28.8	108	5554	21.8	39.3	125
CONSUMERS DIGEST	1323	1050	1.7	79.4	106	237	1.5	17.9	92	463	2.1	35.0	131	430	1.7	32.5	103
COSMOPOLITAN	7102	5368	8.8	75.6	101	1634	10.4	23.0	119	2041	9.5	28.7	108	2537	10.0	35.7	114
COUNTRY LIVING	2481	2133	3.5	86.0	114	638	4.1	25.7	133	866	4.0	34.9	131	1084	4.3	43.7	139
CUISINE	1472	1117	1.8	75.9	101	317	2.0	21.5	111	406	1.9	27.6	104	564	2.2	38.3	122
CYCLE WORLD	425	392	0.6	92.2	123	**105	0.7	24.7	127	**112	0.5	26.4	99	*209	0.8	49.2	156
DCI:CREATIVE IDEAS FOR LIV	2510	2071	3.4	82.5	110	757	4.8	30.2	156	838	3.9	33.4	125	863	3.4	34.4	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5543	9.1	82.8	110	1841	11.7	27.5	142	2076	9.6	31.0	116	2416	9.5	36.1	115
DISCOVER	894	721	1.2	80.6	107	*195	1.2	21.8	112	308	1.4	34.5	129	379	1.5	42.4	135
EBONY	3507	2449	4.0	69.8	93	685	4.4	19.5	101	836	3.9	23.8	89	662	2.6	18.9	60
ESQUIRE	1083	735	1.2	67.9	90	*241	1.5	22.3	115	222	1.0	20.5	77	275	1.1	25.4	81
ESSENCE	1830	1362	2.2	74.4	99	295	1.9	16.1	83	430	2.0	23.5	88	341	1.3	18.6	59
FAMILY CIRCLE	15930	12715	20.9	79.8	106	3620	23.1	22.7	117	5087	23.6	31.9	120	5745	22.5	36.1	115
THE FAMILY HANDYMAN	1126	863	1.4	76.6	102	*240	1.5	21.3	110	373	1.7	33.1	124	392	1.5	34.8	111
FAMILY WEEKLY	11468	9266	15.2	80.8	107	2332	14.9	20.3	105	3210	14.9	28.0	105	3898	15.3	34.0	108
FIELD & STREAM	2234	1892	3.1	84.7	113	439	2.8	19.7	101	660	3.1	29.5	111	689	2.7	30.8	98
FOOD & WINE	579	395	0.6	68.2	91	**75	0.5	13.0	67	*212	1.0	36.6	137	*173	0.7	29.9	95
FORBES	728	548	0.9	75.3	100	*236	1.5	32.4	167	*229	1.1	31.5	118	347	1.4	47.7	151
FORTUNE	906	706	1.2	77.9	104	*279	1.8	30.8	159	273	1.3	30.1	113	457	1.8	50.4	160
GENTLEMEN'S QUARTERLY	791	557	0.9	70.4	94	*202	1.3	25.5	132	*211	1.0	26.7	100	360	1.4	45.5	145
GLAMOUR	5265	4053	6.7	77.0	102	1162	7.4	22.1	114	1465	6.8	27.8	104	2033	8.0	38.6	123
GOLF DIGEST	636	545	0.9	85.7	114	*204	1.3	32.1	165	*176	0.8	27.7	104	326	1.3	51.3	163
GOLF DIGEST/TENNIS (GROSS)	1186	941	1.5	79.3	106	315	2.0	26.6	137	279	1.3	23.5	88	590	2.3	49.7	158
GOLF MAGAZINE	441	342	0.6	77.6	103	**127	0.8	28.8	149	**122	0.6	27.7	104	*232	0.9	52.6	167
GOLF MAGAZINE/SKI (GROSS)	922	659	1.1	71.5	95	*226	1.4	24.5	126	289	1.3	31.3	118	463	1.8	50.2	160
GOOD HOUSEKEEPING	16487	13268	21.8	80.5	107	3703	23.6	22.5	116	4896	22.7	29.7	111	6125	24.0	37.2	118
HARPER'S BAZAAR	2423	1796	2.9	74.1	99	672	4.3	27.7	143	807	3.7	33.3	125	1048	4.1	43.3	137
HEALTH	1994	1619	2.7	81.2	108	468	3.0	23.5	121	645	3.0	32.3	121	660	2.6	33.1	105
HEARST MAG CORP. BUY (GROSS)	44101	34993	57.5	79.3	106	10816	68.9	24.5	126	13449	62.3	30.5	114	16760	65.8	38.0	121
HEARST MAN POWER (GROSS)	1993	1692	2.8	84.9	113	581	3.7	29.2	150	616	2.9	30.9	116	806	3.2	40.4	129
HEARST WOMAN POWER (GROSS)	31274	24844	40.8	79.4	106	7218	46.0	23.1	119	9287	43.0	29.7	111	11408	44.8	36.5	116
HOUSE BEAUTIFUL	3623	2770	4.5	76.5	102	1009	6.4	27.8	144	1147	5.3	31.7	119	1450	5.7	40.0	127
INC.	283	*230	0.4	81.3	108	**134	0.9	47.3	244	**118	0.5	41.7	157	**109	0.4	38.5	122
JET	2928	2045	3.4	69.8	93	638	4.1	21.8	112	712	3.3	24.3	91	550	2.2	18.8	60
LADIES' HOME JOURNAL	11918	9589	15.7	80.5	107	2720	17.3	22.8	118	3719	17.2	31.2	117	4514	17.7	37.9	120
LHJ FAMILY GRP COMBO(GROSS)	16764	13591	22.3	81.1	108	3921	25.0	23.4	121	5295	24.5	31.6	119	6340	24.9	37.8	120
LIFE	4254	3157	5.2	74.2	99	934	5.9	22.0	113	1298	6.0	30.5	115	1477	5.8	34.7	110
L.A. TIMES HOME MAGAZINE	1145	738	1.2	64.5	86	**100	0.6	8.7	45	387	1.8	33.8	127	482	1.9	42.1	134
MADEMOISELLE	2884	2183	3.6	75.7	101	695	4.4	24.1	124	947	4.4	32.8	123	1113	4.4	38.6	123
MC CALL'S	13460	10746	17.7	79.8	106	3011	19.2	22.4	115	4079	18.9	30.3	114	4925	19.3	36.6	116
MC CALL'S/WRK MOTHER (GROSS)	14606	11639	19.1	79.7	106	3345	21.3	22.9	118	4456	20.7	30.5	115	5321	20.9	36.4	116
MECHANIX ILLUSTRATED	772	589	1.0	76.3	101	*207	1.3	26.8	138	*252	1.2	32.6	123	293	1.1	38.0	121
METROPOLITAN HOME	967	707	1.2	73.1	97	314	2.0	32.5	167	377	1.7	39.0	146	433	1.7	44.8	142
MONEY	1588	1288	2.1	81.1	108	442	2.8	27.8	144	492	2.3	31.0	116	663	2.6	41.8	133
MOTHER EARTH NEWS	1002	857	1.4	85.5	114	*235	1.5	23.5	121	323	1.5	32.2	121	447	1.8	44.6	142
MS.	825	665	1.1	80.6	107	*181	1.2	21.9	113	272	1.3	33.0	124	270	1.1	32.7	104
NATIONAL ENQUIRER	10336	8224	13.5	79.6	106	1783	11.4	17.3	89	2781	12.9	26.9	101	2815	11.0	27.2	87
NATIONAL GEOGRAPHIC	9597	7390	12.1	77.0	102	2243	14.3	23.4	121	2754	12.8	28.7	108	4044	15.9	42.1	134
NATIONAL SUNDAY MAGAZINE PKG	49558	37713	61.9	76.1	101	10491	66.8	21.2	109	14194	65.8	28.6	108	17023	66.8	34.3	109
NATURAL HISTORY	573	431	0.7	75.2	100	*174	1.1	30.4	157	*124	0.6	21.6	81	*243	1.0	42.4	135
NEW WOMAN	1699	1328	2.2	78.2	104	383	2.4	22.5	116	467	2.2	27.5	103	608	2.4	35.8	114
NEW YORK INCLUDING CUE	443	313	0.5	70.7	94	*126	0.8	28.4	147	*107	0.5	24.2	91	209	0.8	47.2	150
THE NEW YORKER	1270	886	1.5	69.8	93	320	2.0	25.2	130	442	2.0	34.8	131	586	2.3	46.1	147
NEWSWEEK	6277	4655	7.6	74.2	99	1367	8.7	21.8	112	1796	8.3	28.6	107	2403	9.4	38.3	122
THE N.Y. TIMES DAILY EDITION	1205	777	1.3	64.5	86	337	2.1	28.0	144	369	1.7	30.6	115	570	2.2	47.3	150
THE N.Y. TIMES MAGAZINE	2081	1267	2.1	60.9	81	568	3.6	27.3	141	661	3.1	31.8	119	991	3.9	47.6	151
OMNI	788	639	1.0	81.1	108	*250	1.6	31.7	164	305	1.4	38.7	145	421	1.7	53.4	170
ON CABLE	1158	929	1.5	80.2	107	*264	1.7	22.8	118	411	1.9	35.5	133	481	1.9	41.5	132
1001 HOME IDEAS	2852	2384	3.9	83.6	111	732	4.7	25.7	132	931	4.3	32.6	123	1166	4.6	40.9	130
ORGANIC GARDENING	1658	1353	2.2	81.6	109	424	2.7	25.6	132	537	2.5	32.4	122	646	2.5	39.0	124
OUTDOOR LIFE	896	751	1.2	83.8	111	*186	1.2	20.8	107	287	1.3	32.0	120	295	1.2	32.9	105
PARADE MAGAZINE	24275	17887	29.4	73.7	98	5185	33.0	21.4	110	6962	32.3	28.7	108	8126	31.9	33.5	106

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SALTINES A '000	SALTINES B % DOWN	SALTINES C % ACROSS	SALTINES D INDX	BUTTER FLAVORED CRACKERS A '000	BUTTER FLAVORED CRACKERS B % DOWN	BUTTER FLAVORED CRACKERS C % ACROSS	BUTTER FLAVORED CRACKERS D INDX	CHEESE FLAVORED CRACKERS A '000	CHEESE FLAVORED CRACKERS B % DOWN	CHEESE FLAVORED CRACKERS C % ACROSS	CHEESE FLAVORED CRACKERS D INDX	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) A '000	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) B % DOWN	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) C % ACROSS	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) D INDX
TOTAL FEMALE HOMEMAKERS	80986	60883	100.0	75.2	100	15702	100.0	19.4	100	21574	100.0	26.6	100	25482	100.0	31.5	100
PARENTS	3845	3185	5.2	82.8	110	1050	6.7	27.3	141	1332	6.2	34.6	130	1478	5.8	38.4	122
PENTHOUSE	831	631	1.0	75.9	101	*146	0.9	17.6	91	*232	1.1	27.9	105	335	1.3	40.3	128
PEOPLE	11645	9026	14.8	77.5	103	2316	14.7	19.9	103	3261	15.1	28.0	105	4128	16.2	35.4	113
PLAYBOY	2006	1560	2.6	77.8	103	423	2.7	21.1	109	540	2.5	26.9	101	788	3.1	39.3	125
POPULAR HOT RODDING	297	*261	0.4	87.9	117	**53	0.3	17.8	92	**64	0.3	21.5	81	*164	0.6	55.2	175
POPULAR MECHANICS	1018	823	1.4	80.8	108	344	2.2	33.8	174	304	1.4	29.9	112	403	1.6	39.6	126
POPULAR SCIENCE	878	651	1.1	74.1	99	*223	1.4	25.4	131	*229	1.1	26.1	98	360	1.4	41.0	130
PREVENTION	3913	3035	5.0	77.6	103	683	4.3	17.5	90	1094	5.1	28.0	105	1415	5.6	36.2	115
PSYCHOLOGY TODAY	1710	1314	2.2	76.8	102	387	2.5	22.6	117	549	2.5	32.1	121	677	2.7	39.6	126
READER'S DIGEST	22204	17489	28.7	78.8	105	4743	30.2	21.4	110	6769	31.4	30.5	114	8156	32.0	36.7	117
REDBOOK	7684	6209	10.2	80.8	107	1880	12.0	24.5	126	2350	10.9	30.6	115	2745	10.8	35.7	114
ROAD & TRACK	410	317	0.5	77.3	103	**85	0.5	20.7	107	**104	0.5	25.4	95	*193	0.8	47.1	150
ROLLING STONE	969	776	1.3	80.1	107	270	1.7	27.9	144	414	1.9	42.7	160	403	1.6	41.6	132
RUNNER'S WORLD	298	*247	0.4	82.9	110	**90	0.6	30.2	156	**82	0.4	27.5	103	*157	0.6	52.7	167
SATURDAY EVENING POST	1169	941	1.5	80.5	107	281	1.8	24.0	124	389	1.8	33.3	125	389	1.5	33.3	106
SCIENCE 84	587	447	0.7	76.1	101	*153	1.0	26.1	134	*174	0.8	29.6	111	271	1.1	46.2	147
SCIENCE DIGEST	482	416	0.7	86.3	115	*116	0.7	24.1	124	**134	0.6	27.8	104	*171	0.7	35.5	113
SCIENTIFIC AMERICAN	594	436	0.7	73.4	98	*155	1.0	26.1	135	*208	1.0	35.0	131	314	1.2	52.9	168
SELF	2089	1594	2.6	76.3	101	551	3.5	26.4	136	571	2.6	27.3	103	907	3.6	43.4	138
SEVENTEEN	2411	1832	3.0	76.0	101	733	4.7	30.4	157	673	3.1	27.9	105	873	3.4	36.2	115
SKI	480	317	0.5	66.0	88	**100	0.6	20.8	107	*167	0.8	34.8	131	*231	0.9	48.1	153
SMITHSONIAN	2760	1965	3.2	71.2	95	729	4.6	26.4	136	946	4.4	34.3	129	1300	5.1	47.1	150
SOAP OPERA DIGEST	3013	2460	4.0	81.6	109	431	2.7	14.3	74	883	4.1	29.3	110	686	2.7	22.8	72
SOUTHERN LIVING	4184	3471	5.7	83.0	110	1084	6.9	25.9	134	1238	5.7	29.6	111	1553	6.1	37.1	118
SPORT	559	442	0.7	79.1	105	*244	1.6	43.6	225	*228	1.1	40.8	153	*218	0.9	39.0	124
THE SPORTING NEWS	436	417	0.7	95.6	127	**173	1.1	39.7	205	*248	1.1	56.9	214	**203	0.8	46.6	148
SPORTS AFIELD	493	454	0.7	92.1	122	**121	0.8	24.5	127	*178	0.8	36.1	136	*231	0.9	46.9	149
SPORTS ILLUSTRATED	2758	2248	3.7	81.5	108	657	4.2	23.8	123	902	4.2	32.7	123	1177	4.6	42.7	136
STAR	7456	5703	9.4	76.5	102	1192	7.6	16.0	82	1897	8.8	25.4	96	1854	7.3	24.9	79
SUNDAY	24936	18526	30.4	74.3	99	5484	34.9	22.0	113	7018	32.5	28.1	106	8992	35.3	36.1	115
SUNSET	2124	1588	2.6	74.8	99	489	3.1	23.0	119	815	3.8	38.4	144	1050	4.1	49.4	157
TV GUIDE	21661	16896	27.8	78.0	104	3948	25.1	18.2	94	6161	28.6	28.4	107	6850	26.9	31.6	101
TENNIS	550	396	0.7	72.0	96	**112	0.7	20.4	105	**104	0.5	18.9	71	*264	1.0	48.0	153
TIME	8880	6649	10.9	74.9	100	2090	13.3	23.5	121	2626	12.2	29.6	111	3443	13.5	38.8	123
TOWN & COUNTRY	917	661	1.1	72.1	96	257	1.6	28.0	145	234	1.1	25.5	96	386	1.5	42.1	134
TRAVEL & LEISURE	972	710	1.2	73.0	97	*251	1.6	25.8	133	245	1.1	25.2	95	407	1.6	41.9	133
TRUE STORY	3356	2682	4.4	79.9	106	519	3.3	15.5	80	882	4.1	26.3	99	753	3.0	22.4	71
U.S.NEWS & WORLD REPORT	3410	2628	4.3	77.1	103	751	4.8	22.0	114	1041	4.8	30.5	115	1280	5.0	37.5	119
USA TODAY	1759	1299	2.1	73.8	98	458	2.9	26.0	134	594	2.8	33.8	127	760	3.0	43.2	137
US	1873	1545	2.5	82.5	110	436	2.8	23.3	120	485	2.2	25.9	97	775	3.0	41.4	132
VOGUE	3909	2818	4.6	72.1	96	918	5.8	23.5	121	1094	5.1	28.0	105	1501	5.9	38.4	122
WALL STREET JOURNAL	1886	1431	2.4	75.9	101	454	2.9	24.1	124	615	2.9	32.6	122	748	2.9	39.7	126
WEIGHT WATCHERS	2120	1623	2.7	76.6	102	564	3.6	26.6	137	747	3.5	35.2	132	860	3.4	40.6	129
WOMAN'S DAY	14172	11507	18.9	81.2	108	3241	20.6	22.9	118	4268	19.8	30.1	113	5294	20.8	37.4	119
WORKING MOTHER	1146	893	1.5	77.9	104	334	2.1	29.1	150	377	1.7	32.9	123	396	1.6	34.6	110
WORKING WOMAN	1322	1023	1.7	77.4	103	366	2.3	27.7	143	430	2.0	32.5	122	531	2.1	40.2	128
WORLD TENNIS	*163	**100	0.2	61.3	82	**39	0.2	23.9	123	**45	0.2	27.6	104	**66	0.3	40.5	129
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2005	3.3	79.2	105	647	4.1	25.6	132	665	3.1	26.3	99	1021	4.0	40.3	128
BLAIR INSERTS	43657	32539	53.4	74.5	99	9468	60.3	21.7	112	12762	59.2	29.2	110	15240	59.8	34.9	111
DAILY NEWSPAPERS																	
READ ANY	51633	39211	64.4	75.9	101	10680	68.0	20.7	107	14535	67.4	28.2	106	17528	68.8	33.9	108
READ ONE	43463	32841	53.9	75.6	101	8760	55.8	20.2	104	11968	55.5	27.5	103	14407	56.5	33.1	105
READ TWO OR MORE	8170	6371	10.5	78.0	104	1919	12.2	23.5	121	2567	11.9	31.4	118	3120	12.2	38.2	121
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	39817	65.4	75.6	101	11099	70.7	21.1	109	15004	69.5	28.5	107	18158	71.3	34.5	110
READ ONE	46126	34862	57.3	75.6	101	9511	60.6	20.6	106	13077	60.6	28.4	106	15480	60.7	33.6	107
READ TWO OR MORE	6552	4955	8.1	75.6	101	1588	10.1	24.2	125	1927	8.9	29.4	110	2678	10.5	40.9	130
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.78				30.08				28.34				29.72			
30 DAY REACH	71455	53510	87.9	74.9	100	14150	90.1	19.8	102	19263	89.3	27.0	101	22912	89.9	32.1	102
50 SHWG - 30 DAY AV FREQ	14.56	14.64				15.77				14.91				15.60			
30 DAY REACH	67742	50915	83.6	75.2	100	13513	86.1	19.9	103	18341	85.0	27.1	102	21873	85.8	32.3	103
25 SHWG - 30 DAY AV FREQ	7.94	7.97				8.46				8.03				8.34			
30 DAY REACH	62117	46744	76.8	75.3	100	12614	80.3	20.3	105	17009	78.8	27.4	103	20427	80.2	32.9	105
CABLE TV: HOME WIRED	32077	25758	42.3	80.3	107	6677	42.5	20.8	107	9293	43.1	29.0	109	11525	45.2	35.9	114
HOME NOT WIRED	48909	35125	57.7	71.8	96	9025	57.5	18.5	95	12282	56.9	25.1	94	13957	54.8	28.5	91
HAVE PAY CABLE	15935	13125	21.6	82.4	110	3532	22.5	22.2	114	4579	21.2	28.7	108	6415	25.2	40.3	128

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SALTINES A '000	SALTINES B % DOWN	SALTINES C % ACROSS	SALTINES D INDX	BUTTER FLAVORED CRACKERS A '000	BUTTER FLAVORED CRACKERS B % DOWN	BUTTER FLAVORED CRACKERS C % ACROSS	BUTTER FLAVORED CRACKERS D INDX	CHEESE FLAVORED CRACKERS A '000	CHEESE FLAVORED CRACKERS B % DOWN	CHEESE FLAVORED CRACKERS C % ACROSS	CHEESE FLAVORED CRACKERS D INDX	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) A '000	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) B % DOWN	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) C % ACROSS	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) D INDX
TOTAL FEMALE HOMEMAKERS	80986	60883	100.0	75.2	100	15702	100.0	19.4	100	21574	100.0	26.6	100	25482	100.0	31.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	33734	55.4	76.8	102	8865	56.5	20.2	104	12391	57.4	28.2	106	14898	58.5	33.9	108
10:00 AM - 3:00 PM	30659	23716	39.0	77.4	103	6158	39.2	20.1	104	8536	39.6	27.8	105	10257	40.3	33.5	106
3:00 PM - 7:00 PM	31045	23949	39.3	77.1	103	6616	42.1	21.3	110	9148	42.4	29.5	111	10779	42.3	34.7	110
7:00 PM - MIDNIGHT	15767	11895	19.5	75.4	100	3118	19.9	19.8	102	4134	19.2	26.2	98	5001	19.6	31.7	101
MIDNIGHT - 6:00 AM	9120	6964	11.4	76.4	102	1750	11.1	19.2	99	2484	11.5	27.2	102	3252	12.8	35.7	113
6:00 AM - MIDNIGHT	58527	44873	73.7	76.7	102	11662	74.3	19.9	103	16312	75.6	27.9	105	19514	76.6	33.3	106
ENTIRE DAY	59311	45443	74.6	76.6	102	11852	75.5	20.0	103	16476	76.4	27.8	104	19770	77.6	33.3	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12813	21.0	79.2	105	3258	20.7	20.1	104	4489	20.8	27.8	104	5882	23.1	36.4	116
ALL NEWS	2256	1496	2.5	66.3	88	446	2.8	19.8	102	675	3.1	29.9	112	848	3.3	37.6	119
AOR/PROGRESSIVE	3874	2968	4.9	76.6	102	831	5.3	21.5	111	1223	5.7	31.6	119	1564	6.1	40.4	128
BEAUTIFUL MUSIC	5660	4453	7.3	78.7	105	1265	8.1	22.3	115	1768	8.2	31.2	117	1929	7.6	34.1	108
BLACK	2204	1637	2.7	74.3	99	451	2.9	20.5	106	585	2.7	26.5	100	474	1.9	21.5	68
CLASSICAL	1418	901	1.5	63.5	85	294	1.9	20.7	107	378	1.8	26.7	100	519	2.0	36.6	116
CHR/ROCK	9538	7376	12.1	77.3	103	2090	13.3	21.9	113	2741	12.7	28.7	108	3277	12.9	34.4	109
COUNTRY	12648	10171	16.7	80.4	107	2354	15.0	18.6	96	3623	16.8	28.6	108	4080	16.0	32.3	103
GOLDEN OLDIES	1191	837	1.4	70.3	93	*168	1.1	14.1	73	*243	1.1	20.4	77	365	1.4	30.6	97
MOR/NOSTALGIA	4757	3611	5.9	75.9	101	1006	6.4	21.1	109	1305	6.0	27.4	103	1550	6.1	32.6	104
NEWS/TALK	3863	2754	4.5	71.3	95	749	4.8	19.4	100	1025	4.8	26.5	100	1421	5.6	36.8	117
RELIGIOUS	3084	2360	3.9	76.5	102	579	3.7	18.8	97	837	3.9	27.1	102	881	3.5	28.6	91
SOFT ROCK	521	369	0.6	70.8	94	*123	0.8	23.6	122	*148	0.7	28.4	107	*193	0.8	37.0	118
URBAN CONTEMPORARY	1585	1076	1.8	67.9	90	318	2.0	20.1	103	459	2.1	29.0	109	305	1.2	19.2	61
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2591	4.3	79.5	106	731	4.7	22.4	116	944	4.4	28.9	109	969	3.8	29.7	94
ABC DIRECTION	2316	1702	2.8	73.5	98	438	2.8	18.9	98	711	3.3	30.7	115	721	2.8	31.1	99
ABC ENTERTAINMENT	4834	3843	6.3	79.5	106	1168	7.4	24.2	125	1496	6.9	30.9	116	1657	6.5	34.3	109
ABC FM	2202	1711	2.8	77.7	103	388	2.5	17.6	91	565	2.6	25.7	96	721	2.8	32.7	104
ABC INFORMATION	5425	4178	6.9	77.0	102	1013	6.5	18.7	96	1509	7.0	27.8	104	2046	8.0	37.7	120
ABC ROCK	1677	1346	2.2	80.3	107	363	2.3	21.6	112	582	2.7	34.7	130	681	2.7	40.6	129
CBS	4430	3370	5.5	76.1	101	966	6.2	21.8	112	1239	5.7	28.0	105	1572	6.2	35.5	113
MUTUAL	4992	3982	6.5	79.8	106	1036	6.6	20.8	107	1483	6.9	29.7	112	1738	6.8	34.8	111
NBC	4679	3557	5.8	76.0	101	1097	7.0	23.4	121	1362	6.3	29.1	109	1644	6.5	35.1	112
RADIORADIO	1994	1493	2.5	74.9	100	410	2.6	20.6	106	584	2.7	29.3	110	628	2.5	31.5	100
RKO ONE	2298	1772	2.9	77.1	103	541	3.4	23.5	121	611	2.8	26.6	100	748	2.9	32.6	103
RKO TWO	3311	2693	4.4	81.3	108	662	4.2	20.0	103	883	4.1	26.7	100	1001	3.9	30.2	96
THE SOURCE	2114	1634	2.7	77.3	103	540	3.4	25.5	132	679	3.1	32.1	121	750	2.9	35.5	113
NON-WIRED : BLAIR	8654	6829	11.2	78.9	105	1716	10.9	19.8	102	2380	11.0	27.5	103	2919	11.5	33.7	107
INTERNET	12025	9130	15.0	75.9	101	2388	15.2	19.9	102	3680	17.1	30.6	115	4148	16.3	34.5	110
KATZ RADIO GROUP	15359	11533	18.9	75.1	100	3217	20.5	20.9	108	4378	20.3	28.5	107	5634	22.1	36.7	117
SUPERNET	10628	8395	13.8	79.0	105	2201	14.0	20.7	107	2890	13.4	27.2	102	3733	14.6	35.1	112
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	6279	10.3	72.5	96	1560	9.9	18.0	93	2089	9.7	24.1	91	2473	9.7	28.6	91
MKDAY 9:00 AM - 1:00 PM	12163	9165	15.1	75.4	100	2187	13.9	18.0	93	3015	14.0	24.8	93	3324	13.0	27.3	87
MKDAY 1:00 PM - 4:30 PM	16150	12217	20.1	75.6	101	2992	19.1	18.5	96	3953	18.3	24.5	92	4383	17.2	27.1	86
MKDAY 4:30 PM - 7:30 PM	22463	16626	27.3	74.0	98	4271	27.2	19.0	98	5914	27.4	26.3	99	6504	25.5	29.0	92
MKDAY 7:30 PM - 8:00 PM	31795	23879	39.2	75.1	100	6313	40.2	19.9	102	8372	38.8	26.3	99	9555	37.5	30.1	96
MKDAY 11:00 PM - 11:30 PM	23977	18348	30.1	76.5	102	4935	31.4	20.6	106	6356	29.5	26.5	100	7591	29.8	31.7	101
MKDAY 11:30 PM - 1:00 AM	7703	5954	9.8	77.3	103	1575	10.0	20.4	105	1993	9.2	25.9	97	2491	9.8	32.3	103
M-SAT 8-11 PM+SUN 7-11 PM	33800	25545	42.0	75.6	101	6736	42.9	19.9	103	9223	42.8	27.3	102	10523	41.3	31.1	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5061	8.3	77.4	103	1266	8.1	19.4	100	1863	8.6	28.5	107	1810	7.1	27.7	88
ANOTHER WORLD N	4620	3536	5.8	76.5	102	900	5.7	19.5	100	1043	4.8	22.6	85	1261	4.9	27.3	87
AS THE WORLD TURNS C	5614	4252	7.0	75.7	101	1030	6.6	18.3	95	1235	5.7	22.0	83	1359	5.3	24.2	77
CAPITOL C	3396	2539	4.2	74.8	99	601	3.8	17.7	91	678	3.1	20.0	75	832	3.3	24.5	78
CBS MORN. NEWS 1 C	1446	982	1.6	67.9	90	249	1.6	17.2	89	285	1.3	19.7	74	318	1.2	22.0	70
CBS MORN. NEWS 2 C	1207	827	1.4	68.5	91	187	1.2	15.5	80	254	1.2	21.0	79	265	1.0	22.0	70
DAYS OF OUR LIVES N	5877	4517	7.4	76.9	102	1063	6.8	18.1	93	1321	6.1	22.5	84	1670	6.6	28.4	90
FACTS OF LIFE - DAYTIME N	2290	1650	2.7	72.1	96	395	2.5	17.2	89	564	2.6	24.6	92	457	1.8	20.0	63
FAMILY FEUD A	3023	2243	3.7	74.2	99	623	4.0	20.6	106	785	3.6	26.0	97	759	3.0	25.1	80
GENERAL HOSPITAL A	6097	4592	7.5	75.3	100	1074	6.8	17.6	91	1671	7.7	27.4	103	1728	6.8	28.3	90
GOOD MORNING, AMERICA-730 A	3515	2639	4.3	75.1	100	761	4.8	21.7	112	946	4.4	26.9	101	1188	4.7	33.8	107
GOOD MORNING, AMERICA-830 A	2818	2140	3.5	75.9	101	576	3.7	20.4	105	775	3.6	27.5	103	942	3.7	33.4	106
GUIDING LIGHT C	5339	4005	6.6	75.0	100	980	6.2	18.4	95	1157	5.4	21.7	81	1237	4.9	23.2	74
ONE LIFE TO LIVE A	4478	3370	5.5	75.3	100	815	5.2	18.2	94	1245	5.8	27.8	104	1317	5.2	29.4	93
PRESS YOUR LUCK C	2244	1744	2.9	77.7	103	437	2.8	19.5	100	574	2.7	25.6	96	728	2.9	32.4	103
PRICE IS RIGHT 1 C	4348	3328	5.5	76.5	102	784	5.0	18.0	93	913	4.2	21.0	79	1105	4.3	25.4	81
PRICE IS RIGHT 2 C	5014	3895	6.4	77.7	103	949	6.0	18.9	98	1042	4.8	20.8	78	1342	5.3	26.8	85
RYAN'S HOPE A	3150	2400	3.9	76.2	101	621	4.0	19.7	102	985	4.6	31.3	117	941	3.7	29.9	95
SALE OF THE CENTURY N	2695	1932	3.2	71.7	95	582	3.7	21.6	111	702	3.3	26.0	98	663	2.6	24.6	78
SEARCH FOR TOMORROW N	2319	1696	2.8	73.1	97	401	2.6	17.3	89	474	2.2	20.4	77	432	1.7	18.6	59
TODAY SHOW 1 N	2693	1973	3.2	73.3	97	462	2.9	17.2	88	725	3.4	26.9	101	789	3.1	29.3	93
TODAY SHOW 2 N	2498	1769	2.9	70.8	94	439	2.8	17.6	91	640	3.0	25.6	96	682	2.7	27.3	87
$25,000 PYRAMID C	2753	2002	3.3	72.7	97	452	2.9	16.4	85	673	3.1	24.4	92	753	3.0	27.4	87
WHEEL OF FORTUNE N	4388	3394	5.6	77.3	103	842	5.4	19.2	99	1074	5.0	24.5	92	1200	4.7	27.3	87
YOUNG AND THE RESTLESS C	5695	4412	7.2	77.5	103	892	5.7	15.7	81	1226	5.7	21.5	81	1308	5.1	23.0	73
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1214	2.0	69.0	92	328	2.1	18.6	96	448	2.1	25.5	96	493	1.9	28.0	89
NBA PLAYOFF GAME -1 C	1136	906	1.5	79.8	106	192	1.2	16.9	87	302	1.4	26.6	100	304	1.2	26.8	85
NBC MAJOR LEAGUE PRE-GAME N	953	685	1.1	71.9	96	*132	0.8	13.9	71	*201	0.9	21.1	79	*292	1.1	30.6	97
SPORTSWORLD - SUN N	1233	962	1.6	78.0	104	198	1.3	16.1	83	360	1.7	29.2	110	379	1.5	30.7	98
SUNDAY MORNING C	1611	1169	1.9	72.6	97	233	1.5	14.5	75	383	1.8	23.8	89	507	2.0	31.5	100

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

0371
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		TOTAL U.S. '000	SALTINES A '000	SALTINES B % DOWN	SALTINES C % ACROSS	SALTINES D INDX	BUTTER FLAVORED CRACKERS A '000	BUTTER FLAVORED CRACKERS B % DOWN	BUTTER FLAVORED CRACKERS C % ACROSS	BUTTER FLAVORED CRACKERS D INDX	CHEESE FLAVORED CRACKERS A '000	CHEESE FLAVORED CRACKERS B % DOWN	CHEESE FLAVORED CRACKERS C % ACROSS	CHEESE FLAVORED CRACKERS D INDX	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) A '000	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) B % DOWN	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) C % ACROSS	OTHER FLAVORED SNACK CRACKERS (WHEAT, BARBECUE, ETC.) D INDX
TOTAL FEMALE HOMEMAKERS		80986	60883	100.0	75.2	100	15702	100.0	19.4	100	21574	100.0	26.6	100	25482	100.0	31.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	19400	31.9	74.4	99	5036	32.1	19.3	100	6748	31.3	25.9	97	7400	29.0	28.4	90
NETWORK AFFILIATES - LATE		20261	15501	25.5	76.5	102	4099	26.1	20.2	104	5294	24.5	26.1	98	6405	25.1	31.6	100
INDEPENDENTS - LATE		2076	1441	2.4	69.4	92	484	3.1	23.3	120	531	2.5	25.6	96	763	3.0	36.8	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7997	13.1	76.5	102	1878	12.0	18.0	93	2720	12.6	26.0	98	2927	11.5	28.0	89
ABC MONDAY NIGHT MOVIE	A	6412	4807	7.9	75.0	100	1362	8.7	21.2	110	1789	8.3	27.9	105	2136	8.4	33.3	106
ABC SUNDAY NIGHT MOVIE	A	12407	9322	15.3	75.1	100	2714	17.3	21.9	113	3453	16.0	27.8	104	4047	15.9	32.6	104
ABC WORLD NEWS TONIGHT	A	6176	4677	7.7	75.7	101	1231	7.8	19.9	103	1602	7.4	25.9	97	1654	6.5	26.8	85
AFTERMASH	C	5863	4254	7.0	72.6	97	1145	7.3	19.5	101	1687	7.8	28.8	108	1850	7.3	31.6	100
ALICE	C	9594	7264	11.9	75.7	101	1935	12.3	20.2	104	2658	12.3	27.7	104	2998	11.8	31.2	99
AMERICAN PARADE	C	6622	4903	8.1	74.0	98	1423	9.1	21.5	111	1734	8.0	26.2	98	1984	7.8	30.0	95
BENSON	A	10886	8146	13.4	74.8	100	1994	12.7	18.3	94	2911	13.5	26.7	100	3129	12.3	28.7	91
BLUE THUNDER	A	5036	3954	6.5	78.5	104	965	6.1	19.2	99	1382	6.4	27.4	103	1437	5.6	28.5	91
CAGNEY & LACEY	C	9965	7899	13.0	79.3	105	1917	12.2	19.2	99	2686	12.5	27.0	101	3357	13.2	33.7	107
CBS EVENING NEWS-DEAN	C	3491	2504	4.1	71.7	95	639	4.1	18.3	94	1015	4.7	29.1	109	1125	4.4	32.2	102
CBS EVENING NEWS-RATHER	C	7123	5317	8.7	74.6	99	1401	8.9	19.7	101	1793	8.3	25.2	94	2245	8.8	31.5	100
CBS SAT. NEWS-SCHIEFFER	C	3621	2578	4.2	71.2	95	694	4.4	19.2	99	939	4.4	25.9	97	1092	4.3	30.2	96
CBS SATURDAY NIGHT MOVIE	C	5436	4162	6.8	76.6	102	1113	7.1	20.5	106	1584	7.3	29.1	109	1657	6.5	30.5	97
CBS WEDNESDAY NIGHT MOVIE	C	6100	4591	7.5	75.3	100	1129	7.2	18.5	95	1799	8.3	29.5	111	1989	7.8	32.6	104
CHEERS	N	8889	6829	11.2	76.8	102	1806	11.5	20.3	105	2760	12.8	31.0	117	3219	12.6	36.2	115
DALLAS	C	22109	16852	27.7	76.2	101	4406	28.1	19.9	103	5860	27.2	26.5	99	6854	26.9	31.0	99
DIFF'RENT STROKES	N	6940	5039	8.3	72.6	97	1112	7.1	16.0	83	1652	7.7	23.8	89	1788	7.0	25.8	82
DOUBLE TROUBLE	N	7223	5679	9.3	78.6	105	1385	8.8	19.2	99	2023	9.4	28.0	105	2189	8.6	30.3	96
DUCK FACTORY	N	5595	4258	7.0	76.1	101	1133	7.2	20.3	104	1659	7.7	29.7	111	1894	7.4	33.9	108
DUKES OF HAZZARD	C	5768	4458	7.3	77.3	103	1142	7.3	19.8	102	1521	7.1	26.4	99	1566	6.1	27.1	86
DYNASTY	A	20053	15014	24.7	74.9	100	3645	23.2	18.2	94	5452	25.3	27.2	102	5995	23.5	29.9	95
FACTS OF LIFE	N	8087	6234	10.2	77.1	103	1393	8.9	17.2	89	2083	9.7	25.8	97	2184	8.6	27.0	86
FALCON CREST	C	20046	15219	25.0	75.9	101	4194	26.7	20.9	108	5353	24.8	26.7	100	6306	24.7	31.5	100
FALL GUY	A	9084	7021	11.5	77.3	103	1673	10.7	18.4	95	2510	11.6	27.6	104	2412	9.5	26.6	84
FAMILY TIES	N	7964	6385	10.5	80.2	107	1409	9.0	17.7	91	2126	9.9	26.7	100	2524	9.9	31.7	101
FANTASY ISLAND	A	7687	5589	9.2	72.7	97	1440	9.2	18.7	97	1927	8.9	25.1	94	2197	8.6	28.6	91
FOULUPS, BLEEPS & BLUNDERS	A	8861	6644	10.9	75.0	100	1848	11.8	20.9	108	2649	12.3	29.9	112	2804	11.0	31.6	101
FOUR SEASONS	C	5095	3811	6.3	74.8	99	1035	6.6	20.3	105	1459	6.8	28.6	107	1701	6.7	33.4	106
GIMME A BREAK	N	8838	6780	11.1	76.7	102	1520	9.7	17.2	89	2202	10.2	24.9	94	2497	9.8	28.3	90
HART TO HART	A	8978	6951	11.4	77.4	103	1785	11.4	19.9	103	2346	10.9	26.1	98	2770	10.9	30.9	98
HILL STREET BLUES	N	8590	6482	10.6	75.5	100	1881	12.0	21.9	113	2456	11.4	28.6	107	3119	12.2	36.3	115
HOTEL	A	14085	10842	17.8	77.0	102	2847	18.1	20.2	104	3834	17.8	27.2	102	4341	17.0	30.8	98
JEFFERSONS	C	9360	7124	11.7	76.1	101	1849	11.8	19.8	102	2496	11.6	26.7	100	2722	10.7	29.1	92
JENNIFER SLEPT HERE	N	5841	4327	7.1	74.1	99	1014	6.5	17.4	90	1411	6.5	24.2	91	1631	6.4	27.9	89
KATE & ALLIE	C	9206	7216	11.9	78.4	104	1732	11.0	18.8	97	2620	12.1	28.5	107	2930	11.5	31.8	101
KNIGHT RIDER	N	7076	5397	8.9	76.3	101	1284	8.2	18.1	94	1803	8.4	25.5	96	2173	8.5	30.7	98
LOVE BOAT	A	12219	9081	14.9	74.3	99	2259	14.4	18.5	95	3027	14.0	24.8	93	3395	13.3	27.8	88
MAGNUM PI	C	11199	8581	14.1	76.6	102	2472	15.7	22.1	114	3147	14.6	28.1	105	3398	13.3	30.3	96
MAMA'S FAMILY	N	6057	4546	7.5	75.1	100	1112	7.1	18.4	95	1586	7.4	26.2	98	1822	7.2	30.1	96
MASTER, THE	N	3598	2793	4.6	77.6	103	702	4.5	19.5	101	1092	5.1	30.4	114	1043	4.1	29.0	92
MATT HOUSTON	A	6344	4835	7.9	76.2	101	1266	8.1	20.0	103	1851	8.6	29.2	110	2067	8.1	32.6	104
NBC MONDAY NIGHT MOVIE	N	11994	9179	15.1	76.5	102	2273	14.5	19.0	98	3228	15.0	26.9	101	3772	14.8	31.4	100
NBC NIGHTLY NEWS	N	5132	3726	6.1	72.6	97	1025	6.5	20.0	103	1297	6.0	25.3	95	1565	6.1	30.5	97
NBC NIGHTLY NEWS-SAT	N	3375	2462	4.0	72.9	97	486	3.1	14.4	74	833	3.9	24.7	93	993	3.9	29.4	94
NBC NIGHTLY NEWS-SUN	N	3130	2259	3.7	72.2	96	690	4.4	22.0	114	789	3.7	25.2	95	926	3.6	29.6	94
NBC SUNDAY NIGHT MOVIE	N	8284	6317	10.4	76.3	101	1315	8.4	15.9	82	2113	9.8	25.5	96	2332	9.2	28.2	89
NEWHART	C	9240	7257	11.9	78.5	104	1808	11.5	19.6	101	2496	11.6	27.0	101	3038	11.9	32.9	104
ONE DAY AT A TIME	C	7288	5590	9.2	76.7	102	1435	9.1	19.7	102	2006	9.3	27.5	103	2227	8.7	30.6	97
PEOPLE ARE FUNNY	N	4855	3626	6.0	74.7	99	969	6.2	20.0	103	1200	5.6	24.7	93	1374	5.4	28.3	90
REAL PEOPLE	N	8869	6761	11.1	76.2	101	1694	10.8	19.1	99	2404	11.1	27.1	102	2530	9.9	28.5	91
REMINGTON STEELE	N	7743	5649	9.3	73.0	97	1580	10.1	20.4	105	1853	8.6	23.9	90	2431	9.5	31.4	100
RIPLEY'S BELIEVE IT - NOT	A	5345	4060	6.7	76.0	101	1106	7.0	20.7	107	1514	7.0	28.3	106	1845	7.2	34.5	110
RIPTIDE	N	6988	5438	8.9	77.8	104	1359	8.7	19.4	100	1934	9.0	27.7	104	2332	9.2	33.4	106
SCARECROW & MRS. KING	C	10002	7590	12.5	75.9	101	1932	12.3	19.3	100	2465	11.4	24.6	93	2970	11.7	29.7	94
SIMON & SIMON	C	10638	8401	13.8	79.0	105	1888	12.0	17.7	92	2467	11.4	23.2	87	3008	11.8	28.3	90
60 MINUTES	C	13293	9713	16.0	73.1	97	2629	16.7	19.8	102	3348	15.5	25.2	95	4105	16.1	30.9	98
ST. ELSEWHERE	N	7017	5489	9.0	78.2	104	1425	9.1	20.3	105	1844	8.5	26.3	99	2493	9.8	35.5	113
THREE'S COMPANY	A	10917	8385	13.8	76.8	102	2129	13.6	19.5	101	3057	14.2	28.0	105	3356	13.2	30.7	98
T.J. HOOKER	A	9204	6897	11.3	74.9	100	1664	10.6	18.1	93	2393	11.1	26.0	98	2514	9.9	27.3	87
TONIGHT SHOW	N	2372	1745	2.9	73.6	98	551	3.5	23.2	120	681	3.2	28.7	108	877	3.4	37.0	118
TRAPPER JOHN, M.D.	C	9846	7470	12.3	75.9	101	2020	12.9	20.5	106	2702	12.5	27.4	103	2886	11.3	29.3	93
TV BLOOPERS & PRAC. JOKES	N	9105	6769	11.1	74.3	99	1689	10.8	18.6	96	2521	11.7	27.7	104	2823	11.1	31.0	99
20/20	A	9387	7167	11.8	76.4	102	2062	13.1	22.0	113	2627	12.2	28.0	105	3148	12.4	33.5	107
WEBSTER	A	11067	8272	13.6	74.7	99	2087	13.3	18.9	97	2916	13.5	26.3	99	3223	12.6	29.1	93
WORLD NEWS - SUN	A	3062	2168	3.6	70.8	94	691	4.4	22.6	116	714	3.3	23.3	88	900	3.5	29.4	93
YELLOW ROSE	N	4978	3828	6.3	76.9	102	858	5.5	17.2	89	1398	6.5	28.1	105	1702	6.7	34.2	109
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	7033	11.6	79.2	105	2173	13.8	24.5	126	3000	13.9	33.8	127	3525	13.8	39.7	126
BASKETBALL - COLLEGE GAMES		4080	3266	5.4	80.0	106	883	5.6	21.6	112	1328	6.2	32.5	122	1642	6.4	40.2	128
BASKETBALL - PRO GAMES		3607	2767	4.5	76.7	102	716	4.6	19.9	102	1344	6.2	37.3	140	1391	5.5	38.6	123
BOWLING		3883	3062	5.0	78.9	105	919	5.9	23.7	122	1327	6.2	34.2	128	1591	6.2	41.0	130
BOXING		3928	2842	4.7	72.4	96	913	5.8	23.2	120	1148	5.3	29.2	110	1249	4.9	31.8	101
FOOTBALL - COLLEGE GAMES		6366	5214	8.6	81.9	109	1450	9.2	22.8	117	2343	10.9	36.8	138	2566	10.1	40.3	128
FOOTBALL - PRO GAMES		11300	9372	15.4	82.9	110	2562	16.3	22.7	117	4002	18.6	35.4	133	5008	19.7	44.3	141
GOLF		3378	2707	4.4	80.1	107	839	5.3	24.8	128	1203	5.6	35.6	134	1514	5.9	44.8	142
POST-SEASON COLL. FOOTBALL		4906	4023	6.6	82.0	109	1254	8.0	25.6	132	1629	7.6	33.2	125	2016	7.9	41.1	131
POST-SEASON PRO FOOTBALL		6120	5024	8.3	82.1	109	1528	9.7	25.0	129	2301	10.7	37.6	141	2643	10.4	43.2	137
TENNIS		3033	2256	3.7	74.4	99	594	3.8	19.6	101	976	4.5	32.2	121	1149	4.5	37.9	120
WRESTLING - PROFESSIONAL		3344	2708	4.4	81.0	108	668	4.3	20.0	103	926	4.3	27.7	104	869	3.4	26.0	83

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	GRAHAM CRACKERS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	39379	100.0	48.6	100												
18 - 24	9282	3911	9.9	42.1	87												
25 - 34	19072	10115	25.7	53.0	109												
35 - 44	14591	7800	19.8	53.5	110												
45 - 54	11345	5761	14.6	50.8	104												
55 - 64	11635	5442	13.8	46.8	96												
65 OR OLDER	15061	6350	16.1	42.2	87												
18 - 34	28354	14025	35.6	49.5	102												
18 - 49	48339	24559	62.4	50.8	104												
25 - 54	45008	23676	60.1	52.6	108												
35 - 49	19985	10533	26.7	52.7	108												
50 OR OLDER	32647	14820	37.6	45.4	93												
GRADUATED COLLEGE	11155	5606	14.2	50.3	103												
ATTENDED COLLEGE	13682	7157	18.2	52.3	108												
GRADUATED HIGH SCHOOL	33880	17025	43.2	50.3	103												
DID NOT GRADUATE HIGH SCHOOL	22270	9591	24.4	43.1	89												
EMPLOYED	40306	19543	49.6	48.5	100												
EMPLOYED FULL-TIME	32850	15718	39.9	47.8	98												
EMPLOYED PART-TIME	7456	3826	9.7	51.3	106												
NOT EMPLOYED	40680	19836	50.4	48.8	100												
PROFESSIONAL/MANAGER	10392	5033	12.8	48.4	100												
TECH/CLERICAL/SALES	17574	8972	22.8	51.1	105												
PRECISION/CRAFT	985	*479	1.2	48.6	100												
OTHER EMPLOYED	11354	5059	12.8	44.6	92												
SINGLE	9863	3650	9.3	37.0	76												
MARRIED	51375	27093	68.8	52.7	108												
DIVORCED/SEPARATED/WIDOWED	19748	8636	21.9	43.7	90												
PARENTS	32590	18674	47.4	57.3	118												
WHITE	70416	35497	90.1	50.4	104												
BLACK	8778	3303	8.4	37.6	77												
OTHER	1791	*579	1.5	32.3	66												
NORTHEAST-CENSUS	17786	7633	19.4	42.9	88												
NORTH CENTRAL	20741	12095	30.7	58.3	120												
SOUTH	27775	12435	31.6	44.8	92												
WEST	14683	7216	18.3	49.1	101												
NORTHEAST-MKTG.	17961	7133	18.1	39.7	82												
EAST CENTRAL	11885	6470	16.4	54.4	112												
WEST CENTRAL	14090	8435	21.4	59.9	123												
SOUTH	24081	11093	28.2	46.1	95												
PACIFIC	12969	6248	15.9	48.2	99												
COUNTY SIZE A	32439	13746	34.9	42.4	87												
COUNTY SIZE B	24915	12498	31.7	50.2	103												
COUNTY SIZE C	12930	6927	17.6	53.6	110												
COUNTY SIZE D	10703	6208	15.8	58.0	119												
METRO CENTRAL CITY	24518	10795	27.4	44.0	91												
METRO SUBURBAN	35919	17433	44.3	48.5	100												
NON METRO	20549	11150	28.3	54.3	112												
TOP 5 ADI'S	18341	7355	18.7	40.1	82												
TOP 10 ADI'S	25378	10406	26.4	41.0	84												
TOP 20 ADI'S	36488	16065	40.8	44.0	91												
HSHLD INC. $50,000 OR MORE	6612	3472	8.8	52.5	108												
$40,000 OR MORE	12659	6662	16.9	52.6	108												
$30,000 OR MORE	24698	12934	32.8	52.4	108												
$25,000 OR MORE	32077	17187	43.6	53.6	110												
$20,000 - $24,999	9144	4579	11.6	50.1	103												
$15,000 - $19,999	8728	3946	10.0	45.2	93												
$10,000 - $14,999	12562	5777	14.7	46.0	95												
UNDER $10,000	18475	7890	20.0	42.7	88												
HOUSEHOLD OF 1 PERSON	11987	4650	11.8	38.8	80												
2 PEOPLE	26577	11588	29.4	43.6	90												
3 OR 4 PEOPLE	30617	16366	41.6	53.5	110												
5 OR MORE PEOPLE	11804	6775	17.2	57.4	118												
NO CHILD IN HSHLD	46165	19665	49.9	42.6	88												
CHILD(REN) UNDER 2 YRS	5325	3089	7.8	58.0	119												
2 - 5 YEARS	14221	8101	20.6	57.0	117												
6 - 11 YEARS	15117	8535	21.7	56.5	116												
12 - 17 YEARS	16611	9415	23.9	56.7	117												
RESIDENCE OWNED	55884	29344	74.5	52.5	108												
VALUE: $50,000 OR MORE	31744	16671	42.3	52.5	108												
VALUE: UNDER $50,000	24140	12673	32.2	52.5	108												

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	GRAHAM CRACKERS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	39379	100.0	48.6	100												
MAGAZINES	QUINTILE 1	15799	8403	21.3	53.2	109												
	QUINTILE 2	17259	9229	23.4	53.5	110												
	QUINTILE 3	13545	6387	16.2	47.2	97												
	QUINTILE 4	15133	7267	18.5	48.0	99												
	QUINTILE 5	19250	8093	20.6	42.0	86												
NEWSPAPERS	QUINTILE 1	12413	6229	15.8	50.2	103												
	QUINTILE 2	24116	12058	30.6	50.0	103												
	QUINTILE 3	11261	5694	14.5	50.6	104												
	QUINTILE 4	20255	9488	24.1	46.8	96												
	QUINTILE 5	12940	5911	15.0	45.7	94												
OUTDOOR	QUINTILE 1	14852	7512	19.1	50.6	104												
	QUINTILE 2	15725	7613	19.3	48.4	100												
	QUINTILE 3	16330	7808	19.8	47.8	98												
	QUINTILE 4	16744	8061	20.5	48.1	99												
	QUINTILE 5	17334	8385	21.3	48.4	99												
RADIO-DRIVE TIME	QUINTILE 1	15911	8223	20.9	51.7	106												
	QUINTILE 2	14837	7702	19.6	51.9	107												
	QUINTILE 3	15339	7062	17.9	46.0	95												
	QUINTILE 4	16723	7899	20.1	47.2	97												
	QUINTILE 5	18176	8492	21.6	46.7	96												
RADIO-MID-DAY	TERCILE 1	21020	10713	27.2	51.0	105												
	TERCILE 2	21610	11127	28.3	51.5	106												
	TERCILE 3	38355	17539	44.5	45.7	94												
RADIO-TOTAL	QUINTILE 1	15988	8247	20.9	51.6	106												
	QUINTILE 2	15626	7941	20.2	50.8	105												
	QUINTILE 3	16723	8125	20.6	48.6	100												
	QUINTILE 4	16342	7731	19.6	47.3	97												
	QUINTILE 5	16306	7335	18.6	45.0	93												
TV-PRIME TIME	QUINTILE 1	15953	7659	19.4	48.0	99												
	QUINTILE 2	16137	8051	20.4	49.9	103												
	QUINTILE 3	16420	8150	20.7	49.6	102												
	QUINTILE 4	16687	7833	19.9	46.9	97												
	QUINTILE 5	15789	7686	19.5	48.7	100												
TV-DAYTIME	TERCILE 1	27736	13480	34.2	48.6	100												
	TERCILE 2	26489	13206	33.5	49.9	103												
	TERCILE 3	26761	12693	32.2	47.4	98												
TV-TOTAL	QUINTILE 1	16345	7673	19.5	46.9	97												
	QUINTILE 2	16447	8038	20.4	48.9	101												
	QUINTILE 3	15980	8067	20.5	50.5	104												
	QUINTILE 4	15887	7707	19.6	48.5	100												
	QUINTILE 5	16326	7894	20.0	48.4	99												
MAGAZINES-NEWSPAPERS: DUAL		20721	11012	28.0	53.1	109												
MAGAZINE IMPERATIVE		19186	9939	25.2	51.8	107												
NEWSPAPER IMPERATIVE		21899	10116	25.7	46.2	95												
MAGAZINES-OUTDOOR: DUAL		15451	8179	20.8	52.9	109												
MAGAZINE IMPERATIVE		25953	13347	33.9	51.4	106												
OUTDOOR IMPERATIVE		24400	11142	28.3	45.7	94												
MAGAZINES-RADIO: DUAL		18049	9592	24.4	53.1	109												
MAGAZINE IMPERATIVE		23571	11888	30.2	50.4	104												
RADIO IMPERATIVE		23278	10927	27.7	46.9	97												
MAGAZINES-TELEVISION: DUAL		15459	7997	20.3	51.7	106												
MAGAZINE IMPERATIVE		25829	13585	34.5	52.6	108												
TELEVISION IMPERATIVE		26039	11571	29.4	44.4	91												
NEWSPAPERS-OUTDOOR: DUAL		16605	8501	21.6	51.2	105												
NEWSPAPER IMPERATIVE		26834	13241	33.6	49.3	101												
OUTDOOR IMPERATIVE		23346	11089	28.2	47.5	98												
NEWSPAPERS-RADIO: DUAL		17133	9019	22.9	52.6	108												
NEWSPAPER IMPERATIVE		25892	12395	31.5	47.9	98												
RADIO IMPERATIVE		23167	11278	28.6	48.7	100												
NEWSPAPERS-TELEVISION: DUAL		17159	8467	21.5	49.3	101												
NEWSPAPER IMPERATIVE		26214	13257	33.7	50.6	104												
TELEVISION IMPERATIVE		23412	10970	27.9	46.9	96												
OUTDOOR-RADIO: DUAL		15303	8027	20.4	52.5	108												
OUTDOOR IMPERATIVE		24901	11625	29.5	46.7	96												
RADIO IMPERATIVE		26492	13117	33.3	49.5	102												
OUTDOOR-TELEVISION: DUAL		14794	7546	19.2	51.0	105												
OUTDOOR IMPERATIVE		25437	12359	31.4	48.6	100												
TELEVISION IMPERATIVE		27877	13217	33.6	47.4	98												
RADIO-TELEVISION: DUAL		15996	7904	20.1	49.4	102												
RADIO IMPERATIVE		25478	13252	33.7	52.0	107												
TELEVISION IMPERATIVE		26573	12503	31.8	47.1	97												

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

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	TOTAL U.$. '000	GRAHAM CRACKERS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80966	39379	100.0	48.6	100												
ATLANTIC MONTHLY	415	*209	0.5	50.4	104												
BARRON'S	453	*213	0.5	47.0	97												
BETTER HOMES & GARDENS	16256	9318	23.7	57.3	118												
BON APPETIT	2535	1293	3.3	51.0	105												
BUSINESS WEEK	1278	547	1.4	42.8	88												
CAR AND DRIVER	378	*146	0.4	38.6	79												
CBS MAGAZINE NETWORK (GROSS)	1498	698	1.8	46.6	96												
CHANGING TIMES	1505	794	2.0	52.8	108												
COLONIAL HOMES	1231	703	1.8	57.1	117												
CONDE NAST MAG. PKG. (GROSS)	14146	7046	17.9	49.8	102												
CONSUMERS DIGEST	1313	772	2.0	58.4	120												
COSMOPOLITAN	7102	3308	8.4	46.6	96												
COUNTRY LIVING	2481	1552	3.9	62.6	129												
CUISINE	1472	674	1.7	45.8	94												
CYCLE WORLD	425	*270	0.7	63.5	131												
DCI:CREATIVE IDEAS FOR LIV	2510	1521	3.9	60.6	125												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3733	9.5	55.8	115												
DISCOVER	894	463	1.2	51.8	107												
EBONY	3507	1450	3.7	41.3	85												
ESQUIRE	1083	472	1.2	43.6	90												
ESSENCE	1830	750	1.9	41.0	84												
FAMILY CIRCLE	15930	8472	21.5	53.2	109												
THE FAMILY HANDYMAN	1126	621	1.6	55.2	113												
FAMILY WEEKLY	11468	6185	15.7	53.9	111												
FIELD & STREAM	2234	1291	3.3	57.8	119												
FOOD & WINE	579	258	0.7	44.6	92												
FORBES	728	328	0.8	45.1	93												
FORTUNE	906	355	0.9	39.2	81												
GENTLEMEN'S QUARTERLY	791	362	0.9	45.8	94												
GLAMOUR	5265	2602	6.6	49.4	102												
GOLF DIGEST	636	352	0.9	55.3	114												
GOLF DIGEST/TENNIS (GROSS)	1186	607	1.5	51.2	105												
GOLF MAGAZINE	441	*218	0.6	49.4	102												
GOLF MAGAZINE/SKI (GROSS)	922	441	1.1	47.8	98												
GOOD HOUSEKEEPING	16487	8824	22.4	53.5	110												
HARPER'S BAZAAR	2423	1226	3.1	50.6	104												
HEALTH	1994	1137	2.9	57.0	117												
HEARST MAG CORP. BUY (GROSS)	44101	23494	59.7	53.3	110												
HEARST MAN POWER (GROSS)	1993	1125	2.9	56.4	116												
HEARST WOMAN POWER (GROSS)	31274	16271	41.3	52.0	107												
HOUSE BEAUTIFUL	3623	2098	5.3	57.9	119												
INC.	283	*188	0.5	66.4	137												
JET	2928	1272	3.2	43.4	89												
LADIES' HOME JOURNAL	11918	6485	16.5	54.4	112												
LHJ FAMILY GRP COMBO(GROSS)	16764	9301	23.6	55.5	114												
LIFE	4254	2203	5.6	51.8	107												
L.A. TIMES HOME MAGAZINE	1145	494	1.3	43.1	89												
MADEMOISELLE	2884	1407	3.6	48.8	100												
MC CALL'S	13460	7510	19.1	55.8	115												
MC CALL'S/WRK MOTHER (GROSS)	14606	8218	20.9	56.3	116												
MECHANIX ILLUSTRATED	772	459	1.2	59.5	122												
METROPOLITAN HOME	967	475	1.2	49.1	101												
MONEY	1588	835	2.1	52.6	108												
MOTHER EARTH NEWS	1002	583	1.5	58.2	120												
MS.	825	443	1.1	53.7	110												
NATIONAL ENQUIRER	10336	5056	12.8	48.9	101												
NATIONAL GEOGRAPHIC	9597	5101	13.0	53.2	109												
NATIONAL SUNDAY MAGAZINE PKG	49558	24915	63.3	50.3	103												
NATURAL HISTORY	573	303	0.8	52.9	109												
NEW WOMAN	1699	845	2.1	49.7	102												
NEW YORK INCLUDING CUE	443	*153	0.4	34.5	71												
THE NEW YORKER	1270	518	1.3	40.8	84												
NEWSWEEK	6277	3103	7.9	49.4	102												
THE N.Y. TIMES DAILY EDITION	1205	342	0.9	28.4	58												
THE N.Y. TIMES MAGAZINE	2081	655	1.7	31.5	65												
OMNI	788	453	1.2	57.5	118												
ON CABLE	1158	624	1.6	53.9	111												
1001 HOME IDEAS	2852	1678	4.3	58.8	121												
ORGANIC GARDENING	1658	990	2.5	59.7	123												
OUTDOOR LIFE	896	503	1.3	56.1	115												
PARADE MAGAZINE	24275	11999	30.5	49.4	102												

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	GRAHAM CRACKERS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80936	39379	100.0	48.6	100												
PARENTS	3845	2471	6.3	64.3	132												
PENTHOUSE	831	324	0.8	39.0	80												
PEOPLE	11645	5692	14.5	48.9	101												
PLAYBOY	2006	948	2.4	47.3	97												
POPULAR HOT RODDING	297	*184	0.5	62.0	127												
POPULAR MECHANICS	1018	543	1.4	53.3	110												
POPULAR SCIENCE	878	373	0.9	42.5	87												
PREVENTION	3913	1959	5.0	50.1	103												
PSYCHOLOGY TODAY	1710	867	2.2	50.7	104												
READER'S DIGEST	22204	12009	30.5	54.1	111												
REDBOOK	7684	4139	10.5	53.9	111												
ROAD & TRACK	410	*168	0.4	41.0	84												
ROLLING STONE	969	563	1.4	58.1	119												
RUNNER'S WORLD	298	*160	0.4	53.7	110												
SATURDAY EVENING POST	1169	638	1.6	54.6	112												
SCIENCE 84	587	326	0.8	55.5	114												
SCIENCE DIGEST	482	287	0.7	59.5	122												
SCIENTIFIC AMERICAN	594	306	0.8	51.5	106												
SELF	2089	1115	2.8	53.4	110												
SEVENTEEN	2411	1258	3.2	52.2	107												
SKI	480	*223	0.6	46.5	96												
SMITHSONIAN	2760	1449	3.7	52.5	108												
SOAP OPERA DIGEST	3013	1477	3.8	49.0	101												
SOUTHERN LIVING	4184	2212	5.6	52.9	109												
SPORT	559	270	0.7	48.3	99												
THE SPORTING NEWS	436	*321	0.8	73.6	151												
SPORTS AFIELD	493	295	0.7	59.8	123												
SPORTS ILLUSTRATED	2758	1547	3.9	56.1	115												
STAR	7456	3619	9.2	48.5	100												
SUNDAY	24936	11929	30.3	47.8	98												
SUNSET	2124	1197	3.0	56.4	116												
TV GUIDE	21661	10744	27.3	49.6	102												
TENNIS	550	255	0.6	46.4	95												
TIME	8880	4419	11.2	49.8	102												
TOWN & COUNTRY	917	440	1.1	48.0	99												
TRAVEL & LEISURE	972	474	1.2	48.8	100												
TRUE STORY	3356	1779	4.5	53.0	109												
U.S.NEWS & WORLD REPORT	3410	1746	4.4	51.2	105												
USA TODAY	1759	882	2.2	50.1	103												
US	1873	949	2.4	50.7	104												
VOGUE	3909	1922	4.9	49.2	101												
WALL STREET JOURNAL	1886	945	2.4	50.1	103												
WEIGHT WATCHERS	2120	1214	3.1	57.3	118												
WOMAN'S DAY	14172	7939	20.2	56.0	115												
WORKING MOTHER	1146	708	1.8	61.8	127												
WORKING WOMAN	1322	661	1.7	50.0	103												
WORLD TENNIS	*163	**64	0.2	39.3	81												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1345	3.4	53.1	109												
BLAIR INSERTS	43657	21274	54.0	48.7	100												
DAILY NEWSPAPERS																	
READ ANY	51633	25725	65.3	49.8	102												
READ ONE	43463	21507	54.6	49.5	102												
READ TWO OR MORE	8170	4218	10.7	51.6	106												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	26126	66.3	49.6	102												
READ ONE	46126	22903	58.2	49.7	102												
READ TWO OR MORE	6552	3223	8.2	49.2	101												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.07															
30 DAY REACH	71455	34739	88.2	48.6	100												
50 SHWG - 30 DAY AV FREQ	14.56	14.83															
30 DAY REACH	67742	32978	83.7	48.7	100												
25 SHWG - 30 DAY AV FREQ	7.94	8.09															
30 DAY REACH	62117	30163	76.6	48.6	100												
CABLE TV: HOME WIRED	32077	16753	42.5	52.2	107												
HOME NOT WIRED	48909	22626	57.5	46.3	95												
HAVE PAY CABLE	15935	8355	21.2	52.4	108												

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	GRAHAM CRACKERS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	39379	100.0	48.6	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	22065	56.0	50.2	103												
10:00 AM - 3:00 PM	30659	15744	40.0	51.4	106												
3:00 PM - 7:00 PM	31045	15716	39.9	50.6	104												
7:00 PM - MIDNIGHT	15767	7756	19.7	49.2	101												
MIDNIGHT - 6:00 AM	9120	4668	11.9	51.2	105												
6:00 AM - MIDNIGHT	58527	29283	74.4	50.0	103												
ENTIRE DAY	59311	29675	75.4	50.0	103												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8529	21.7	52.7	108												
ALL NEWS	2256	887	2.3	39.3	81												
AOR/PROGRESSIVE	3874	2106	5.3	54.4	112												
BEAUTIFUL MUSIC	5660	2884	7.3	51.0	105												
BLACK	2204	948	2.4	43.0	88												
CLASSICAL	1418	630	1.6	44.4	91												
CHR/ROCK	9538	4742	12.0	49.7	102												
COUNTRY	12648	6846	17.4	54.1	111												
GOLDEN OLDIES	1191	457	1.2	38.4	79												
MOR/NOSTALGIA	4757	2255	5.7	47.4	97												
NEWS/TALK	3863	1740	4.4	45.0	93												
RELIGIOUS	3084	1411	3.6	45.8	94												
SOFT ROCK	521	*222	0.6	42.6	88												
URBAN CONTEMPORARY	1585	598	1.5	37.7	78												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1534	3.9	47.0	97												
ABC DIRECTION	2316	1146	2.9	49.5	102												
ABC ENTERTAINMENT	4834	2495	6.3	51.6	106												
ABC FM	2202	1084	2.8	49.2	101												
ABC INFORMATION	5425	2701	6.9	49.8	102												
ABC ROCK	1677	997	2.5	59.5	122												
CBS	4430	2285	5.8	51.6	106												
MUTUAL	4992	2483	6.3	49.7	102												
NBC	4679	2488	6.3	53.2	109												
RADIORADIO	1994	988	2.5	49.5	102												
RKO ONE	2298	1156	2.9	50.3	103												
RKO TWO	3311	1642	4.2	49.6	102												
THE SOURCE	2114	1056	2.7	50.0	103												
NON-WIRED : BLAIR	8654	4446	11.3	51.4	106												
INTERNET	12025	5904	15.0	49.1	101												
KATZ RADIO GROUP	15359	7335	18.6	47.8	98												
SUPERNET	10628	5517	14.0	51.9	107												
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	4203	10.7	48.5	100												
MKDAY 9:00 AM - 1:00 PM	12163	5812	14.8	47.8	98												
MKDAY 1:00 PM - 4:30 PM	16150	7713	19.6	47.8	98												
MKDAY 4:30 PM - 7:30 PM	22463	10418	26.5	46.4	95												
MKDAY 7:30 PM - 8:00 PM	31795	14939	37.9	47.0	97												
MKDAY 11:00 PM - 11:30 PM	23977	12224	31.0	51.0	105												
MKDAY 11:30 PM - 1:00 AM	7703	3867	9.8	50.2	103												
M-SAT 8-11 PM+SUN 7-11 PM	33800	16474	41.8	48.7	100												
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3291	8.4	50.3	104												
ANOTHER WORLD N	4620	2265	5.8	49.0	101												
AS THE WORLD TURNS C	5614	2571	6.5	45.8	94												
CAPITOL C	3396	1550	3.9	45.6	94												
CBS MORN. NEWS 1 C	1446	668	1.7	46.2	95												
CBS MORN. NEWS 2 C	1207	538	1.4	44.6	92												
DAYS OF OUR LIVES N	5877	2971	7.5	50.6	104												
FACTS OF LIFE - DAYTIME N	2290	1060	2.7	46.3	95												
FAMILY FEUD A	3023	1495	3.8	49.5	102												
GENERAL HOSPITAL A	6097	2818	7.2	46.2	95												
GOOD MORNING, AMERICA-730 A	3515	1796	4.6	51.1	105												
GOOD MORNING, AMERICA-830 A	2818	1481	3.8	52.6	108												
GUIDING LIGHT C	5339	2574	6.5	48.2	99												
ONE LIFE TO LIVE A	4478	2206	5.6	49.3	101												
PRESS YOUR LUCK C	2244	1179	3.0	52.5	108												
PRICE IS RIGHT 1 C	4348	2017	5.1	46.4	95												
PRICE IS RIGHT 2 C	5014	2355	6.0	47.0	97												
RYAN'S HOPE A	3150	1495	3.8	47.5	98												
SALE OF THE CENTURY N	2695	1254	3.2	46.5	96												
SEARCH FOR TOMORROW N	2319	1084	2.8	46.7	96												
TODAY SHOW 1 N	2693	1248	3.2	46.3	95												
TODAY SHOW 2 N	2498	1108	2.8	44.4	91												
$25,000 PYRAMID C	2753	1294	3.3	47.0	97												
WHEEL OF FORTUNE N	4388	2219	5.6	50.6	104												
YOUNG AND THE RESTLESS C	5695	2671	6.8	46.9	96												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	777	2.0	44.1	91												
NBA PLAYOFF GAME -1 C	1136	497	1.3	43.8	90												
NBC MAJOR LEAGUE PRE-GAME N	953	438	1.1	46.0	95												
SPORTSWORLD - SUN N	1233	611	1.6	49.6	102												
SUNDAY MORNING C	1611	776	2.0	48.2	99												

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - TYPES USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	GRAHAM CRACKERS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	39379	100.0	48.6	100												
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12185	30.9	46.8	96												
NETWORK AFFILIATES - LATE		20261	10321	26.2	50.9	105												
INDEPENDENTS - LATE		2076	874	2.2	42.1	87												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5404	13.7	51.7	106												
ABC MONDAY NIGHT MOVIE	A	6412	3188	8.1	49.7	102												
ABC SUNDAY NIGHT MOVIE	A	12407	6098	15.5	49.1	101												
ABC WORLD NEWS TONIGHT	A	6176	2821	7.2	45.7	94												
AFTERMASH	C	5863	2697	6.8	46.0	95												
ALICE	C	9594	4560	11.6	47.5	98												
AMERICAN PARADE	C	6622	3006	7.6	45.4	93												
BENSON	A	10886	5162	13.1	47.4	98												
BLUE THUNDER	A	5036	2595	6.6	51.5	106												
CAGNEY & LACEY	C	9965	5113	13.0	51.3	106												
CBS EVENING NEWS-DEAN	C	3491	1585	4.0	45.4	93												
CBS EVENING NEWS-RATHER	C	7123	3373	8.6	47.4	97												
CBS SAT. NEWS-SCHIEFFER	C	3621	1529	3.9	42.2	87												
CBS SATURDAY NIGHT MOVIE	C	5436	2867	7.3	52.7	108												
CBS WEDNESDAY NIGHT MOVIE	C	6100	2942	7.5	48.2	99												
CHEERS	N	8889	4518	11.5	50.8	105												
DALLAS	C	22109	10592	26.9	47.9	99												
DIFF'RENT STROKES	N	6940	3224	8.2	46.5	96												
DOUBLE TROUBLE	N	7223	3839	9.7	53.1	109												
DUCK FACTORY	N	5595	2782	7.1	49.7	102												
DUKES OF HAZZARD	C	5768	2948	7.5	51.1	105												
DYNASTY	A	20053	9502	24.1	47.4	97												
FACTS OF LIFE	N	8087	4138	10.5	51.2	105												
FALCON CREST	C	20046	9771	24.8	48.7	100												
FALL GUY	A	9084	4446	11.3	48.9	101												
FAMILY TIES	N	7964	4113	10.4	51.6	106												
FANTASY ISLAND	A	7687	3545	9.0	46.1	95												
FOULUPS,BLEEPS & BLUNDERS	A	8861	4319	11.0	48.7	100												
FOUR SEASONS	C	5095	2268	5.8	44.5	92												
GIMME A BREAK	N	8838	4188	10.6	47.4	97												
HART TO HART	A	8978	4584	11.6	51.1	105												
HILL STREET BLUES	N	8590	4402	11.2	51.2	105												
HOTEL	A	14085	6889	17.5	48.9	101												
JEFFERSONS	C	9360	4475	11.4	47.8	98												
JENNIFER SLEPT HERE	N	5841	2826	7.2	48.4	100												
KATE & ALLIE	C	9206	4643	11.8	50.4	104												
KNIGHT RIDER	N	7076	3719	9.4	52.6	108												
LOVE BOAT	A	12219	5631	14.3	46.1	95												
MAGNUM PI	C	11199	5676	14.4	50.7	104												
MAMA'S FAMILY	N	6057	2930	7.4	48.4	99												
MASTER, THE	N	3598	1906	4.8	53.0	109												
MATT HOUSTON	A	6344	3259	8.3	51.4	106												
NBC MONDAY NIGHT MOVIE	N	11994	6042	15.3	50.4	104												
NBC NIGHTLY NEWS	N	5132	2357	6.0	45.9	94												
NBC NIGHTLY NEWS-SAT	N	3375	1450	3.7	43.0	88												
NBC NIGHTLY NEWS-SUN	N	3130	1483	3.8	47.4	97												
NBC SUNDAY NIGHT MOVIE	N	8284	4042	10.3	48.8	100												
HEWHART	C	9240	4655	11.8	50.4	104												
ONE DAY AT A TIME	C	7288	3623	9.2	49.7	102												
PEOPLE ARE FUNNY	N	4855	2378	6.0	49.0	101												
REAL PEOPLE	N	8869	4422	11.2	49.9	103												
REMINGTON STEELE	N	7743	3815	9.7	49.3	101												
RIPLEY'S BELIEVE IT - NOT	A	5345	2561	6.5	47.9	99												
RIPTIDE	N	6988	3825	9.7	54.7	113												
SCARECROW & MRS. KING	C	10002	4973	12.6	49.7	102												
SIMON & SIMON	C	10638	5507	14.0	51.8	106												
60 MINUTES	C	13293	6158	15.6	46.3	95												
ST. ELSEWHERE	N	7017	3811	9.7	54.3	112												
THREE'S COMPANY	A	10917	5511	14.0	50.5	104												
T.J. HOOKER	A	9204	4535	11.5	49.3	101												
TONIGHT SHOW	N	2372	1167	3.0	49.2	101												
TRAPPER JOHN, M.D.	C	9846	4895	12.4	49.7	102												
TV BLOOPERS & PRAC. JOKES	N	9105	4410	11.2	48.4	100												
20/20	A	9387	4799	12.2	51.1	105												
WEBSTER	A	11067	5344	13.6	48.3	99												
WORLD NEWS - SUN	A	3062	1474	3.7	48.1	99												
YELLOW ROSE	N	4978	2403	6.1	48.3	99												
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5057	12.8	57.0	117												
BASKETBALL - COLLEGE GAMES		4080	2202	5.6	54.0	111												
BASKETBALL - PRO GAMES		3607	2015	5.1	55.9	115												
BOWLING		3883	2265	5.8	58.3	120												
BOXING		3928	2090	5.3	53.2	109												
FOOTBALL - COLLEGE GAMES		6366	3554	9.0	55.8	115												
FOOTBALL - PRO GAMES		11300	6494	16.5	57.5	118												
GOLF		3378	1857	4.7	55.0	113												
POST-SEASON COLL. FOOTBALL		4906	2815	7.1	57.4	118												
POST-SEASON PRO FOOTBALL		6120	3535	9.0	57.8	119												
TENNIS		3033	1556	4.0	51.3	106												
WRESTLING - PROFESSIONAL		3344	1801	4.6	53.9	111												

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	KEEBLER A '000	KEEBLER B % DOWN	KEEBLER C % ACROSS	KEEBLER D INDX	NABISCO A '000	NABISCO B % DOWN	NABISCO C % ACROSS	NABISCO D INDX	RITZ A '000	RITZ B % DOWN	RITZ C % ACROSS	RITZ D INDX	RY-KRISP A '000	RY-KRISP B % DOWN	RY-KRISP C % ACROSS	RY-KRISP D INDX
TOTAL FEMALE HOMEMAKERS	80986	26447	100.0	32.7	100	46359	100.0	57.2	100	27329	100.0	33.7	100	6080	100.0	7.5	100
18 - 24	9282	2702	10.2	29.1	89	5186	11.2	55.9	98	2772	10.1	29.9	88	*450	7.4	4.8	65
25 - 34	19072	6981	26.4	36.6	112	11136	24.0	58.4	102	6872	25.1	36.0	107	1641	27.0	8.6	115
35 - 44	14591	4819	18.2	33.0	101	9124	19.7	62.5	109	5456	20.0	37.4	111	1269	20.9	8.7	116
45 - 54	11345	3962	15.0	34.9	107	6639	14.3	58.5	102	4182	15.3	36.9	109	805	13.2	7.1	95
55 - 64	11635	3795	14.3	32.6	100	6964	15.0	59.9	105	4005	14.7	34.4	102	895	14.7	7.7	102
65 OR OLDER	15061	4187	15.8	27.8	85	7310	15.8	48.5	85	4042	14.8	26.8	80	1021	16.8	6.8	90
18 - 34	28354	9683	36.6	34.2	105	16322	35.2	57.6	101	9644	35.3	34.0	101	2091	34.4	7.4	98
18 - 49	48339	16371	61.9	33.9	104	28724	62.0	59.4	104	17289	63.3	35.8	106	3757	61.8	7.8	104
25 - 54	45008	15762	59.6	35.0	107	26898	58.0	59.8	104	16510	60.4	36.7	109	3714	61.1	8.3	110
35 - 49	19985	6688	25.3	33.5	102	12402	26.8	62.1	108	7645	28.0	38.3	113	1666	27.4	8.3	111
50 OR OLDER	32647	10075	38.1	30.9	95	17635	38.0	54.0	94	10040	36.7	30.8	91	2323	38.2	7.1	95
GRADUATED COLLEGE	11155	3810	14.4	34.2	105	6597	14.2	59.1	103	3892	14.2	34.9	103	1321	21.7	11.8	158
ATTENDED COLLEGE	13682	5018	19.0	36.7	112	8717	18.8	63.7	111	5028	18.4	36.7	109	1525	25.1	11.1	148
GRADUATED HIGH SCHOOL	33880	11855	44.8	35.0	107	20388	44.0	60.2	105	12141	44.4	35.8	106	2181	35.9	6.4	86
DID NOT GRADUATE HIGH SCHOOL	22270	5764	21.8	25.9	79	10658	23.0	47.9	84	6268	22.9	28.1	83	1053	17.3	4.7	63
EMPLOYED	40306	14024	53.0	34.8	107	23930	51.6	59.4	104	14164	51.8	35.1	104	3618	59.5	9.0	120
EMPLOYED FULL-TIME	32850	11290	42.7	34.4	105	19627	42.3	59.7	104	11496	42.1	35.0	104	2995	49.3	9.1	121
EMPLOYED PART-TIME	7456	2734	10.3	36.7	112	4303	9.3	57.7	101	2668	9.8	35.8	106	623	10.2	8.4	111
NOT EMPLOYED	40680	12423	47.0	30.5	94	22429	48.4	55.1	96	13165	48.2	32.4	96	2462	40.5	6.1	81
PROFESSIONAL/MANAGER	10392	3799	14.4	36.6	112	6163	13.3	59.3	104	3742	13.7	36.0	107	1270	20.9	12.2	163
TECH/CLERICAL/SALES	17574	6619	25.0	37.7	115	11130	24.0	63.3	111	6316	23.1	35.9	107	1522	25.0	8.7	115
PRECISION/CRAFT	985	**206	0.8	20.9	64	*500	1.1	50.8	89	*435	1.6	44.2	131	**120	2.0	12.2	162
OTHER EMPLOYED	11354	3400	12.9	29.9	92	6136	13.2	54.0	94	3671	13.4	32.3	96	707	11.6	6.2	83
SINGLE	9863	2552	9.6	25.9	79	5118	11.0	51.9	91	2826	10.3	28.7	85	834	13.7	8.5	113
MARRIED	51375	18286	69.1	35.6	109	30552	65.9	59.5	104	18576	68.0	36.2	107	3555	58.5	6.9	92
DIVORCED/SEPARATED/WIDOWED	19748	5610	21.2	28.4	87	10690	23.1	54.1	95	5928	21.7	30.0	89	1692	27.8	8.6	114
PARENTS	32590	11463	43.3	35.2	108	20128	43.4	61.8	108	12566	46.0	38.6	114	2419	39.8	7.4	99
WHITE	70416	23836	90.1	33.9	104	41179	88.8	58.5	102	24065	88.1	34.2	101	5440	89.5	7.7	103
BLACK	8778	2303	8.7	26.2	80	4298	9.3	49.0	86	2697	9.9	30.7	91	501	8.2	5.7	76
OTHER	1791	**308	1.2	17.2	53	*882	1.9	49.2	86	*567	2.1	31.7	94	**139	2.3	7.8	103
NORTHEAST-CENSUS	17786	6642	25.1	37.3	114	9361	20.2	52.6	92	6044	22.1	34.0	101	1066	17.5	6.0	80
NORTH CENTRAL	20741	8917	33.7	43.0	132	12367	26.7	59.6	104	7688	28.1	37.1	110	1593	26.2	7.7	102
SOUTH	27775	8664	32.8	31.2	96	15477	33.4	55.7	97	9011	33.0	32.4	96	1499	24.7	5.4	72
WEST	14683	2224	8.4	15.1	46	9155	19.7	62.4	109	4586	16.8	31.2	93	1922	31.6	13.1	174
NORTHEAST-MKTG.	17961	6274	23.7	34.9	107	9049	19.5	50.4	88	5946	21.8	33.1	98	1351	22.2	7.5	100
EAST CENTRAL	11885	5094	19.3	42.9	131	6835	14.7	57.5	100	4337	15.9	36.5	108	713	11.7	6.0	80
WEST CENTRAL	14090	6063	22.9	43.0	132	8636	18.6	61.3	107	5131	18.8	36.4	108	1230	20.2	8.7	116
SOUTH	24081	7576	28.6	31.5	96	13928	30.0	57.8	101	7963	29.1	33.1	98	1019	16.8	4.2	56
PACIFIC	12969	1440	5.4	11.1	34	7912	17.1	61.0	107	3952	14.5	30.5	90	1767	29.1	13.6	181
COUNTY SIZE A	32439	9554	36.1	29.5	90	17719	38.2	54.6	95	10423	38.1	32.1	95	3061	50.3	9.4	126
COUNTY SIZE B	24915	8771	33.2	35.2	108	14678	31.7	58.9	103	8780	32.1	35.2	104	1655	27.2	6.6	88
COUNTY SIZE C	12930	4117	15.6	31.8	98	7628	16.5	59.0	103	4581	16.8	35.4	105	786	12.9	6.1	81
COUNTY SIZE D	10703	4005	15.1	37.4	115	6334	13.7	59.2	103	3545	13.0	33.1	98	578	9.5	5.4	72
METRO CENTRAL CITY	24518	7122	26.9	29.0	89	13348	28.8	54.4	95	7493	27.4	30.6	91	1841	30.3	7.5	100
METRO SUBURBAN	35919	12196	46.1	34.0	104	21202	45.7	59.0	103	12753	46.7	35.5	105	2941	48.4	8.2	109
NON METRO	20549	7129	27.0	34.7	106	11809	25.5	57.5	100	7083	25.9	34.5	102	1299	21.4	6.3	84
TOP 5 ADI'S	18341	4896	18.5	26.7	82	9745	21.0	53.1	93	6094	22.3	33.2	98	1649	27.1	9.0	120
TOP 10 ADI'S	25378	6879	26.0	27.1	83	13537	29.2	53.3	93	8132	29.8	32.0	95	2349	38.6	9.3	123
TOP 20 ADI'S	36488	10361	39.2	28.4	87	20105	43.4	55.1	96	11813	43.2	32.4	96	3426	56.3	9.4	125
HSHLD INC. $50,000 OR MORE	6612	2343	8.9	35.4	109	4330	9.3	65.5	114	2792	10.2	42.2	125	*646	10.6	9.8	130
$40,000 OR MORE	12659	4550	17.2	35.9	110	7983	17.2	63.1	110	4911	18.0	38.8	115	1208	19.9	9.5	127
$30,000 OR MORE	24698	8873	33.6	35.9	110	15157	32.7	61.4	107	9619	35.2	38.9	115	2277	37.5	9.2	123
$25,000 OR MORE	32077	11833	44.7	36.9	113	19830	42.8	61.8	108	12471	45.6	38.9	115	2951	48.5	9.2	123
$20,000 - $24,999	9144	3092	11.7	33.8	104	5496	11.9	60.1	105	3219	11.8	35.2	104	770	12.7	8.4	112
$15,000 - $19,999	8728	2811	10.6	32.2	99	4809	10.4	55.1	96	2660	9.7	30.5	90	572	9.4	6.6	87
$10,000 - $14,999	12562	4123	15.6	32.8	101	7364	15.9	58.6	102	4012	14.7	31.9	95	915	15.0	7.3	97
UNDER $10,000	18475	4588	17.3	24.8	76	8860	19.1	48.0	84	4967	18.2	26.9	80	873	14.4	4.7	63
HOUSEHOLD OF 1 PERSON	11987	2995	11.3	25.0	77	5856	12.6	48.9	85	2726	10.0	22.7	67	968	15.9	8.1	108
2 PEOPLE	26577	8773	33.2	33.0	101	14846	32.0	55.9	98	8637	31.6	32.5	96	2046	33.7	7.7	103
3 OR 4 PEOPLE	30617	10199	38.6	33.3	102	18077	39.0	59.0	103	11500	42.1	37.6	111	2323	38.2	7.6	101
5 OR MORE PEOPLE	11804	4480	16.9	38.0	116	7580	16.4	64.2	112	4466	16.3	37.8	112	743	12.2	6.3	84
NO CHILD IN HSHLD	46165	14281	54.0	30.9	95	24942	53.8	54.0	94	14043	51.4	30.4	90	3521	57.9	7.6	102
CHILD(REN) UNDER 2 YRS	5325	1725	6.5	32.4	99	3076	6.6	57.8	101	1906	7.0	35.8	106	*251	4.1	4.7	63
2 - 5 YEARS	14221	5198	19.7	36.6	112	8572	18.5	60.3	105	4877	17.8	34.3	102	1000	16.4	7.0	94
6 - 11 YEARS	15117	5314	20.1	35.2	108	8910	19.2	58.9	103	5669	20.7	37.5	111	1042	17.1	6.9	92
12 - 17 YEARS	16611	5650	21.4	34.0	104	10565	22.8	63.6	111	6711	24.6	40.4	120	1226	20.2	7.4	98
RESIDENCE OWNED	55884	19870	75.1	35.6	109	33525	72.3	60.0	105	20175	73.8	36.1	107	4390	72.2	7.9	105
VALUE: $50,000 OR MORE	31744	11274	42.6	35.5	109	19348	41.7	61.0	106	11639	42.6	36.7	109	3171	52.2	10.0	133
VALUE: UNDER $50,000	24140	8597	32.5	35.6	109	14177	30.6	58.7	103	8537	31.2	35.4	105	1219	20.0	5.0	67

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	KEEBLER A '000	KEEBLER B % DOWN	KEEBLER C % ACROSS	KEEBLER D INDX	NABISCO A '000	NABISCO B % DOWN	NABISCO C % ACROSS	NABISCO D INDX	RITZ A '000	RITZ B % DOWN	RITZ C % ACROSS	RITZ D INDX	RY-KRISP A '000	RY-KRISP B % DOWN	RY-KRISP C % ACROSS	RY-KRISP D INDX
TOTAL FEMALE HOMEMAKERS		80986	26447	100.0	32.7	100	46359	100.0	57.2	100	27329	100.0	33.7	100	6080	100.0	7.5	100
MAGAZINES	QUINTILE 1	15799	5924	22.4	37.5	115	9944	21.4	62.9	110	6230	22.8	39.4	117	1396	23.0	8.8	118
	QUINTILE 2	17259	5849	22.1	33.9	104	10651	23.0	61.7	108	6329	23.2	36.7	109	1696	27.9	9.8	131
	QUINTILE 3	13545	4543	17.2	33.5	103	7749	16.7	57.2	100	4603	16.8	34.0	101	983	16.2	7.3	97
	QUINTILE 4	15133	4762	18.0	31.5	96	8421	18.2	55.6	97	4621	16.9	30.5	90	922	15.2	6.1	81
	QUINTILE 5	19250	5370	20.3	27.9	85	9594	20.7	49.8	87	5545	20.3	28.8	85	1083	17.8	5.6	75
NEWSPAPERS	QUINTILE 1	12413	4687	17.7	37.8	116	7638	16.5	61.5	107	4454	16.3	35.9	106	1016	16.7	8.2	109
	QUINTILE 2	24116	8746	33.1	36.3	111	14234	30.7	59.0	103	8756	32.0	36.3	108	2099	34.5	8.7	116
	QUINTILE 3	11261	3690	14.0	32.8	100	6429	13.9	57.1	100	3980	14.6	35.3	105	813	13.4	7.2	96
	QUINTILE 4	20255	6110	23.1	30.2	92	11566	24.9	57.1	100	6391	23.4	31.6	94	1500	24.7	7.4	99
	QUINTILE 5	12940	3214	12.2	24.8	76	6492	14.0	50.2	88	3747	13.7	29.0	86	653	10.7	5.0	67
OUTDOOR	QUINTILE 1	14852	5243	19.8	35.3	108	8827	19.0	59.4	104	5516	20.2	37.1	110	1258	20.7	8.5	113
	QUINTILE 2	15725	5178	19.6	32.9	101	8864	19.1	56.4	98	5540	20.3	35.2	104	1285	21.1	8.2	109
	QUINTILE 3	16330	5457	20.6	33.4	102	9879	21.3	60.5	106	5792	21.2	35.5	105	1171	19.3	7.2	96
	QUINTILE 4	16744	5643	21.3	33.7	103	9420	20.3	56.3	98	5074	18.6	30.3	90	1306	21.5	7.8	104
	QUINTILE 5	17334	4925	18.6	28.4	87	9369	20.2	54.0	94	5407	19.8	31.2	92	1061	17.5	6.1	82
RADIO-DRIVE TIME	QUINTILE 1	15911	5484	20.7	34.5	106	9438	20.4	59.3	104	5700	20.9	35.8	106	1376	22.6	8.6	115
	QUINTILE 2	14837	5588	21.1	37.7	115	8628	18.6	58.2	102	5375	19.7	36.2	107	1244	20.5	8.4	112
	QUINTILE 3	15339	4811	18.2	31.4	96	8791	19.0	57.3	100	4995	18.3	32.6	96	1206	19.8	7.9	105
	QUINTILE 4	16723	5493	20.8	32.8	101	9755	21.0	58.3	102	5707	20.9	34.1	101	1031	17.0	6.2	82
	QUINTILE 5	18176	5071	19.2	27.9	85	9747	21.0	53.6	94	5552	20.3	30.5	91	1224	20.1	6.7	90
RADIO-MID-DAY	TERCILE 1	21020	7102	26.9	33.8	103	12416	26.8	59.1	103	7795	28.5	37.1	110	1865	30.7	8.9	118
	TERCILE 2	21610	7844	29.7	36.3	111	12573	27.1	58.2	102	7667	28.1	35.5	105	1665	27.4	7.7	103
	TERCILE 3	38355	11501	43.5	30.0	92	21370	46.1	55.7	97	11866	43.4	30.9	92	2550	41.9	6.6	89
RADIO-TOTAL	QUINTILE 1	15988	5337	20.2	33.4	102	9564	20.6	59.8	105	5854	21.4	36.6	109	1362	22.4	8.5	113
	QUINTILE 2	15626	5655	21.4	36.2	111	8814	19.0	56.4	99	5452	19.9	34.9	103	1292	21.3	8.3	110
	QUINTILE 3	16723	5735	21.7	34.3	105	9831	21.2	58.8	103	5578	20.4	33.4	99	1382	22.7	8.3	110
	QUINTILE 4	16342	5416	20.5	33.1	101	9415	20.3	57.6	101	5550	20.3	34.0	101	1115	18.3	6.8	91
	QUINTILE 5	16306	4305	16.3	26.4	81	8736	18.8	53.6	94	4895	17.9	30.0	89	929	15.3	5.7	76
TV-PRIME TIME	QUINTILE 1	15953	4739	17.9	29.7	91	9065	19.6	56.8	99	5549	20.3	34.8	103	1133	18.6	7.1	95
	QUINTILE 2	16137	5389	20.4	33.4	102	9746	21.0	60.4	106	5717	20.9	35.4	105	972	16.0	6.0	80
	QUINTILE 3	16420	5605	21.2	34.1	105	9579	20.7	58.3	102	5684	20.8	34.6	103	1298	21.3	7.9	105
	QUINTILE 4	16687	5603	21.2	33.6	103	9382	20.2	56.2	98	5766	21.1	34.6	102	1341	22.1	8.0	107
	QUINTILE 5	15789	5111	19.3	32.4	99	8588	18.5	54.4	95	4613	16.9	29.2	87	1337	22.0	8.5	113
TV-DAYTIME	TERCILE 1	27736	8865	33.5	32.0	98	15362	33.1	55.4	97	9477	34.7	34.2	101	1596	26.3	5.8	77
	TERCILE 2	26489	9039	34.2	34.1	104	15493	33.4	58.5	102	9334	34.2	35.2	104	2190	36.0	8.3	110
	TERCILE 3	26761	8543	32.3	31.9	98	15504	33.4	57.9	101	8518	31.2	31.8	94	2295	37.7	8.6	114
TV-TOTAL	QUINTILE 1	16345	4586	17.3	28.1	86	9072	19.6	55.5	97	5716	20.9	35.0	104	1046	17.2	6.4	85
	QUINTILE 2	16447	5391	20.4	32.8	100	9282	20.0	56.4	99	5536	20.3	33.7	100	949	15.6	5.8	77
	QUINTILE 3	15980	5771	21.8	36.1	111	9346	20.2	58.5	102	5442	19.9	34.1	101	1247	20.5	7.8	104
	QUINTILE 4	15887	5402	20.4	34.0	104	9437	20.4	59.4	104	5385	19.7	33.9	100	1482	24.4	9.3	124
	QUINTILE 5	16326	5297	20.0	32.4	99	9222	19.9	56.5	99	5250	19.2	32.2	95	1357	22.3	8.3	111
MAGAZINES-NEWSPAPERS: DUAL		20721	7842	29.7	37.8	116	13045	28.1	63.0	110	7712	28.2	37.2	110	2147	35.3	10.4	138
MAGAZINE IMPERATIVE		19186	5903	22.3	30.8	94	11441	24.7	59.6	104	7136	26.1	37.2	110	1461	24.0	7.6	101
NEWSPAPER IMPERATIVE		21899	7637	28.9	34.9	107	12105	26.1	55.3	97	7364	26.9	33.6	100	1457	24.0	6.7	89
MAGAZINES-OUTDOOR: DUAL		15451	5576	21.1	36.1	111	9819	21.2	63.5	111	6182	22.6	40.0	119	1531	25.2	9.9	132
MAGAZINE IMPERATIVE		25953	8933	33.8	34.4	105	15508	33.5	59.8	104	9011	33.0	34.7	103	2114	34.8	8.1	108
OUTDOOR IMPERATIVE		24400	7676	29.0	31.5	96	13178	28.4	54.0	94	7934	29.0	32.5	96	1550	25.5	6.4	85
MAGAZINES-RADIO: DUAL		18049	6542	24.7	36.2	111	11025	23.8	61.1	107	6904	25.3	38.3	113	1555	25.6	8.6	115
MAGAZINE IMPERATIVE		23571	7880	29.8	33.4	102	14455	31.2	61.3	107	8476	31.0	36.0	107	2034	33.5	8.6	115
RADIO IMPERATIVE		23278	7738	29.3	33.2	102	12662	27.3	54.4	95	7350	26.9	31.6	94	1703	28.0	7.3	97
MAGAZINES-TELEVISION: DUAL		15459	5310	20.1	34.3	105	9253	20.0	59.9	105	5779	21.1	37.4	111	1234	20.3	8.0	106
MAGAZINE IMPERATIVE		25829	9395	35.5	36.4	111	16021	34.6	62.0	108	9513	34.8	36.8	109	2564	42.2	9.9	132
TELEVISION IMPERATIVE		26039	7692	29.1	29.5	90	13701	29.6	52.6	92	8172	29.9	31.4	93	1485	24.4	5.7	76
NEWSPAPERS-OUTDOOR: DUAL		16605	6245	23.6	37.6	115	9847	21.2	59.3	104	6324	23.1	38.1	113	1491	24.5	9.0	120
NEWSPAPER IMPERATIVE		26834	9405	35.6	35.0	107	15858	34.2	59.1	103	9134	33.4	34.0	101	2043	33.6	7.6	101
OUTDOOR IMPERATIVE		23346	6835	25.8	29.3	90	13280	28.6	56.9	99	7776	28.5	33.3	99	1681	27.6	7.2	96
NEWSPAPERS-RADIO: DUAL		17133	6354	24.0	37.1	114	10433	22.5	60.9	106	6506	23.8	38.0	113	1431	23.5	8.4	111
NEWSPAPER IMPERATIVE		25892	9079	34.3	35.1	107	15171	32.7	58.6	102	8959	32.8	34.6	103	2152	35.4	8.3	111
RADIO IMPERATIVE		23167	7313	27.7	31.6	97	12829	27.7	55.4	97	7632	27.9	32.9	98	1807	29.7	7.8	104
NEWSPAPERS-TELEVISION: DUAL		17159	5843	22.1	34.1	104	9981	21.5	58.2	102	6013	22.0	35.0	104	1172	19.3	6.8	91
NEWSPAPER IMPERATIVE		26214	9941	37.6	37.9	116	15787	34.1	60.2	105	9511	34.8	36.3	108	2531	41.6	9.7	129
TELEVISION IMPERATIVE		23412	6614	25.0	28.3	87	12752	27.5	54.5	95	7708	28.2	32.9	98	1280	21.1	5.5	73
OUTDOOR-RADIO: DUAL		15203	5383	20.4	35.2	108	9230	19.9	60.3	105	5794	21.2	37.9	112	1504	24.7	9.8	131
OUTDOOR IMPERATIVE		24901	8060	30.5	32.4	99	14349	31.0	57.6	101	8548	31.3	34.3	102	1674	27.5	6.7	90
RADIO IMPERATIVE		26492	8997	34.0	34.0	104	15074	32.5	56.9	99	8707	31.9	32.9	97	2065	34.0	7.8	104
OUTDOOR-TELEVISION: DUAL		14794	4918	18.6	33.2	102	8687	18.7	58.7	103	5544	20.3	37.5	111	918	15.1	6.2	83
OUTDOOR IMPERATIVE		25437	8942	33.8	35.2	108	14987	32.3	58.9	103	8886	32.5	34.9	104	2427	39.9	9.5	127
TELEVISION IMPERATIVE		27877	8543	32.3	30.6	94	15611	33.7	56.0	98	9103	33.3	32.7	97	1859	30.6	6.7	89
RADIO-TELEVISION: DUAL		15996	5351	20.2	33.5	102	9233	19.9	57.7	101	5663	20.7	35.4	105	1209	19.9	7.6	101
RADIO IMPERATIVE		25478	9135	34.5	35.9	110	15072	32.5	59.2	103	8959	32.8	35.2	104	2334	38.4	9.2	122
TELEVISION IMPERATIVE		26573	8086	30.6	30.4	93	14765	31.8	55.6	97	8833	32.3	33.2	99	1540	25.3	5.8	77

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	KEEBLER A '000	KEEBLER B % DOWN	KEEBLER C % ACROSS	KEEBLER D INDX	NABISCO A '000	NABISCO B % DOWN	NABISCO C % ACROSS	NABISCO D INDX	RITZ A '000	RITZ B % DOWN	RITZ C % ACROSS	RITZ D INDX	RY-KRISP A '000	RY-KRISP B % DOWN	RY-KRISP C % ACROSS	RY-KRISP D INDX
TOTAL FEMALE HOMEMAKERS	80986	26447	100.0	32.7	100	46359	100.0	57.2	100	27329	100.0	33.7	100	6080	100.0	7.5	100
ATLANTIC MONTHLY	415	**149	0.6	35.9	110	197	0.4	47.5	83	*119	0.4	28.7	85	**14	0.2	3.4	45
BARRON'S	453	**121	0.5	26.7	82	*257	0.6	56.7	99	**178	0.7	39.3	116	**103	1.7	22.7	303
BETTER HOMES & GARDENS	16256	6388	24.2	39.3	120	10273	22.2	63.2	110	6410	23.5	39.4	117	1504	24.7	9.3	123
BON APPETIT	2535	836	3.2	33.0	101	1566	3.4	61.8	108	920	3.4	36.3	108	358	5.9	14.1	188
BUSINESS WEEK	1278	341	1.3	26.7	82	763	1.6	59.7	104	461	1.7	36.1	107	*217	3.6	17.0	226
CAR AND DRIVER	378	**118	0.4	31.2	96	*218	0.5	57.7	101	**119	0.4	31.5	93	**35	0.6	9.3	123
CBS MAGAZINE NETWORK (GROSS)	1498	553	2.1	36.9	113	993	2.1	66.3	116	563	2.1	37.6	111	**126	2.1	8.4	112
CHANGING TIMES	1505	527	2.0	35.0	107	880	1.9	58.5	102	541	2.0	35.9	107	*176	2.9	11.7	156
COLONIAL HOMES	1231	478	1.8	38.8	119	852	1.8	69.2	121	556	2.0	45.2	134	**97	1.6	7.9	105
CONDE NAST MAG. PKG. (GROSS)	14146	4979	18.8	35.2	108	8586	18.5	60.7	106	5467	20.0	38.6	115	1283	21.1	9.1	121
CONSUMERS DIGEST	1323	492	1.9	37.2	114	801	1.7	60.5	106	500	1.8	37.8	112	**75	1.2	5.7	76
COSMOPOLITAN	7102	2395	9.1	33.7	103	4301	9.3	60.6	106	2664	9.7	37.5	111	650	10.7	9.2	122
COUNTRY LIVING	2481	1021	3.9	41.2	126	1676	3.6	67.6	118	1207	4.4	48.6	144	*217	3.6	8.7	117
CUISINE	1472	451	1.7	30.6	94	945	2.0	64.2	112	523	1.9	35.5	105	*164	2.7	11.1	148
CYCLE WORLD	425	**151	0.6	35.5	109	*307	0.7	72.2	126	*188	0.7	44.2	131	**19	0.3	4.5	60
DCI:CREATIVE IDEAS FOR LIV	2510	928	3.5	37.0	113	1725	3.7	68.7	120	1051	3.8	41.9	124	*215	3.5	8.6	114
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2408	9.1	36.0	110	4456	9.6	66.6	116	2753	10.1	41.1	122	449	7.4	6.7	89
DISCOVER	894	322	1.2	36.0	110	600	1.3	67.1	117	318	1.2	35.6	105	**78	1.3	8.7	116
EBONY	3507	1107	4.2	31.6	97	1790	3.9	51.0	89	1083	4.0	30.9	92	258	4.2	7.4	98
ESQUIRE	1083	323	1.2	29.8	91	557	1.2	51.4	90	397	1.5	36.7	109	*144	2.4	13.3	177
ESSENCE	1830	632	2.4	34.5	106	1009	2.2	55.1	96	647	2.4	35.4	105	*110	1.8	6.0	80
FAMILY CIRCLE	15930	5698	21.5	35.8	110	10180	22.0	63.9	112	6076	22.2	38.1	113	1418	23.3	8.9	119
THE FAMILY HANDYMAN	1126	419	1.6	37.2	114	676	1.5	60.0	105	506	1.9	44.9	133	**74	1.2	6.6	88
FAMILY WEEKLY	11468	3732	14.1	32.5	100	7257	15.7	63.3	111	4224	15.5	36.8	109	774	12.7	6.7	90
FIELD & STREAM	2234	694	2.6	31.1	95	1340	2.9	60.0	105	856	3.1	38.3	114	**128	2.1	5.7	76
FOOD & WINE	579	*193	0.7	33.3	102	338	0.7	58.4	102	*197	0.7	34.0	101	**48	0.8	8.3	110
FORBES	728	*194	0.7	26.6	82	473	1.0	65.0	114	*266	1.0	36.5	108	**148	2.4	20.3	271
FORTUNE	906	364	1.4	40.2	123	518	1.1	57.2	100	432	1.6	47.7	141	**117	1.9	12.9	172
GENTLEMEN'S QUARTERLY	791	315	1.2	39.8	122	467	1.0	59.0	103	316	1.2	39.9	118	**99	1.6	12.5	167
GLAMOUR	5265	1912	7.2	36.3	111	3252	7.0	61.8	108	1977	7.2	37.5	111	381	6.3	7.2	96
GOLF DIGEST	636	290	1.1	45.6	140	364	0.8	57.2	100	262	1.0	41.2	122	**56	0.9	8.8	117
GOLF DIGEST/TENNIS (GROSS)	1186	502	1.9	42.3	130	672	1.4	56.7	99	442	1.6	37.3	110	**66	1.1	5.6	74
GOLF MAGAZINE	441	*178	0.7	40.4	124	*287	0.6	65.1	114	**129	0.5	29.3	87	**34	0.6	7.7	103
GOLF MAGAZINE/SKI (GROSS)	922	362	1.4	39.3	120	596	1.3	64.6	113	302	1.1	32.8	97	**43	0.7	4.7	62
GOOD HOUSEKEEPING	16487	6328	23.9	38.4	118	10324	22.3	62.6	109	6002	22.0	36.4	108	1455	23.9	8.8	118
HARPER'S BAZAAR	2423	955	3.6	39.4	121	1438	3.1	59.3	104	1090	4.0	45.0	133	*303	5.0	12.5	167
HEALTH	1994	704	2.7	35.3	108	1181	2.5	59.2	103	799	2.9	40.1	119	*188	3.1	9.4	126
HEARST MAG CORP. BUY (GROSS)	44101	16625	62.9	37.7	115	27417	59.1	62.2	109	17507	64.1	39.7	118	3936	64.7	8.9	119
HEARST MAN POWER (GROSS)	1993	771	2.9	38.7	118	1232	2.7	61.8	108	935	3.4	46.9	139	*210	3.5	10.5	140
HEARST WOMAN POWER (GROSS)	31274	11585	43.8	37.0	113	19399	41.8	62.0	108	11769	43.1	37.6	112	2629	43.2	8.4	112
HOUSE BEAUTIFUL	3623	1407	5.3	38.8	119	2217	4.8	61.2	107	1461	5.3	40.3	120	385	6.3	10.6	142
INC.	283	**109	0.4	38.5	118	*178	0.4	62.9	110	*142	0.5	50.2	149	**73	1.2	25.8	344
JET	2928	912	3.4	31.1	95	1535	3.3	52.4	92	1033	3.8	35.3	105	*195	3.2	6.7	89
LADIES' HOME JOURNAL	11918	4435	16.8	37.2	114	7590	16.4	63.7	111	4724	17.3	39.6	117	1035	17.0	8.7	116
LHJ FAMILY GRP COMBO(GROSS)	16764	6326	23.9	37.7	116	10661	23.0	63.6	111	6636	24.3	39.6	117	1427	23.5	8.5	113
LIFE	4254	1431	5.4	33.6	103	2650	5.7	62.3	109	1564	5.7	36.8	109	428	7.0	10.1	134
L.A. TIMES HOME MAGAZINE	1145	*152	0.6	13.3	41	697	1.5	60.9	106	326	1.2	28.5	84	**152	2.5	13.3	177
MADEMOISELLE	2884	1000	3.8	34.7	106	1806	3.9	62.6	109	1101	4.0	38.2	113	*255	4.2	8.8	118
MC CALL'S	13460	5000	18.9	37.1	114	8602	18.6	63.9	112	5249	19.2	39.0	116	1080	17.8	8.0	107
MC CALL'S/WRK MOTHER (GROSS)	14606	5425	20.5	37.1	114	9278	20.0	63.5	111	5722	20.9	39.2	116	1150	18.9	7.9	105
MECHANIX ILLUSTRATED	772	311	1.2	40.3	123	437	0.9	56.6	99	278	1.0	36.0	107	**62	1.0	8.0	107
METROPOLITAN HOME	967	476	1.8	49.2	151	702	1.5	72.6	127	480	1.8	49.6	147	**131	2.2	13.5	180
MONEY	1588	508	1.9	32.0	98	945	2.0	59.5	104	510	1.9	32.1	95	*192	3.2	12.1	161
MOTHER EARTH NEWS	1002	345	1.3	34.4	105	594	1.3	59.3	104	352	1.3	35.1	104	**48	0.8	4.8	64
MS.	825	292	1.1	35.4	108	538	1.2	65.2	114	311	1.1	37.7	112	**71	1.2	8.6	115
NATIONAL ENQUIRER	10336	3377	12.8	32.7	100	6005	13.0	58.1	101	3605	13.2	34.9	103	632	10.4	6.1	81
NATIONAL GEOGRAPHIC	9597	3428	13.0	35.7	109	5984	12.9	62.4	109	3654	13.4	38.1	113	1034	17.0	10.8	144
NATIONAL SUNDAY MAGAZINE PKG	49558	17463	66.0	35.2	108	29225	63.0	59.0	103	17350	63.5	35.0	104	4092	67.3	8.3	110
NATURAL HISTORY	573	*206	0.8	36.0	110	350	0.8	61.1	107	*186	0.7	32.5	96	**65	1.1	11.3	151
NEW WOMAN	1699	610	2.3	35.9	110	1057	2.3	62.2	109	581	2.1	34.2	101	*124	2.0	7.3	97
NEW YORK INCLUDING CUE	443	*174	0.7	39.3	120	221	0.5	49.9	87	*157	0.6	35.4	105	**36	0.6	8.1	108
THE NEW YORKER	1270	503	1.9	39.6	121	703	1.5	55.4	97	540	2.0	42.5	126	*194	3.2	15.3	203
NEWSWEEK	6277	2167	8.2	34.5	106	3608	7.8	57.5	100	2283	8.4	36.4	108	734	12.1	11.7	156
THE N.Y. TIMES DAILY EDITION	1205	484	1.8	40.2	123	648	1.4	53.8	94	391	1.4	32.4	96	**91	1.5	7.6	101
THE N.Y. TIMES MAGAZINE	2081	749	2.8	36.0	110	1173	2.5	56.4	98	698	2.6	33.5	99	*191	3.1	9.2	122
OMNI	788	382	1.4	48.5	148	480	1.0	60.9	106	269	1.0	34.1	101	**128	2.1	16.2	216
ON CABLE	1158	392	1.5	33.9	104	669	1.4	57.8	101	544	2.0	47.0	139	**74	1.2	6.4	85
1001 HOME IDEAS	2852	1188	4.5	41.7	128	1890	4.1	66.3	116	1113	4.1	39.0	116	*204	3.4	7.2	95
ORGANIC GARDENING	1658	558	2.1	33.7	103	1043	2.2	62.9	110	612	2.2	36.9	109	*267	4.4	16.1	215
OUTDOOR LIFE	896	374	1.4	41.7	128	594	1.3	66.3	116	357	1.3	39.8	118	**36	0.6	4.0	54
PARADE MAGAZINE	24275	8339	31.5	34.4	105	14262	30.8	58.8	103	8358	30.6	34.4	102	1962	32.3	8.1	108

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

0381
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	TOTAL U.S. '000	KEEBLER A '000	KEEBLER B % DOWN	KEEBLER C % ACROSS	KEEBLER D INDX	NABISCO A '000	NABISCO B % DOWN	NABISCO C % ACROSS	NABISCO D INDX	RITZ A '000	RITZ B % DOWN	RITZ C % ACROSS	RITZ D INDX	RY-KRISP A '000	RY-KRISP B % DOWN	RY-KRISP C % ACROSS	RY-KRISP D INDX
TOTAL FEMALE HOMEMAKERS	80986	26447	100.0	32.7	100	46359	100.0	57.2	100	27329	100.0	33.7	100	6080	100.0	7.5	100
PARENTS	3845	1557	5.9	40.5	124	2449	5.3	63.7	111	1501	5.5	39.0	116	394	6.5	10.2	136
PENTHOUSE	831	*274	1.0	33.0	101	491	1.1	59.1	103	252	0.9	30.3	90	**127	2.1	15.3	204
PEOPLE	11645	3833	14.5	32.9	101	7001	15.1	60.1	105	4099	15.0	35.2	104	1028	16.9	8.8	118
PLAYBOY	2006	716	2.7	35.7	109	1197	2.6	59.7	104	794	2.9	39.6	117	*243	4.0	12.1	161
POPULAR HOT RODDING	297	**117	0.4	39.4	121	*185	0.4	62.3	109	**122	0.4	41.1	122	**27	0.4	9.1	121
POPULAR MECHANICS	1018	365	1.4	35.9	110	588	1.3	57.8	101	488	1.8	47.9	142	**153	2.5	15.0	200
POPULAR SCIENCE	878	385	1.5	43.8	134	447	1.0	50.9	89	353	1.3	40.2	119	**98	1.6	11.2	149
PREVENTION	3913	1462	5.5	37.4	114	2158	4.7	55.1	96	1300	4.8	33.2	98	430	7.1	11.0	146
PSYCHOLOGY TODAY	1710	717	2.7	41.9	128	976	2.1	57.1	100	651	2.4	38.1	113	*143	2.4	8.4	111
READER'S DIGEST	22204	7915	29.9	35.6	109	13529	29.2	60.9	106	8279	30.3	37.3	110	1886	31.0	8.5	113
REDBOOK	7684	2862	10.8	37.2	114	4774	10.3	62.1	109	3103	11.4	40.4	120	524	8.6	6.8	91
ROAD & TRACK	410	**116	0.4	28.3	87	*249	0.5	60.7	106	*173	0.6	42.2	125	**53	0.9	12.9	172
ROLLING STONE	969	450	1.7	46.4	142	612	1.3	63.2	110	420	1.5	43.3	128	**81	1.3	8.4	111
RUNNER'S WORLD	298	**130	0.5	43.6	134	*199	0.4	66.8	117	*131	0.5	44.0	130	**11	0.2	3.7	49
SATURDAY EVENING POST	1169	531	2.0	45.4	139	688	1.5	58.9	103	371	1.4	31.7	94	**87	1.4	7.4	99
SCIENCE 84	587	*227	0.9	38.7	118	369	0.8	62.9	110	*175	0.6	29.8	88	**45	0.7	7.7	102
SCIENCE DIGEST	482	*201	0.8	41.7	128	316	0.7	65.6	115	*215	0.8	44.6	132	**18	0.3	3.7	50
SCIENTIFIC AMERICAN	594	*257	1.0	43.3	132	369	0.8	62.1	109	*188	0.7	31.6	94	**77	1.3	13.0	173
SELF	2089	835	3.2	40.0	122	1373	3.0	65.7	115	890	3.3	42.6	126	*222	3.7	10.6	142
SEVENTEEN	2411	836	3.2	34.7	106	1591	3.4	66.0	115	947	3.5	39.3	116	*252	4.1	10.5	139
SKI	480	*184	0.7	38.3	117	309	0.7	64.4	112	*173	0.6	36.0	107	**9	0.1	1.9	25
SMITHSONIAN	2760	872	3.3	31.6	97	1704	3.7	61.7	108	985	3.6	35.7	106	537	8.8	19.5	259
SOAP OPERA DIGEST	3013	984	3.7	32.7	100	1761	3.8	58.4	102	1069	3.9	35.5	105	*143	2.4	4.7	63
SOUTHERN LIVING	4184	1480	5.6	35.4	108	2731	5.9	65.3	114	1702	6.2	40.7	121	*235	3.9	5.6	75
SPORT	559	*220	0.8	39.4	121	369	0.8	66.0	115	290	1.1	51.9	154	**49	0.8	8.8	117
THE SPORTING NEWS	436	**184	0.7	42.2	129	*356	0.8	81.7	143	*256	0.9	58.7	174	**33	0.5	7.6	101
SPORTS AFIELD	493	*204	0.8	41.4	127	328	0.7	66.5	116	*232	0.8	47.1	139	**39	0.6	7.9	105
SPORTS ILLUSTRATED	2758	1069	4.0	38.8	119	1849	4.0	67.0	117	1186	4.3	43.0	127	*219	3.6	7.9	106
STAR	7456	2298	8.7	30.8	94	4067	8.8	54.5	95	2441	8.9	32.7	97	373	6.1	5.0	67
SUNDAY	24936	9032	34.2	36.2	111	14424	31.1	57.8	101	8536	31.2	34.2	101	2351	38.7	9.4	126
SUNSET	2124	404	1.5	19.0	58	1428	3.1	67.2	117	825	3.0	38.8	115	328	5.4	15.4	206
TV GUIDE	21661	6720	25.4	31.0	95	12733	27.5	58.8	103	7595	27.8	35.1	104	1564	25.7	7.2	96
TENNIS	550	*212	0.8	38.5	118	308	0.7	56.0	98	*180	0.7	32.7	97	**10	0.2	1.8	24
TIME	8880	3169	12.0	35.7	109	5185	11.2	58.4	102	3421	12.5	38.5	114	912	15.0	10.3	137
TOWN & COUNTRY	917	328	1.2	35.8	110	560	1.2	61.1	107	409	1.5	44.6	132	**75	1.2	8.2	109
TRAVEL & LEISURE	972	367	1.4	37.8	116	535	1.2	55.0	96	373	1.4	38.4	114	**66	1.1	6.8	90
TRUE STORY	3356	1129	4.3	33.6	103	1935	4.2	57.7	101	1302	4.8	38.8	115	*170	2.8	5.1	67
U.S.NEWS & WORLD REPORT	3410	1198	4.5	35.1	108	1955	4.2	57.3	100	1234	4.5	36.2	107	306	5.0	9.0	120
USA TODAY	1759	739	2.8	42.0	129	1043	2.2	59.3	104	721	2.6	41.0	121	*135	2.2	7.7	102
US	1873	731	2.8	39.0	120	1224	2.6	65.3	114	810	3.0	43.2	128	*112	1.8	6.0	80
VOGUE	3909	1232	4.7	31.5	97	2155	4.6	55.1	96	1498	5.5	38.3	114	426	7.0	10.9	145
WALL STREET JOURNAL	1886	757	2.9	40.1	123	1237	2.7	65.6	115	769	2.8	40.8	121	*270	4.4	14.3	191
WEIGHT WATCHERS	2120	860	3.3	40.6	124	1419	3.1	66.9	117	827	3.0	39.0	116	*180	3.0	8.5	113
WOMAN'S DAY	14172	5331	20.2	37.6	115	9219	19.9	65.1	114	5360	19.6	37.8	112	1372	22.6	9.7	129
WORKING MOTHER	1146	425	1.6	37.1	114	677	1.5	59.1	103	473	1.7	41.3	122	**71	1.2	6.2	83
WORKING WOMAN	1322	486	1.8	36.8	113	776	1.7	58.7	103	515	1.9	39.0	115	**91	1.5	6.9	92
WORLD TENNIS	*163	**38	0.1	23.3	71	*107	0.2	65.6	115	**65	0.2	39.9	118	**2	0.0	1.2	16
ZIFF-DAVIS MAG NETWK (GROSS)	2532	973	3.7	38.4	118	1531	3.3	60.5	106	1063	3.9	42.0	124	*230	3.8	9.1	121
BLAIR INSERTS	43657	15510	58.6	35.5	109	25412	54.8	58.2	102	15342	56.1	35.1	104	3849	63.3	8.8	117
DAILY NEWSPAPERS																	
READ ANY	51633	18136	68.6	35.1	108	30629	66.1	59.3	104	18398	67.3	35.6	106	4259	70.0	8.2	110
READ ONE	43463	15049	56.9	34.6	106	25464	54.9	58.6	102	15271	55.9	35.1	104	3646	60.0	8.4	112
READ TWO OR MORE	8170	3087	11.7	37.8	116	5164	11.1	63.2	110	3127	11.4	38.3	113	612	10.1	7.5	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	18542	70.1	35.2	108	31024	66.9	58.9	103	18398	67.3	34.9	103	4353	71.6	8.3	110
READ ONE	46126	15984	60.4	34.7	106	26869	58.0	58.3	102	16034	58.7	34.8	103	3788	62.3	8.2	109
READ TWO OR MORE	6552	2558	9.7	39.0	120	4155	9.0	63.4	111	2364	8.7	36.1	107	564	9.3	8.6	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.55				28.21				29.54				27.53			
30 DAY REACH	71455	23612	89.3	33.0	101	41062	88.6	57.5	100	24338	89.1	34.1	101	5492	90.3	7.7	102
50 SHWG - 30 DAY AV FREQ	14.56	14.96				14.85				15.45				14.36			
30 DAY REACH	67742	22576	85.4	33.3	102	39131	84.4	57.8	101	23334	85.4	34.4	102	5293	87.1	7.8	104
25 SHWG - 30 DAY AV FREQ	7.94	8.04				8.01				8.41				7.69			
30 DAY REACH	62117	21018	79.5	33.8	104	36235	78.2	58.3	102	21424	78.4	34.5	102	4952	81.4	8.0	106
CABLE TV: HOME WIRED	32077	11665	44.1	36.4	111	19524	42.1	60.9	106	11686	42.8	36.4	108	2360	38.8	7.4	98
HOME NOT WIRED	48909	14782	55.9	30.2	93	26835	57.9	54.9	96	15643	57.2	32.0	95	3720	61.2	7.6	101
HAVE PAY CABLE	15935	6197	23.4	38.9	119	9983	21.5	62.6	109	6400	23.4	40.2	119	1187	19.5	7.4	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	KEEBLER A '000	KEEBLER B % DOWN	KEEBLER C % ACROSS	KEEBLER D INDX	NABISCO A '000	NABISCO B % DOWN	NABISCO C % ACROSS	NABISCO D INDX	RITZ A '000	RITZ B % DOWN	RITZ C % ACROSS	RITZ D INDX	RY-KRISP A '000	RY-KRISP B % DOWN	RY-KRISP C % ACROSS	RY-KRISP D INDX
TOTAL FEMALE HOMEMAKERS	80986	26447	100.0	32.7	100	46359	100.0	57.2	100	27329	100.0	33.7	100	6080	100.0	7.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	15241	57.6	34.7	106	25828	55.7	58.8	103	15453	56.5	35.2	104	3417	56.2	7.8	104
10:00 AM - 3:00 PM	30659	10762	40.7	35.1	107	17996	38.8	58.7	103	11142	40.8	36.3	108	2511	41.3	8.2	109
3:00 PM - 7:00 PM	31045	11002	41.6	35.4	109	18386	39.7	59.2	103	11165	40.9	36.0	107	2510	41.3	8.1	108
7:00 PM - MIDNIGHT	15767	5223	19.7	33.1	101	9120	19.7	57.8	101	5530	20.2	35.1	104	1374	22.6	8.7	116
MIDNIGHT - 6:00 AM	9120	3200	12.1	35.1	107	5260	11.3	57.7	101	3039	11.1	33.3	99	716	11.8	7.9	105
6:00 AM - MIDNIGHT	58527	20278	76.7	34.6	106	34230	73.8	58.5	102	20684	75.7	35.3	105	4614	75.9	7.9	105
ENTIRE DAY	59311	20562	77.7	34.7	106	34660	74.8	58.4	102	20906	76.5	35.2	104	4673	76.9	7.9	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6120	23.1	37.8	116	9942	21.4	61.5	107	5830	21.3	36.0	107	1399	23.0	8.7	115
ALL NEWS	2256	713	2.7	31.6	97	1211	2.6	53.7	94	756	2.8	33.5	99	*205	3.4	9.1	121
AOR/PROGRESSIVE	3874	1266	4.8	32.7	100	2400	5.2	62.0	108	1303	4.8	33.6	100	389	6.4	10.0	134
BEAUTIFUL MUSIC	5660	2070	7.8	36.6	112	3430	7.4	60.6	106	2018	7.4	35.7	106	391	6.4	6.9	92
BLACK	2204	650	2.5	29.5	90	1121	2.4	50.9	89	785	2.9	35.6	106	*104	1.7	4.7	63
CLASSICAL	1418	521	2.0	36.7	113	690	1.5	48.7	85	410	1.5	28.9	86	*149	2.5	10.5	140
CHR/ROCK	9538	3351	12.7	35.1	108	5705	12.3	59.8	104	3623	13.3	38.0	113	709	11.7	7.4	99
COUNTRY	12648	4565	17.3	36.1	111	7769	16.8	61.4	107	4638	17.0	36.7	109	763	12.5	6.0	80
GOLDEN OLDIES	1191	303	1.1	25.4	78	705	1.5	59.2	103	422	1.5	35.4	105	**74	1.2	6.2	83
MOR/NOSTALGIA	4757	1499	5.7	31.5	96	2675	5.8	56.2	98	1543	5.6	32.4	96	455	7.5	9.6	127
NEWS/TALK	3863	1150	4.3	29.8	91	1929	4.2	49.9	87	1157	4.2	30.0	89	312	5.1	8.1	108
RELIGIOUS	3084	1072	4.1	34.8	106	1646	3.6	53.4	93	993	3.6	32.2	95	*291	4.8	9.4	126
SOFT ROCK	521	*225	0.9	43.2	132	296	0.6	56.8	99	*177	0.6	34.0	101	**23	0.4	4.4	59
URBAN CONTEMPORARY	1585	516	2.0	32.6	100	771	1.7	48.6	85	602	2.2	38.0	113	*112	1.8	7.1	94
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1173	4.4	36.0	110	1787	3.9	54.8	96	1199	4.4	36.8	109	*164	2.7	5.0	67
ABC DIRECTION	2316	891	3.4	38.5	118	1230	2.7	53.1	93	880	3.2	38.0	113	*192	3.2	8.3	110
ABC ENTERTAINMENT	4834	1725	6.5	35.7	109	2833	6.1	58.6	102	1813	6.6	37.5	111	430	7.1	8.9	118
ABC FM	2202	907	3.4	41.2	126	1357	2.9	61.6	108	916	3.4	41.6	123	*113	1.9	5.1	68
ABC INFORMATION	5425	1932	7.3	35.6	109	3228	7.0	59.5	104	1815	6.6	33.5	99	571	9.4	10.5	140
ABC ROCK	1677	664	2.5	39.6	121	1051	2.3	62.7	109	697	2.6	41.6	123	*157	2.6	9.4	125
CBS	4430	1615	6.1	36.5	112	2553	5.5	57.6	101	1563	5.7	35.3	105	443	7.3	10.0	133
MUTUAL	4992	1836	6.9	36.8	113	2890	6.2	57.9	101	1867	6.8	37.4	111	347	5.7	7.0	93
NBC	4679	1689	6.4	36.1	111	2675	5.8	57.2	100	1788	6.5	38.2	113	325	5.3	6.9	93
RADIORADIO	1994	669	2.5	33.6	103	1178	2.5	59.1	103	702	2.6	35.2	104	**88	1.4	4.4	59
RKO ONE	2298	866	3.3	37.7	115	1328	2.9	57.8	101	887	3.2	38.6	114	*165	2.7	7.2	96
RKO TWO	3311	1194	4.5	36.1	110	2060	4.4	62.2	109	1295	4.7	39.1	116	*156	2.6	4.7	63
THE SOURCE	2114	748	2.8	35.4	108	1309	2.8	61.9	108	799	2.9	37.8	112	*123	2.0	5.8	78
NON-HIRED : BLAIR	8654	3279	12.4	37.9	116	5340	11.5	61.7	108	3146	11.5	36.4	108	713	11.7	8.2	110
INTERNET	12025	3933	14.9	32.7	100	7000	15.1	58.2	102	4342	15.9	36.1	107	883	14.5	7.3	98
KATZ RADIO GROUP	15359	5361	20.3	34.9	107	8919	19.2	58.1	101	5296	19.4	34.5	102	1318	21.7	8.6	114
SUPERNET	10628	3711	14.0	34.9	107	6443	13.9	60.6	106	3777	13.8	35.5	105	825	13.6	7.8	103
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2622	9.9	30.3	93	4919	10.6	56.8	99	2771	10.1	32.0	95	638	10.5	7.4	98
MKDAY 9:00 AM - 1:00 PM	12163	3669	13.9	30.2	92	6808	14.7	56.0	98	4134	15.1	34.0	101	692	11.4	5.7	76
MKDAY 1:00 PM - 4:30 PM	16150	5173	19.6	32.0	98	8882	19.2	55.0	96	5488	20.1	34.0	101	927	15.2	5.7	76
MKDAY 4:30 PM - 7:30 PM	22463	6784	25.7	30.2	92	12500	27.0	55.6	97	7431	27.2	33.1	98	1586	26.1	7.1	94
MKDAY 7:30 PM - 8:00 PM	31795	10027	37.9	31.5	97	17769	38.3	55.9	98	10747	39.3	33.8	100	2197	36.1	6.9	92
MKDAY 11:00 PM - 11:30 PM	23977	8227	31.1	34.3	105	14061	30.3	58.6	102	8767	32.1	36.6	108	1687	27.7	7.0	94
MKDAY 11:30 PM - 1:00 AM	7703	2703	10.2	35.1	107	4308	9.3	55.9	98	2828	10.3	36.7	109	557	9.2	7.2	96
M-SAT 8-11 PM+SUN 7-11 PM	33800	10888	41.2	32.2	99	19599	42.3	58.0	101	11746	43.0	34.8	103	2416	39.7	7.1	95
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2233	8.4	34.2	105	3755	8.1	57.4	100	2324	8.5	35.5	105	388	6.4	5.9	79
ANOTHER WORLD N	4620	1372	5.2	29.7	91	2521	5.4	54.6	95	1612	5.9	34.9	103	303	5.0	6.6	87
AS THE WORLD TURNS C	5614	1954	7.4	34.8	107	2885	6.2	51.4	90	1808	6.6	32.2	95	284	4.7	5.1	67
CAPITOL C	3396	1175	4.4	34.6	106	1776	3.8	52.3	91	1064	3.9	31.3	93	182	3.0	5.4	71
CBS MORN. NEWS 1 C	1446	436	1.6	30.2	92	746	1.6	51.6	90	374	1.4	25.9	77	124	2.0	8.6	114
CBS MORN. NEWS 2 C	1207	363	1.4	30.1	92	641	1.4	53.1	93	371	1.4	30.7	91	*78	1.3	6.5	86
DAYS OF OUR LIVES N	5877	1805	6.8	30.7	94	3378	7.3	57.5	100	2051	7.5	34.9	103	322	5.3	5.5	73
FACTS OF LIFE - DAYTIME N	2290	656	2.5	28.6	88	1106	2.4	48.3	84	769	2.8	33.6	100	147	2.4	6.4	86
FAMILY FEUD A	3023	788	3.0	26.1	80	1636	3.5	54.1	95	940	3.4	31.1	92	155	2.5	5.1	68
GENERAL HOSPITAL A	6097	1883	7.1	30.9	95	3351	7.2	55.0	96	2030	7.4	33.3	99	365	6.0	6.0	80
GOOD MORNING, AMERICA-730 A	3515	1132	4.3	32.2	99	2221	4.8	63.2	110	1227	4.5	34.9	103	256	4.2	7.3	97
GOOD MORNING, AMERICA-830 A	2818	924	3.5	32.8	100	1738	3.7	61.7	108	922	3.4	32.7	97	189	3.1	6.7	89
GUIDING LIGHT C	5339	1736	6.6	32.5	100	2882	6.2	54.0	94	1686	6.2	31.6	94	273	4.5	5.1	68
ONE LIFE TO LIVE A	4478	1497	5.7	33.4	102	2480	5.3	55.4	97	1532	5.6	34.2	101	230	3.8	5.1	68
PRESS YOUR LUCK C	2244	657	2.5	29.3	90	1310	2.8	58.4	102	773	2.8	34.4	102	102	1.7	4.5	61
PRICE IS RIGHT 1 C	4348	1322	5.0	30.4	93	2455	5.3	56.5	99	1489	5.4	34.2	101	168	2.8	3.9	51
PRICE IS RIGHT 2 C	5014	1569	5.9	31.3	96	2818	6.1	56.2	98	1769	6.5	35.3	105	206	3.4	4.1	55
RYAN'S HOPE A	3150	1145	4.3	36.3	111	1833	4.0	58.2	102	1145	4.2	36.3	108	146	2.4	4.6	62
SALE OF THE CENTURY N	2695	785	3.0	29.1	89	1348	2.9	50.0	87	849	3.1	31.5	93	123	2.0	4.6	61
SEARCH FOR TOMORROW N	2319	530	2.0	22.9	70	1204	2.6	51.9	91	760	2.8	32.8	97	*82	1.3	3.5	47
TODAY SHOW 1 N	2693	973	3.7	36.1	111	1456	3.1	54.1	94	842	3.1	31.3	93	213	3.5	7.9	105
TODAY SHOW 2 N	2498	834	3.2	33.4	102	1274	2.7	51.0	89	754	2.8	30.2	89	224	3.7	9.0	119
$25,000 PYRAMID C	2753	818	3.1	29.7	91	1568	3.4	57.0	99	859	3.1	31.2	92	149	2.5	5.4	72
WHEEL OF FORTUNE N	4388	1319	5.0	30.1	92	2484	5.4	56.6	99	1646	6.0	37.5	111	154	2.5	3.5	47
YOUNG AND THE RESTLESS C	5695	1792	6.7	31.1	95	3075	6.6	54.0	94	1873	6.9	32.9	97	263	4.3	4.6	62
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	491	1.9	27.9	85	958	2.1	54.4	95	590	2.2	33.5	99	*119	2.0	6.8	90
NBA PLAYOFF GAME -1 C	1136	388	1.5	34.2	105	666	1.4	58.6	102	432	1.6	38.0	113	*136	2.2	12.0	159
NBC MAJOR LEAGUE PRE-GAME N	953	*208	0.8	21.8	67	483	1.0	50.7	89	*189	0.7	19.8	59	**36	0.6	3.8	50
SPORTSWORLD - SUN N	1233	396	1.5	32.1	98	717	1.5	58.2	102	416	1.5	33.7	100	**50	0.8	4.1	54
SUNDAY MORNING C	1611	523	2.0	32.5	99	900	1.9	55.9	98	543	2.0	33.7	100	*116	1.9	7.2	96

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	KEEBLER A '000	KEEBLER B % DOWN	KEEBLER C % ACROSS	KEEBLER D INDX	NABISCO A '000	NABISCO B % DOWN	NABISCO C % ACROSS	NABISCO D INDX	RITZ A '000	RITZ B % DOWN	RITZ C % ACROSS	RITZ D INDX	RY-KRISP A '000	RY-KRISP B % DOWN	RY-KRISP C % ACROSS	RY-KRISP D INDX
TOTAL FEMALE HOMEMAKERS		80986	26447	100.0	32.7	100	46359	100.0	57.2	100	27329	100.0	33.7	100	6080	100.0	7.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	8362	31.6	32.1	98	14524	31.3	55.7	97	8463	31.0	32.5	96	1890	31.1	7.3	97
NETWORK AFFILIATES - LATE		20261	6921	26.2	34.2	105	11951	25.8	59.0	103	7453	27.3	36.8	109	1396	23.0	6.9	92
INDEPENDENTS - LATE		2076	644	2.4	31.0	95	1186	2.6	57.1	100	722	2.6	34.8	103	206	3.4	9.9	132
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3193	12.1	30.5	94	6096	13.1	58.3	102	3532	12.9	33.8	100	688	11.3	6.6	88
ABC MONDAY NIGHT MOVIE	A	6412	2054	7.8	32.0	98	3807	8.2	59.4	104	2284	8.4	35.6	106	493	8.1	7.7	102
ABC SUNDAY NIGHT MOVIE	A	12407	4027	15.2	32.5	99	7236	15.6	58.3	102	4361	16.0	35.1	104	868	14.3	7.0	93
ABC WORLD NEWS TONIGHT	A	6176	2150	8.1	34.8	107	3463	7.5	56.1	98	1964	7.2	31.8	94	422	6.9	6.8	91
AFTERMASH	C	5863	1924	7.3	32.8	100	3348	7.2	57.1	100	2023	7.4	34.5	102	499	8.2	8.5	113
ALICE	C	9594	3093	11.7	32.2	99	5382	11.6	56.1	98	3146	11.5	32.8	97	681	11.2	7.1	95
AMERICAN PARADE	C	6622	2136	8.1	32.3	99	3657	7.9	55.2	96	2073	7.6	31.3	93	454	7.5	6.9	91
BENSON	A	10886	3404	12.9	31.3	96	6117	13.2	56.2	98	3510	12.8	32.2	96	737	12.1	6.8	90
BLUE THUNDER	A	5036	1616	6.1	32.1	98	3110	6.7	61.8	108	1779	6.5	35.3	105	379	6.2	7.5	100
CAGNEY & LACEY	C	9965	3539	13.4	35.5	109	5984	12.9	60.1	105	3591	13.1	36.0	107	614	10.1	6.2	82
CBS EVENING NEWS-DEAN	C	3491	1023	3.9	29.3	90	2044	4.4	58.6	102	1139	4.2	32.6	97	283	4.7	8.1	108
CBS EVENING NEWS-RATHER	C	7123	2470	9.3	34.7	106	4077	8.8	57.2	100	2297	8.4	32.2	96	563	9.3	7.9	105
CBS SAT. NEWS-SCHIEFFER	C	3621	1063	4.0	29.4	90	2063	4.5	57.0	100	1165	4.3	32.2	95	224	3.7	6.2	82
CBS SATURDAY NIGHT MOVIE	C	5436	1753	6.6	32.2	99	3212	6.9	59.1	103	1904	7.0	35.0	104	432	7.1	7.9	106
CBS WEDNESDAY NIGHT MOVIE	C	6100	1821	6.9	29.9	91	3603	7.8	59.1	103	2217	8.1	36.3	108	378	6.2	6.2	83
CHEERS	N	8889	3114	11.8	35.0	107	5072	10.9	57.1	100	3339	12.2	37.6	111	792	13.0	8.9	119
DALLAS	C	22109	7216	27.3	32.6	100	12789	27.6	57.8	101	7639	28.0	34.6	102	1392	22.9	6.3	84
DIFF'RENT STROKES	N	6940	2267	8.6	32.7	100	3734	8.1	53.8	94	2150	7.9	31.0	92	406	6.7	5.9	78
DOUBLE TROUBLE	N	7223	2337	8.8	32.4	99	4288	9.2	59.4	104	2678	9.8	37.1	110	493	8.1	6.8	91
DUCK FACTORY	N	5595	1955	7.4	34.9	107	3167	6.8	56.6	99	1995	7.3	35.7	106	473	7.8	8.5	113
DUKES OF HAZZARD	C	5768	1692	6.4	29.3	90	3242	7.0	56.2	98	1886	6.9	32.7	97	411	6.8	7.1	95
DYNASTY	A	20053	6255	23.7	31.2	96	11423	24.6	57.0	100	6876	25.2	34.3	102	1220	20.1	6.1	81
FACTS OF LIFE	N	8087	2431	9.2	30.1	92	4778	10.3	59.1	103	2762	10.1	34.2	101	574	9.4	7.1	95
FALCON CREST	C	20046	6845	25.1	33.1	102	11651	25.1	58.1	102	6962	25.5	34.7	103	1211	19.9	6.0	80
FALL GUY	A	9084	2871	10.9	31.6	97	5308	11.4	58.4	102	3036	11.1	33.4	99	496	8.2	5.5	73
FAMILY TIES	N	7964	2745	10.4	34.5	106	4555	9.8	57.2	100	2998	11.0	37.6	112	635	10.4	8.0	106
FANTASY ISLAND	A	7687	2378	9.0	30.9	95	4318	9.3	56.2	98	2515	9.2	32.7	97	507	8.3	6.6	88
FOULUPS,BLEEPS & BLUNDERS	A	8861	2910	11.0	32.8	101	5048	10.9	57.0	100	3072	11.2	34.7	103	518	8.5	5.8	78
FOUR SEASONS	C	5095	1568	5.9	30.8	94	2989	6.4	58.7	102	1722	6.3	33.8	100	427	7.0	8.4	112
GIMME A BREAK	N	8838	2779	10.5	31.4	96	4808	10.4	54.4	95	3103	11.4	35.1	104	668	11.0	7.6	101
HART TO HART	A	8978	2926	11.1	32.6	100	5156	11.1	57.4	100	2951	10.8	32.9	97	594	9.8	6.6	88
HILL STREET BLUES	N	8590	2666	10.1	31.0	95	5027	10.8	58.5	102	3192	11.7	37.2	110	744	12.2	8.7	115
HOTEL	A	14085	4514	17.1	32.0	98	8179	17.6	58.1	101	4958	18.1	35.2	104	852	14.0	6.0	81
JEFFERSONS	C	9360	2945	11.1	31.5	96	5263	11.4	56.2	98	3302	12.1	35.3	105	662	10.9	7.1	94
JENNIFER SLEPT HERE	N	5841	1789	6.8	30.6	94	3264	7.0	55.9	98	1985	7.3	34.0	101	319	5.2	5.5	73
KATE & ALLIE	C	9206	3164	12.0	34.4	105	5557	12.0	60.4	105	3198	11.7	34.7	103	687	11.3	7.5	99
KNIGHT RIDER	N	7076	2184	8.3	30.9	95	4119	8.9	58.2	102	2391	8.7	33.8	100	507	8.3	7.2	95
LOVE BOAT	A	12219	3725	14.1	30.5	93	6861	14.8	56.2	98	3948	14.4	32.3	96	761	12.5	6.2	83
MAGNUM PI	C	11199	3616	13.7	32.3	99	6701	14.5	59.8	105	3940	14.4	35.2	104	732	12.0	6.5	87
MAMA'S FAMILY	N	6057	2011	7.6	33.2	102	3527	7.6	58.2	102	2180	8.0	36.0	107	385	6.3	6.4	85
MASTER, THE	N	3598	1145	4.3	31.8	97	2139	4.6	59.4	104	1237	4.5	34.4	102	*219	3.6	6.1	81
MATT HOUSTON	A	6344	2067	7.8	32.6	100	3869	8.3	61.0	107	2290	8.4	36.1	107	434	7.1	6.8	91
NBC MONDAY NIGHT MOVIE	N	11994	3890	14.7	32.4	99	7008	15.1	58.4	102	4290	15.7	35.8	106	721	11.9	6.0	80
NBC NIGHTLY NEWS	N	5132	1445	5.5	28.2	86	2826	6.1	55.1	96	1623	5.9	31.6	94	428	7.0	8.3	111
NBC NIGHTLY NEWS-SAT	N	3375	1076	4.1	31.9	98	1793	3.9	53.1	93	995	3.6	29.5	87	*210	3.5	6.2	83
NBC NIGHTLY NEWS-SUN	N	3130	1150	4.3	36.7	113	1624	3.5	51.9	91	962	3.5	30.7	91	295	4.9	9.4	126
NBC SUNDAY NIGHT MOVIE	N	8284	2728	10.3	32.9	101	4654	10.0	56.2	98	2938	10.8	35.5	105	643	10.6	7.8	103
NEWHART	C	9240	3257	12.3	35.2	108	5566	12.0	60.2	105	3254	11.9	35.2	104	602	9.9	6.5	87
ONE DAY AT A TIME	C	7288	2326	8.8	31.9	98	4155	9.0	57.0	100	2462	9.0	33.8	100	543	8.9	7.5	99
PEOPLE ARE FUNNY	N	4855	1470	5.6	30.3	93	2812	6.1	57.9	101	1731	6.3	35.7	106	265	4.4	5.5	73
REAL PEOPLE	N	8869	2724	10.3	30.7	94	5132	11.1	57.9	101	3066	11.2	34.6	102	528	8.7	6.0	79
REMINGTON STEELE	N	7743	2504	9.5	32.4	99	4333	9.3	56.0	98	2468	9.0	31.9	94	509	8.4	6.6	88
RIPLEY'S BELIEVE IT - NOT	A	5345	1718	6.5	32.1	98	3233	7.0	60.5	106	2032	7.4	38.0	113	331	5.4	6.2	82
RIPTIDE	N	6988	2227	8.4	31.9	98	4328	9.3	61.9	108	2338	8.6	33.5	99	585	9.6	8.4	112
SCARECROW & MRS. KING	C	10002	3125	11.8	31.2	96	5793	12.5	57.9	101	3141	11.5	31.4	93	746	12.3	7.5	99
SIMON & SIMON	C	10638	3373	12.8	31.7	97	6231	13.7	59.5	104	3499	12.8	32.9	97	585	9.6	5.5	73
60 MINUTES	C	13293	4324	16.3	32.5	100	7387	15.9	55.6	97	4163	15.2	31.3	93	1261	20.7	9.5	126
ST. ELSEWHERE	N	7017	2191	8.3	31.2	96	4284	9.2	61.1	107	2694	9.9	38.4	114	584	9.6	8.3	111
THREE'S COMPANY	A	10917	3626	13.7	33.2	102	6306	13.6	57.8	101	3764	13.8	34.5	102	717	11.8	6.6	87
T.J. HOOKER	A	9204	2773	10.5	30.1	92	5155	11.1	56.0	98	2983	10.9	32.4	96	540	8.9	5.9	78
TONIGHT SHOW	N	2372	917	3.5	38.7	118	1324	2.9	55.8	98	848	3.1	35.8	106	228	3.8	9.6	128
TRAPPER JOHN, M.D.	C	9846	3145	11.9	31.9	98	5666	12.2	57.5	101	3492	12.8	35.5	105	537	8.8	5.5	73
TV BLOOPERS & PRAC. JOKES	N	9105	2734	10.3	30.0	92	5179	11.2	56.9	99	3069	11.2	33.7	100	616	10.1	6.8	90
20/20	A	9387	3250	12.3	34.6	106	5542	12.0	59.0	103	3287	12.0	35.0	104	780	12.8	8.3	111
WEBSTER	A	11067	3514	13.3	31.8	97	6259	13.5	56.6	99	3624	13.3	32.7	97	737	12.1	6.7	89
WORLD NEWS - SUN	A	3062	978	3.7	31.8	97	1745	3.8	57.0	100	896	3.3	29.3	87	233	3.8	7.6	101
YELLOW ROSE	N	4978	1772	6.7	35.6	109	2965	6.4	59.6	104	1779	6.5	35.7	106	307	5.0	6.2	82
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3006	11.4	33.9	104	5964	12.9	67.2	117	3522	12.9	39.7	118	652	10.7	7.3	98
BASKETBALL - COLLEGE GAMES		4080	1666	6.3	40.8	125	2634	5.7	64.6	113	1820	6.7	44.6	132	**199	3.3	4.9	65
BASKETBALL - PRO GAMES		3607	1403	5.3	38.9	119	2175	4.7	60.3	105	1538	5.6	42.6	126	**249	4.1	6.9	92
BOWLING		3883	1470	5.6	37.9	116	2310	5.0	59.5	104	1582	5.8	40.7	121	*371	6.1	9.6	127
BOXING		3928	1130	4.3	28.8	88	2205	4.8	56.1	98	1498	5.5	38.1	113	**172	2.8	4.4	58
FOOTBALL - COLLEGE GAMES		6366	2599	9.8	40.8	125	4303	9.3	67.6	118	2837	10.4	44.6	132	*390	6.4	6.1	82
FOOTBALL - PRO GAMES		11300	4376	16.5	38.7	119	7512	16.2	66.5	116	4863	17.8	43.0	128	728	12.0	6.4	86
GOLF		3378	1359	5.1	40.2	123	2167	4.7	64.2	112	1272	4.7	37.7	112	*432	7.1	12.8	170
POST-SEASON COLL. FOOTBALL		4906	1973	7.5	40.2	123	3241	7.0	66.1	115	2152	7.9	43.9	130	*278	4.6	5.7	75
POST-SEASON PRO FOOTBALL		6120	2405	9.1	39.3	120	4262	9.2	69.6	122	2686	9.8	43.9	130	*425	7.0	6.9	93
TENNIS		3033	831	3.1	27.4	84	1856	4.0	61.2	107	1078	3.9	35.5	105	*314	5.2	10.4	138
WRESTLING - PROFESSIONAL		3344	1031	3.9	30.8	94	2106	4.5	63.0	110	1222	4.5	36.5	108	**271	4.5	8.1	108

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SUNSHINE A '000	SUNSHINE B % DOWN	SUNSHINE C % ACROSS	SUNSHINE D INDX	TOWNHOUSE A '000	TOWNHOUSE B % DOWN	TOWNHOUSE C % ACROSS	TOWNHOUSE D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	19777	100.0	24.4	100	18521	100.0	22.9	100								
18 - 24	9282	1646	8.3	17.7	73	2307	12.5	24.9	109								
25 - 34	19072	5168	26.1	27.1	111	4865	26.3	25.5	112								
35 - 44	14591	3704	18.7	25.4	104	4023	21.7	27.6	121								
45 - 54	11345	2560	12.9	22.6	92	2466	13.3	21.7	95								
55 - 64	11635	3307	16.7	28.4	116	2591	14.0	22.3	97								
65 OR OLDER	15061	3393	17.2	22.5	92	2268	12.2	15.1	66								
18 - 34	28354	6814	34.5	24.0	98	7172	38.7	25.3	111								
18 - 49	48339	11696	59.1	24.2	99	12366	66.8	25.6	112								
25 - 54	45008	11432	57.8	25.4	104	11354	61.3	25.2	110								
35 - 49	19985	4882	24.7	24.4	100	5194	28.0	26.0	114								
50 OR OLDER	32647	8081	40.9	24.8	101	6154	33.2	18.9	82								
GRADUATED COLLEGE	11155	2848	14.4	25.5	105	2370	12.8	21.2	93								
ATTENDED COLLEGE	13682	3752	19.0	27.4	112	3401	18.4	24.9	109								
GRADUATED HIGH SCHOOL	33880	8491	42.9	25.1	103	8386	45.3	24.8	108								
DID NOT GRADUATE HIGH SCHOOL	22270	4687	23.7	21.0	86	4365	23.6	19.6	86								
EMPLOYED	40306	9868	49.9	24.5	100	10155	54.8	25.2	110								
EMPLOYED FULL-TIME	32850	8065	40.8	24.6	101	8268	44.6	25.2	110								
EMPLOYED PART-TIME	7456	1803	9.1	24.2	99	1887	10.2	25.3	111								
NOT EMPLOYED	40680	9910	50.1	24.4	100	8366	45.2	20.6	90								
PROFESSIONAL/MANAGER	10392	2581	13.1	24.8	102	2472	13.3	23.8	104								
TECH/CLERICAL/SALES	17574	4722	23.9	26.9	110	4517	24.4	25.7	112								
PRECISION/CRAFT	985	**186	0.9	18.9	77	*306	1.7	31.1	136								
OTHER EMPLOYED	11354	2380	12.0	21.0	86	2860	15.4	25.2	110								
SINGLE	9863	1960	9.9	19.9	81	2108	11.4	21.4	93								
MARRIED	51375	12943	65.4	25.2	103	12738	68.8	24.8	108								
DIVORCED/SEPARATED/WIDOWED	19748	4875	24.6	24.7	101	3675	19.8	18.6	81								
PARENTS	32590	8579	43.4	26.3	108	9250	49.9	28.4	124								
WHITE	70416	17400	88.0	24.7	101	16273	87.9	23.1	101								
BLACK	8778	1943	9.8	22.1	91	1940	10.5	22.1	97								
OTHER	1791	**434	2.2	24.2	99	**308	1.7	17.2	75								
NORTHEAST-CENSUS	17786	4305	21.8	24.2	99	4498	24.3	25.3	111								
NORTH CENTRAL	20741	4802	24.3	23.2	95	6675	36.0	32.2	141								
SOUTH	27775	6171	31.2	22.2	91	5703	30.8	20.5	90								
WEST	14683	4500	22.8	30.6	126	1646	8.9	11.2	49								
NORTHEAST-MKTG.	17961	4372	22.1	24.3	100	4325	23.4	24.1	105								
EAST CENTRAL	11885	2655	13.4	22.3	91	3450	18.6	29.0	127								
WEST CENTRAL	14090	3102	15.7	22.0	90	4598	24.8	32.6	143								
SOUTH	24081	5403	27.3	22.4	92	5106	27.6	21.2	93								
PACIFIC	12969	4244	21.5	32.7	134	1042	5.6	8.0	35								
COUNTY SIZE A	32439	7931	40.1	24.4	100	6438	34.8	19.8	87								
COUNTY SIZE B	24915	6085	30.8	24.4	100	6169	33.3	24.8	108								
COUNTY SIZE C	12930	3181	16.1	24.6	101	3071	16.6	23.8	104								
COUNTY SIZE D	10703	2579	13.0	24.1	99	2842	15.3	26.6	116								
METRO CENTRAL CITY	24518	6188	31.3	25.2	103	5184	28.0	21.1	92								
METRO SUBURBAN	35919	8828	44.6	24.6	101	8314	44.9	23.1	101								
NON METRO	20549	4762	24.1	23.2	95	5023	27.1	24.4	107								
TOP 5 ADI'S	18341	4276	21.6	23.3	95	3558	19.2	19.4	85								
TOP 10 ADI'S	25378	5824	29.4	22.9	94	4857	26.2	19.1	84								
TOP 20 ADI'S	36488	8947	45.2	24.5	100	7455	40.3	20.4	89								
HSHLD INC. $50,000 OR MORE	6612	1572	7.9	23.8	97	1762	9.5	26.6	117								
$40,000 OR MORE	12659	3285	16.6	25.9	106	3057	16.5	24.1	106								
$30,000 OR MORE	24698	6439	32.6	26.1	107	6110	33.0	24.7	108								
$25,000 OR MORE	32077	8379	42.4	26.1	107	8110	43.8	25.3	111								
$20,000 - $24,999	9144	2336	11.8	25.5	105	2209	11.9	24.2	106								
$15,000 - $19,999	8728	2027	10.2	23.2	95	2039	11.0	23.4	102								
$10,000 - $14,999	12562	2652	13.4	21.1	86	2731	14.7	21.7	95								
UNDER $10,000	18475	4383	22.2	23.7	97	3432	18.5	18.6	81								
HOUSEHOLD OF 1 PERSON	11987	2765	14.0	23.1	94	1790	9.7	14.9	65								
2 PEOPLE	26577	5876	29.7	22.1	91	5269	28.4	19.8	87								
3 OR 4 PEOPLE	30617	7746	39.2	25.3	104	8114	43.8	26.5	116								
5 OR MORE PEOPLE	11804	3390	17.1	28.7	118	3348	18.1	28.4	124								
NO CHILD IN HSHLD	46165	10427	52.7	22.6	92	8853	47.8	19.2	84								
CHILD(REN) UNDER 2 YRS	5325	1311	6.6	24.6	101	1325	7.2	24.9	109								
2 - 5 YEARS	14221	4001	20.2	28.1	115	3839	20.7	27.0	118								
6 - 11 YEARS	15117	4181	21.1	27.7	113	4067	22.0	26.9	118								
12 - 17 YEARS	16611	4434	22.4	26.7	109	4643	25.1	28.0	122								
RESIDENCE OWNED	55884	14432	73.0	25.8	106	13278	71.7	23.8	104								
VALUE: $50,000 OR MORE	31744	8371	42.3	26.4	108	7009	37.8	22.1	97								
VALUE: UNDER $50,000	24140	6062	30.7	25.1	103	6269	33.8	26.0	114								

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	SUNSHINE A '000	SUNSHINE B % DOWN	SUNSHINE C % ACROSS	SUNSHINE D INDX	TOWNHOUSE A '000	TOWNHOUSE B % DOWN	TOWNHOUSE C % ACROSS	TOWNHOUSE D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	19777	100.0	24.4	100	18521	100.0	22.9	100								
MAGAZINES	QUINTILE 1	15799	4374	22.1	27.7	113	4335	23.4	27.4	120								
	QUINTILE 2	17259	4512	22.8	26.1	107	4092	22.1	23.7	104								
	QUINTILE 3	13545	3290	16.6	24.3	99	3147	17.0	23.2	102								
	QUINTILE 4	15133	3759	19.0	24.8	102	3386	18.3	22.4	98								
	QUINTILE 5	19250	3843	19.4	20.0	82	3561	19.2	18.5	81								
NEWSPAPERS	QUINTILE 1	12413	3159	16.0	25.4	104	3027	16.3	24.4	107								
	QUINTILE 2	24116	6324	32.0	26.2	107	5947	32.1	24.7	108								
	QUINTILE 3	11261	2796	14.1	24.8	102	2826	15.3	25.1	110								
	QUINTILE 4	20255	4662	23.6	23.0	94	4313	23.3	21.3	93								
	QUINTILE 5	12940	2835	14.3	21.9	90	2408	13.0	18.6	81								
OUTDOOR	QUINTILE 1	14852	3736	18.9	25.2	103	3602	19.4	24.3	106								
	QUINTILE 2	15729	3854	19.5	24.5	100	3945	21.3	25.1	110								
	QUINTILE 3	16330	4066	20.6	24.9	102	3977	21.5	24.4	106								
	QUINTILE 4	16744	4069	20.6	24.3	100	3807	20.6	22.7	99								
	QUINTILE 5	17334	4052	20.5	23.4	96	3190	17.2	18.4	80								
RADIO-DRIVE TIME	QUINTILE 1	15911	4577	23.1	28.8	118	4002	21.6	25.2	110								
	QUINTILE 2	14837	3707	18.7	25.0	102	3844	20.8	25.9	113								
	QUINTILE 3	15339	3879	19.6	25.3	104	3428	18.5	22.3	98								
	QUINTILE 4	16723	3824	19.3	22.9	94	4001	21.6	23.9	105								
	QUINTILE 5	18176	3790	19.2	20.9	85	3246	17.5	17.9	78								
RADIO-MID-DAY	TERCILE 1	21020	5860	29.6	27.9	114	4971	26.8	23.6	103								
	TERCILE 2	21610	5270	26.6	24.4	100	5333	28.8	24.7	108								
	TERCILE 3	38355	8648	43.7	22.5	92	8217	44.4	21.4	94								
RADIO-TOTAL	QUINTILE 1	15988	4536	22.9	28.4	116	4007	21.6	25.1	110								
	QUINTILE 2	15626	3842	19.4	24.6	101	3709	20.0	23.7	104								
	QUINTILE 3	16723	4021	20.3	24.0	98	4204	22.7	25.1	110								
	QUINTILE 4	16342	4005	20.3	24.5	100	3597	19.4	22.0	96								
	QUINTILE 5	16306	3373	17.1	20.7	85	3003	16.2	18.4	81								
TV-PRIME TIME	QUINTILE 1	15953	4018	20.3	25.2	103	3651	19.7	22.9	100								
	QUINTILE 2	16137	3926	19.9	24.3	100	3771	20.4	23.4	102								
	QUINTILE 3	16420	4140	20.9	25.2	103	3885	21.0	23.7	103								
	QUINTILE 4	16687	3899	19.7	23.4	96	3824	20.6	22.9	100								
	QUINTILE 5	15789	3795	19.2	24.0	98	3390	18.3	21.5	94								
TV-DAYTIME	TERCILE 1	27736	6532	33.0	23.6	96	6287	33.9	22.7	99								
	TERCILE 2	26489	6660	33.7	25.1	103	6296	34.0	23.8	104								
	TERCILE 3	26761	6585	33.3	24.6	101	5938	32.1	22.2	97								
TV-TOTAL	QUINTILE 1	16345	3771	19.1	23.1	94	3713	20.0	22.7	99								
	QUINTILE 2	16447	4186	21.2	25.5	104	3905	21.1	23.7	104								
	QUINTILE 3	15980	3822	19.3	23.9	98	3620	19.5	22.7	99								
	QUINTILE 4	15887	4144	21.0	26.1	107	3496	18.9	22.0	96								
	QUINTILE 5	16326	3855	19.5	23.6	97	3786	20.4	23.2	101								
MAGAZINES-NEWSPAPERS: DUAL		20721	5785	29.3	27.9	114	5338	28.8	25.8	113								
MAGAZINE IMPERATIVE		19186	4870	24.6	25.4	104	4647	25.1	24.2	106								
NEWSPAPER IMPERATIVE		21899	5189	26.2	23.7	97	5090	27.5	23.2	102								
MAGAZINES-OUTDOOR: DUAL		15451	4291	21.7	27.8	114	4200	22.7	27.2	119								
MAGAZINE IMPERATIVE		25953	6544	33.1	25.2	103	5968	32.2	23.0	101								
OUTDOOR IMPERATIVE		24400	5711	28.9	23.4	96	5461	29.5	22.4	98								
MAGAZINES-RADIO: DUAL		18049	5122	25.9	28.4	116	4317	23.3	23.9	105								
MAGAZINE IMPERATIVE		23571	5748	29.1	24.4	100	5921	32.0	25.1	110								
RADIO IMPERATIVE		23278	5584	28.2	24.0	98	5553	30.0	23.9	104								
MAGAZINES-TELEVISION: DUAL		15459	4070	20.6	26.3	108	3844	20.8	24.9	109								
MAGAZINE IMPERATIVE		25829	6783	34.3	26.3	108	6346	34.3	24.6	107								
TELEVISION IMPERATIVE		26039	5803	29.3	22.3	91	5524	29.8	21.2	93								
NEWSPAPERS-OUTDOOR: DUAL		16605	4345	22.0	26.2	107	4530	24.5	27.3	119								
NEWSPAPER IMPERATIVE		26834	6810	34.4	25.4	104	6080	32.8	22.7	99								
OUTDOOR IMPERATIVE		23346	5561	28.1	23.8	98	5254	28.4	22.5	98								
NEWSPAPERS-RADIO: DUAL		17133	4744	24.0	27.7	113	4540	24.5	26.5	116								
NEWSPAPER IMPERATIVE		25892	6227	31.5	24.0	98	6065	32.7	23.4	102								
RADIO IMPERATIVE		23167	5684	28.7	24.5	100	5348	28.9	23.1	101								
NEWSPAPERS-TELEVISION: DUAL		17159	4415	22.3	25.7	105	4226	22.8	24.6	108								
NEWSPAPER IMPERATIVE		26214	6723	34.0	25.6	105	6309	34.1	24.1	105								
TELEVISION IMPERATIVE		23412	5209	26.3	22.2	91	4967	26.8	21.2	93								
OUTDOOR-RADIO: DUAL		15303	4256	21.5	27.8	114	4057	21.9	26.5	116								
OUTDOOR IMPERATIVE		24901	5713	28.9	22.9	94	5727	30.9	23.0	101								
RADIO IMPERATIVE		26492	6595	33.3	24.9	102	6067	32.8	22.9	100								
OUTDOOR-TELEVISION: DUAL		14794	3685	18.6	24.9	102	3689	19.9	24.9	109								
OUTDOOR IMPERATIVE		25437	6243	31.6	24.5	101	6106	33.0	24.0	105								
TELEVISION IMPERATIVE		27877	6688	33.8	24.0	98	6092	32.9	21.9	96								
RADIO-TELEVISION: DUAL		15996	4082	20.6	25.5	104	3845	20.8	24.0	105								
RADIO IMPERATIVE		25478	6665	33.7	26.2	107	6257	33.8	24.6	107								
TELEVISION IMPERATIVE		26573	6160	31.1	23.2	95	5830	31.5	21.9	96								

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

0386
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	TOTAL U.S. '000	SUNSHINE A '000	SUNSHINE B % DOWN	SUNSHINE C % ACROSS	SUNSHINE D INDX	TOWNHOUSE A '000	TOWNHOUSE B % DOWN	TOWNHOUSE C % ACROSS	TOWNHOUSE D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	19777	100.0	24.4	100	18521	100.0	22.9	100								
ATLANTIC MONTHLY	415	**77	0.4	18.6	76	**94	0.5	22.7	99								
BARRON'S	453	**90	0.5	19.9	81	**86	0.5	19.0	83								
BETTER HOMES & GARDENS	16256	4506	22.8	27.7	114	4553	24.6	28.0	122								
BON APPETIT	2535	706	3.6	27.9	114	693	3.7	27.3	120								
BUSINESS WEEK	1278	356	1.8	27.9	114	337	1.8	26.4	115								
CAR AND DRIVER	378	**79	0.4	20.9	86	**109	0.6	28.8	126								
CBS MAGAZINE NETWORK (GROSS)	1498	362	1.8	24.2	99	443	2.4	29.6	129								
CHANGING TIMES	1505	500	2.5	33.2	136	397	2.1	26.4	115								
COLONIAL HOMES	1231	339	1.7	27.5	113	409	2.2	33.2	145								
CONDE NAST MAG. PKG. (GROSS)	14146	3632	18.4	25.7	105	3896	21.0	27.5	120								
CONSUMERS DIGEST	1323	341	1.7	25.8	106	281	1.5	21.2	93								
COSMOPOLITAN	7102	1764	8.9	24.8	102	1696	9.2	23.9	104								
COUNTRY LIVING	2481	686	3.5	27.7	113	644	3.5	26.0	114								
CUISINE	1472	401	2.0	27.2	112	318	1.7	21.6	94								
CYCLE WORLD	425	**167	0.8	39.3	161	*180	1.0	42.4	185								
DCI:CREATIVE IDEAS FOR LIV	2510	775	3.9	30.9	126	727	3.9	29.0	127								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1812	9.2	27.1	111	1641	8.9	24.5	107								
DISCOVER	894	*253	1.3	28.3	116	284	1.5	31.8	139								
EBONY	3507	805	4.1	23.0	94	962	5.2	27.4	120								
ESQUIRE	1083	*237	1.2	21.9	90	280	1.5	25.9	113								
ESSENCE	1830	407	2.1	22.2	91	504	2.7	27.5	120								
FAMILY CIRCLE	15930	4378	22.1	27.5	113	4220	22.8	26.5	116								
THE FAMILY HANDYMAN	1126	301	1.5	26.7	109	368	2.0	32.7	143								
FAMILY WEEKLY	11468	2771	14.0	24.2	99	2850	15.4	24.9	109								
FIELD & STREAM	2234	622	3.1	27.8	114	719	3.9	32.2	141								
FOOD & WINE	579	*153	0.8	26.4	108	*122	0.7	21.1	92								
FORBES	728	*186	0.9	25.5	105	*121	0.7	16.6	73								
FORTUNE	906	*227	1.1	25.1	103	*263	1.4	29.0	127								
GENTLEMEN'S QUARTERLY	791	*288	1.5	36.4	149	*238	1.3	30.1	132								
GLAMOUR	5265	1356	6.9	25.8	105	1433	7.7	27.2	119								
GOLF DIGEST	636	**103	0.5	16.2	66	*194	1.0	30.5	133								
GOLF DIGEST/TENNIS (GROSS)	1186	*226	1.1	19.1	78	304	1.6	25.6	112								
GOLF MAGAZINE	441	**67	0.3	15.2	62	**148	0.8	33.6	147								
GOLF MAGAZINE/SKI (GROSS)	922	*131	0.7	14.2	58	*259	1.4	28.1	123								
GOOD HOUSEKEEPING	16487	4432	22.4	26.9	110	4483	24.2	27.2	119								
HARPER'S BAZAAR	2423	614	3.1	25.3	104	759	4.1	31.3	137								
HEALTH	1994	503	2.5	25.2	103	546	2.9	27.4	120								
HEARST MAG CORP. BUY (GROSS)	44101	11552	58.4	26.2	107	12014	64.9	27.2	119								
HEARST MAN POWER (GROSS)	1993	556	2.8	27.9	114	739	4.0	37.1	162								
HEARST WOMAN POWER (GROSS)	31274	8062	40.8	25.8	106	8245	44.5	26.4	115								
HOUSE BEAUTIFUL	3623	964	4.9	26.6	109	921	5.0	25.4	111								
INC.	283	**109	0.6	38.5	158	**118	0.6	41.7	182								
JET	2928	819	4.1	28.0	115	916	4.9	31.3	137								
LADIES' HOME JOURNAL	11918	3171	16.0	26.6	109	3179	17.2	26.7	117								
LHJ FAMILY GRP COMBO(GROSS)	16764	4426	22.4	26.4	108	4521	24.4	27.0	118								
LIFE	4254	1108	5.6	26.0	107	1077	5.8	25.3	111								
L.A. TIMES HOME MAGAZINE	1145	363	1.8	31.7	130	**27	0.1	2.4	10								
MADEMOISELLE	2884	707	3.6	24.5	100	745	4.0	25.8	113								
MC CALL'S	13460	3521	17.8	26.2	107	3773	20.4	28.0	123								
MC CALL'S/MRK MOTHER (GROSS)	14606	3893	19.7	26.7	109	4138	22.3	28.3	124								
MECHANIX ILLUSTRATED	772	*275	1.4	35.6	146	*230	1.2	29.8	130								
METROPOLITAN HOME	967	326	1.6	33.7	138	320	1.7	33.1	145								
MONEY	1588	463	2.3	29.2	119	505	2.7	31.8	139								
MOTHER EARTH NEWS	1002	342	1.7	34.1	140	264	1.4	26.3	115								
MS.	825	*182	0.9	22.1	90	*159	0.9	19.3	84								
NATIONAL ENQUIRER	10336	2409	12.2	23.3	95	2467	13.3	23.9	104								
NATIONAL GEOGRAPHIC	9597	2716	13.7	28.3	116	2216	12.0	23.1	101								
NATIONAL SUNDAY MAGAZINE PKG	49558	12497	63.2	25.2	103	12050	65.1	24.3	106								
NATURAL HISTORY	573	*165	0.8	28.8	118	*158	0.9	27.6	121								
NEW WOMAN	1699	413	2.1	24.3	100	436	2.4	25.7	112								
NEW YORK INCLUDING CUE	443	*117	0.6	26.4	108	*152	0.8	34.3	150								
THE NEW YORKER	1270	294	1.5	23.1	95	317	1.7	25.0	109								
NEWSWEEK	6277	1495	7.6	23.8	98	1454	7.9	23.2	101								
THE N.Y. TIMES DAILY EDITION	1205	322	1.6	26.7	109	287	1.5	23.8	104								
THE N.Y. TIMES MAGAZINE	2081	503	2.5	24.2	99	513	2.8	24.7	108								
OMNI	788	*292	1.5	37.1	152	*223	1.2	28.3	124								
ON CABLE	1158	*340	1.7	29.4	120	290	1.6	25.0	110								
1001 HOME IDEAS	2852	752	3.8	26.4	108	795	4.3	27.9	122								
ORGANIC GARDENING	1658	601	3.0	36.2	148	457	2.5	27.6	121								
OUTDOOR LIFE	896	281	1.4	31.4	128	333	1.8	37.2	163								
PARADE MAGAZINE	24275	6132	31.0	25.3	103	5716	30.9	23.5	103								

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SUNSHINE A '000	SUNSHINE B % DOWN	SUNSHINE C % ACROSS	SUNSHINE D INDX	TOWNHOUSE A '000	TOWNHOUSE B % DOWN	TOWNHOUSE C % ACROSS	TOWNHOUSE D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	19777	100.0	24.4	100	18521	100.0	22.9	100								
PARENTS	3845	1232	6.2	32.0	131	1288	7.0	33.5	146								
PENTHOUSE	831	*200	1.0	24.1	99	*200	1.1	24.1	105								
PEOPLE	11645	2817	14.2	24.2	99	2550	13.8	21.9	96								
PLAYBOY	2006	401	2.0	20.0	82	482	2.6	24.0	105								
POPULAR HOT RODDING	297	**113	0.6	38.0	156	**129	0.7	43.4	190								
POPULAR MECHANICS	1018	*259	1.3	25.4	104	343	1.9	33.7	147								
POPULAR SCIENCE	878	*145	0.7	16.5	68	*243	1.3	27.7	121								
PREVENTION	3913	1150	5.8	29.4	120	1050	5.7	26.8	117								
PSYCHOLOGY TODAY	1710	467	2.4	27.3	112	504	2.7	29.5	129								
READER'S DIGEST	22204	5984	30.3	27.0	110	5413	29.2	24.4	107								
REDBOOK	7684	1866	9.4	24.3	99	2066	11.2	26.9	118								
ROAD & TRACK	410	**74	0.4	18.0	74	**83	0.4	20.2	89								
ROLLING STONE	969	227	1.1	23.4	96	294	1.6	30.3	133								
RUNNER'S WORLD	298	**111	0.6	37.2	153	**131	0.7	44.0	192								
SATURDAY EVENING POST	1169	367	1.9	31.4	129	315	1.7	26.9	118								
SCIENCE 84	587	*236	1.2	40.2	165	*90	0.5	15.3	67								
SCIENCE DIGEST	482	*155	0.8	32.2	132	*192	1.0	39.8	174								
SCIENTIFIC AMERICAN	594	*156	0.8	26.3	108	*192	1.0	32.3	141								
SELF	2089	526	2.7	25.2	103	653	3.5	31.3	137								
SEVENTEEN	2411	552	2.8	22.9	94	725	3.9	30.1	131								
SKI	480	**64	0.3	13.3	55	**111	0.6	23.1	101								
SMITHSONIAN	2760	759	3.8	27.5	113	690	3.7	25.0	109								
SOAP OPERA DIGEST	3013	585	3.0	19.4	80	848	4.6	28.1	123								
SOUTHERN LIVING	4184	1037	5.2	24.8	101	914	4.9	21.8	96								
SPORT	559	*179	0.9	32.0	131	*179	1.0	32.0	140								
THE SPORTING NEWS	436	**153	0.8	35.1	144	**146	0.8	33.5	146								
SPORTS AFIELD	493	**142	0.7	28.8	118	*204	1.1	41.4	181								
SPORTS ILLUSTRATED	2758	759	3.8	27.5	113	746	4.0	27.0	118								
STAR	7456	1801	9.1	24.2	99	1832	9.9	24.6	107								
SUNDAY	24936	6221	31.5	24.9	102	6264	33.8	25.1	110								
SUNSET	2124	770	3.9	36.3	148	363	2.0	17.1	75								
TV GUIDE	21661	5663	28.6	26.1	107	5019	27.1	23.2	101								
TENNIS	550	**123	0.6	22.4	92	**109	0.6	19.8	87								
TIME	8880	2344	11.9	26.4	108	2279	12.3	25.7	112								
TOWN & COUNTRY	917	282	1.4	30.8	126	246	1.3	26.8	117								
TRAVEL & LEISURE	972	263	1.3	27.1	111	*197	1.1	20.3	89								
TRUE STORY	3356	684	3.5	20.4	83	946	5.1	28.2	123								
U.S.NEWS & WORLD REPORT	3410	914	4.6	26.8	110	802	4.3	23.5	103								
USA TODAY	1759	450	2.3	25.6	105	454	2.5	25.8	113								
US	1873	372	1.9	19.9	81	554	3.0	29.6	129								
VOGUE	3909	1043	5.3	26.7	109	1065	5.8	27.2	119								
WALL STREET JOURNAL	1886	481	2.4	25.5	104	494	2.7	26.2	115								
WEIGHT WATCHERS	2120	477	2.4	22.5	92	712	3.8	33.6	147								
WOMAN'S DAY	14172	4026	20.4	28.4	116	3820	20.6	27.0	118								
WORKING MOTHER	1146	372	1.9	32.5	133	365	2.0	31.8	139								
WORKING WOMAN	1322	378	1.9	28.6	117	420	2.3	31.8	139								
WORLD TENNIS	*163	**37	0.2	22.7	93	**41	0.2	25.2	110								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	690	3.5	27.3	112	829	4.5	32.7	143								
BLAIR INSERTS	43657	11036	55.8	25.3	104	10656	57.5	24.4	107								
DAILY NEWSPAPERS																	
READ ANY	51633	13147	66.5	25.5	104	12507	67.5	24.2	106								
READ ONE	43463	11049	55.9	25.4	104	10492	56.6	24.1	106								
READ TWO OR MORE	8170	2098	10.6	25.7	105	2015	10.9	24.7	108								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	13264	67.1	25.2	103	12711	68.6	24.1	106								
READ ONE	46126	11631	58.8	25.2	103	10954	59.1	23.7	104								
READ TWO OR MORE	6552	1633	8.3	24.9	102	1757	9.5	26.8	117								
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.96				28.67											
30 DAY REACH	71455	17362	87.8	24.3	99	16667	90.0	23.3	102								
50 SHMG - 30 DAY AV FREQ	14.56	14.60				14.86											
30 DAY REACH	67742	16636	84.1	24.6	101	16097	86.9	23.8	104								
25 SHMG - 30 DAY AV FREQ	7.94	7.92				7.95											
30 DAY REACH	62117	15351	77.6	24.7	101	15067	81.4	24.3	106								
CABLE TV: HOME WIRED	32077	8438	42.7	26.3	108	7954	42.9	24.8	108								
HOME NOT WIRED	48909	11339	57.3	23.2	95	10567	57.1	21.6	94								
HAVE PAY CABLE	15935	4224	21.4	26.5	109	4450	24.0	27.9	122								

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(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	SUNSHINE A '000	SUNSHINE B % DOWN	SUNSHINE C % ACROSS	SUNSHINE D INDX	TOWNHOUSE A '000	TOWNHOUSE B % DOWN	TOWNHOUSE C % ACROSS	TOWNHOUSE D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	19777	100.0	24.4	100	18521	100.0	22.9	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	11400	57.6	26.0	106	10971	59.2	25.0	109								
10:00 AM - 3:00 PM	30659	8004	40.5	26.1	107	7390	39.9	24.1	105								
3:00 PM - 7:00 PM	31045	8340	42.2	26.9	110	7641	41.3	24.6	108								
7:00 PM - MIDNIGHT	15767	4052	20.5	25.7	105	3943	21.3	25.0	109								
MIDNIGHT - 6:00 AM	9120	2421	12.2	26.5	109	2242	12.1	24.6	107								
6:00 AM - MIDNIGHT	58527	14989	75.8	25.6	105	14314	77.3	24.5	107								
ENTIRE DAY	59311	15163	76.7	25.6	105	14537	78.5	24.5	107								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4189	21.2	25.9	106	4371	23.6	27.0	118								
ALL NEWS	2256	578	2.9	25.6	105	401	2.2	17.8	78								
AOR/PROGRESSIVE	3874	996	5.0	25.7	105	878	4.7	22.7	99								
BEAUTIFUL MUSIC	5660	1524	7.7	26.9	110	1272	6.9	22.5	98								
BLACK	2204	517	2.6	23.5	96	658	3.6	29.9	131								
CLASSICAL	1418	322	1.6	22.7	93	329	1.8	23.2	101								
CHR/ROCK	9538	2511	12.7	26.3	108	2358	12.7	24.7	108								
COUNTRY	12648	3340	16.9	26.4	108	3151	17.0	24.9	109								
GOLDEN OLDIES	1191	*157	0.8	13.2	54	*290	1.6	24.3	106								
MOR/NOSTALGIA	4757	1291	6.5	27.1	111	1052	5.7	22.1	97								
NEWS/TALK	3863	1237	6.3	32.0	131	756	4.1	19.6	86								
RELIGIOUS	3084	771	3.9	25.0	102	761	4.1	24.7	108								
SOFT ROCK	521	*129	0.7	24.8	101	*193	1.0	37.0	162								
URBAN CONTEMPORARY	1585	392	2.0	24.7	101	409	2.2	25.8	113								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	877	4.4	26.9	110	897	4.8	27.5	120								
ABC DIRECTION	2316	648	3.3	28.0	115	529	2.9	22.8	100								
ABC ENTERTAINMENT	4834	1267	6.4	26.2	107	1308	7.1	27.1	118								
ABC FM	2202	460	2.3	20.9	86	660	3.6	30.0	131								
ABC INFORMATION	5425	1706	8.6	31.4	129	1270	6.9	23.4	102								
ABC ROCK	1677	394	2.0	23.5	96	470	2.5	28.0	123								
CBS	4430	1258	6.4	28.4	116	986	5.3	22.3	97								
MUTUAL	4992	1323	6.7	26.5	109	1394	7.5	27.9	122								
NBC	4679	1331	6.7	28.4	116	1258	6.8	26.9	118								
RADIORADIO	1994	403	2.0	20.2	83	569	3.1	28.5	125								
RKO ONE	2298	573	2.9	24.9	102	549	3.0	23.9	104								
RKO TWO	3311	933	4.7	28.2	115	821	4.4	24.8	108								
THE SOURCE	2114	593	3.0	28.1	115	532	2.9	25.2	110								
NON-WIRED : BLAIR	8654	2267	11.5	26.2	107	2114	11.4	24.4	107								
INTERNET	12025	3397	17.2	28.2	116	2741	14.8	22.8	100								
KATZ RADIO GROUP	15359	4345	22.0	28.3	116	3675	19.8	23.9	105								
SUPERNET	10628	2762	14.0	26.0	106	2629	14.2	24.7	108								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1994	10.1	23.0	94	1767	9.5	20.4	89								
MKDAY 9:00 AM - 1:00 PM	12163	2925	14.8	24.0	98	2714	14.7	22.3	98								
MKDAY 1:00 PM - 4:30 PM	16150	3803	19.2	23.5	96	3738	20.2	23.1	101								
MKDAY 4:30 PM - 7:30 PM	22463	5404	27.3	24.1	99	4844	26.2	21.6	94								
MKDAY. 7:30 PM - 8:00 PM	31795	7633	38.6	24.0	98	7080	38.2	22.3	97								
MKDAY 11:00 PM - 11:30 PM	23977	5799	29.3	24.2	99	5986	32.3	25.0	109								
MKDAY 11:30 PM - 1:00 AM	7703	1860	9.4	24.1	99	2037	11.0	26.4	116								
M-SAT 8-11 PM+SUN 7-11 PM	33800	8360	42.3	24.7	101	7859	42.4	23.3	102								
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1549	7.8	23.7	97	1592	8.6	24.3	106								
ANOTHER WORLD N	4620	1172	5.9	25.4	104	1129	6.1	24.4	107								
AS THE WORLD TURNS C	5614	1222	6.2	21.8	89	1340	7.2	23.9	104								
CAPITOL C	3396	793	4.0	23.4	96	837	4.5	24.6	108								
CBS MORN. NEWS 1 C	1446	255	1.3	17.6	72	303	1.6	21.0	92								
CBS MORN. NEWS 2 C	1207	196	1.0	16.2	66	213	1.2	17.6	77								
DAYS OF OUR LIVES N	5877	1394	7.0	23.7	97	1377	7.4	23.4	102								
FACTS OF LIFE - DAYTIME N	2290	611	3.1	26.7	109	464	2.5	20.3	89								
FAMILY FEUD A	3023	695	3.5	23.0	94	645	3.5	21.3	93								
GENERAL HOSPITAL A	6097	1348	6.8	22.1	91	1471	7.9	24.1	105								
GOOD MORNING, AMERICA-730 A	3515	831	4.2	23.6	97	826	4.5	23.5	103								
GOOD MORNING, AMERICA-830 A	2818	716	3.6	25.4	104	648	3.5	23.0	101								
GUIDING LIGHT C	5339	1234	6.2	23.1	95	1294	7.0	24.2	106								
ONE LIFE TO LIVE A	4478	1069	5.4	23.9	98	1035	5.6	23.1	101								
PRESS YOUR LUCK C	2244	539	2.7	24.0	98	515	2.8	23.0	100								
PRICE IS RIGHT 1 C	4348	964	4.9	22.2	91	1028	5.6	23.6	103								
PRICE IS RIGHT 2 C	5014	1137	5.7	22.7	93	1215	6.6	24.2	106								
RYAN'S HOPE A	3150	819	4.1	26.0	106	789	4.3	25.0	110								
SALE OF THE CENTURY N	2695	606	3.1	22.5	92	621	3.4	23.0	101								
SEARCH FOR TOMORROW N	2319	406	2.1	17.5	72	379	2.0	16.3	71								
TODAY SHOW 1 N	2693	642	3.2	23.8	98	517	2.8	19.2	84								
TODAY SHOW 2 N	2498	562	2.8	22.5	92	471	2.5	18.9	82								
$25,000 PYRAMID C	2753	629	3.2	22.8	94	664	3.6	24.1	105								
WHEEL OF FORTUNE N	4388	1061	5.4	24.2	99	978	5.3	22.3	97								
YOUNG AND THE RESTLESS C	5695	1272	6.4	22.3	91	1399	7.6	24.6	107								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	446	2.3	25.3	104	354	1.9	20.1	88								
NBA PLAYOFF GAME -1 C	1136	272	1.4	23.9	98	242	1.3	21.3	93								
NBC MAJOR LEAGUE PRE-GAME N	953	*200	1.0	21.0	86	*150	0.8	15.7	69								
SPORTSWORLD - SUN N	1233	333	1.7	27.0	111	284	1.5	23.0	101								
SUNDAY MORNING C	1611	283	1.4	17.6	72	270	1.5	16.8	73								

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SALTINES, FLAVORED SNACK & GRAHAM CRACKERS - BRANDS USED
(FEMALE HOMEMAKERS)

0389
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		TOTAL U.S. '000	SUNSHINE A '000	SUNSHINE B % DOWN	SUNSHINE C % ACROSS	SUNSHINE D INDX	TOWNHOUSE A '000	TOWNHOUSE B % DOWN	TOWNHOUSE C % ACROSS	TOWNHOUSE D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	19777	100.0	24.4	100	18521	100.0	22.9	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6262	31.7	24.0	98	5685	30.7	21.8	95								
NETWORK AFFILIATES - LATE		20261	4969	25.1	24.5	100	5019	27.1	24.8	108								
INDEPENDENTS - LATE		2076	538	2.7	25.9	106	389	2.1	18.7	82								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2546	12.9	24.4	100	2523	13.6	24.1	106								
ABC MONDAY NIGHT MOVIE	A	6412	1594	8.1	24.9	102	1418	7.7	22.1	97								
ABC SUNDAY NIGHT MOVIE	A	12407	3064	15.5	24.7	101	2771	15.0	22.3	98								
ABC WORLD NEWS TONIGHT	A	6176	1517	7.7	24.6	101	1467	7.9	23.8	104								
AFTERMASH	C	5863	1523	7.7	26.0	106	1210	6.5	20.6	90								
ALICE	C	9594	2524	12.8	26.3	108	2315	12.5	24.1	106								
AMERICAN PARADE	C	6622	1752	8.9	26.5	108	1373	7.4	20.7	91								
BENSON	A	10886	2532	12.8	23.3	95	2218	12.0	20.4	89								
BLUE THUNDER	A	5036	1212	6.1	24.1	99	1162	6.3	23.1	101								
CAGNEY & LACEY	C	9965	2510	12.7	25.2	103	2325	12.6	23.3	102								
CBS EVENING NEWS-DEAN	C	3491	860	4.3	24.6	101	762	4.1	21.8	95								
CBS EVENING NEWS-RATHER	C	7123	1801	9.1	25.3	104	1524	8.2	21.4	94								
CBS SAT. NEWS-SCHIEFFER	C	3621	866	4.4	23.9	98	651	3.5	18.0	79								
CBS SATURDAY NIGHT MOVIE	C	5436	1443	7.3	26.5	109	1346	7.3	24.8	108								
CBS WEDNESDAY NIGHT MOVIE	C	6100	1536	7.8	25.2	103	1432	7.7	23.5	103								
CHEERS	N	8889	2191	11.1	24.6	101	2232	12.1	25.1	110								
DALLAS	C	22109	5473	27.7	24.8	101	5351	28.9	24.2	106								
DIFF'RENT STROKES	N	6940	1715	8.7	24.7	101	1389	7.5	20.0	88								
DOUBLE TROUBLE	N	7223	1802	9.1	24.9	102	1726	9.3	23.9	104								
DUCK FACTORY	N	5595	1286	6.5	23.0	94	1378	7.4	24.6	108								
DUKES OF HAZZARD	C	5768	1466	7.4	25.4	104	1500	8.1	26.0	114								
DYNASTY	A	20053	4665	23.6	23.3	95	4551	24.6	22.7	99								
FACTS OF LIFE	N	8087	2035	10.3	25.2	103	1735	9.4	21.5	94								
FALCON CREST	C	20046	4872	24.6	24.3	100	4822	26.0	24.1	105								
FALL GUY	A	9084	2162	10.9	23.8	97	2236	12.1	24.6	108								
FAMILY TIES	N	7964	1939	9.8	24.3	100	1878	10.1	23.6	103								
FANTASY ISLAND	A	7687	1726	8.7	22.5	92	1629	8.8	21.2	93								
FOULUPS,BLEEPS & BLUNDERS	A	8861	2047	10.4	23.1	95	2109	11.4	23.8	104								
FOUR SEASONS	C	5095	1285	6.5	25.2	103	1074	5.8	21.1	92								
GIMME A BREAK	N	8838	2021	10.2	22.9	94	1772	9.6	20.0	88								
HART TO HART	A	8978	2218	11.2	24.7	101	1905	10.3	21.2	93								
HILL STREET BLUES	N	8590	2337	11.8	27.2	111	2084	11.3	24.3	106								
HOTEL	A	14085	3463	17.5	24.6	101	3219	17.4	22.9	100								
JEFFERSONS	C	9360	2502	12.7	26.7	109	2072	11.2	22.1	97								
JENNIFER SLEPT HERE	N	5841	1464	7.4	25.1	103	1324	7.1	22.7	99								
KATE & ALLIE	C	9206	2307	11.7	25.1	103	2347	12.7	25.5	111								
KNIGHT RIDER	N	7076	1784	9.0	25.2	103	1491	8.1	21.1	92								
LOVE BOAT	A	12219	3201	16.2	26.2	107	2479	13.4	20.3	89								
MAGNUM PI	C	11199	2741	13.9	24.5	100	2805	15.1	25.0	110								
MAMA'S FAMILY	N	6057	1583	8.0	26.1	107	1443	7.8	23.8	104								
MASTER, THE	N	3598	982	5.0	27.3	112	805	4.3	22.4	98								
MATT HOUSTON	A	6344	1609	8.1	25.4	104	1583	8.5	25.0	109								
NBC MONDAY NIGHT MOVIE	N	11994	2891	14.6	24.1	99	2906	15.7	24.2	106								
NBC NIGHTLY NEWS	N	5132	1211	6.1	23.6	97	981	5.3	19.1	84								
NBC NIGHTLY NEWS-SAT	N	3375	801	4.1	23.7	97	804	4.3	23.8	104								
NBC NIGHTLY NEWS-SUN	N	3130	732	3.7	23.4	96	662	3.6	21.2	92								
NBC SUNDAY NIGHT MOVIE	N	8284	2018	10.2	24.4	100	1888	10.2	22.8	100								
NEWHART	C	9240	2315	11.7	25.1	103	2234	12.1	24.2	106								
ONE DAY AT A TIME	C	7288	1768	8.9	24.3	99	1678	9.1	23.0	101								
PEOPLE ARE FUNNY	N	4855	1194	6.0	24.6	101	1075	5.8	22.1	97								
REAL PEOPLE	N	8869	2220	11.2	25.0	103	1975	10.7	22.3	97								
REMINGTON STEELE	N	7743	1663	8.4	21.5	88	2003	10.8	25.9	113								
RIPLEY'S BELIEVE IT - NOT	A	5345	1357	6.9	25.4	104	1239	6.7	23.2	101								
RIPTIDE	N	6988	1659	8.4	23.7	97	1763	9.5	25.2	110								
SCARECROW & MRS. KING	C	10002	2497	12.6	25.0	102	2488	13.4	24.9	109								
SIMON & SIMON	C	10638	2527	12.8	23.8	97	2610	14.1	24.5	107								
60 MINUTES	C	13293	3292	16.6	24.8	101	2650	14.3	19.9	87								
ST. ELSEWHERE	N	7017	1837	9.3	26.2	107	1640	8.9	23.4	102								
THREE'S COMPANY	A	10917	2536	12.8	23.2	95	2515	13.6	23.0	101								
T.J. HOOKER	A	9204	2303	11.6	25.0	102	2038	11.0	22.1	97								
TONIGHT SHOW	N	2372	567	2.9	23.9	98	582	3.1	24.5	107								
TRAPPER JOHN, M.D.	C	9846	2403	12.2	24.4	100	2374	12.8	24.1	105								
TV BLOOPERS & PRAC. JOKES	N	9105	2218	11.2	24.4	100	1926	10.4	21.2	92								
20/20	A	9387	2199	11.1	23.4	96	2200	11.9	23.4	102								
WEBSTER	A	11067	2592	13.1	23.4	96	2309	12.5	20.9	91								
WORLD NEWS - SUN	A	3062	694	3.5	22.7	93	610	3.3	19.9	87								
YELLOW ROSE	N	4978	1163	5.9	23.4	96	1213	6.5	24.4	107								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2191	11.1	24.7	101	2123	11.5	23.9	105								
BASKETBALL - COLLEGE GAMES		4080	950	4.8	23.3	95	1050	5.7	25.7	113								
BASKETBALL - PRO GAMES		3607	827	4.2	22.9	94	966	5.2	26.8	117								
BOWLING		3883	830	4.2	21.4	88	1184	6.4	30.5	133								
BOXING		3928	969	4.9	24.7	101	1087	5.9	27.7	121								
FOOTBALL - COLLEGE GAMES		6366	1708	8.6	26.8	110	1665	9.0	26.2	114								
FOOTBALL - PRO GAMES		11300	3109	15.7	27.5	113	2865	15.5	25.4	111								
GOLF		3378	885	4.5	26.2	107	821	4.4	24.3	106								
POST-SEASON COLL. FOOTBALL		4906	1329	6.7	27.1	111	1465	7.9	29.9	131								
POST-SEASON PRO FOOTBALL		6120	1705	8.6	27.9	114	1438	7.8	23.5	103								
TENNIS		3033	720	3.6	23.7	97	649	3.5	21.4	94								
WRESTLING - PROFESSIONAL		3344	1013	5.1	30.3	124	914	4.9	27.3	120								

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	'000	%	UNWEIGHTED
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?			
YES	51338	63.4	5626
NO	29648	36.6	3809

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
4B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
A & P CORN CHIPS	1419	1.8	49	.1	1112	1.4	257	.3	170
A & P TORTILLA CHIPS	1296	1.6	93	.1	1035	1.3	168	.2	147
OTHER A & P	494	.6	8	*	373	.5	113	.1	52
BUGLES	5386	6.7	164	.2	3344	4.1	1879	2.3	615
CHARLES CORN CHIPS	1659	2.0	82	.1	1262	1.6	315	.4	188
CHARLES CORN TWISTS	1055	1.3	108	.1	656	.8	291	.4	119
CHARLES TORTILLA CHIPS	850	1.0	54	.1	656	.8	140	.2	109
CHEETOS	14055	17.4	341	.4	9583	11.8	4131	5.1	1524
DORITOS - REGULAR	18953	23.4	1555	1.9	14104	17.4	3294	4.1	1992
DORITOS EXTRA CRISPY	4447	5.5	170	.2	3234	4.0	1043	1.3	489
DORITOS NACHO CHEESE	23599	29.1	2440	3.0	16866	20.8	4292	5.3	2507
DORITOS TACO	6828	8.4	278	.3	4355	5.4	2195	2.7	756
DORITOS CRISPY LIGHTS - REGULAR	3640	4.5	278	.3	2269	2.8	1093	1.3	379
DORITOS CRISPY LIGHTS - NACHO CHEESE	3452	4.3	126	.2	2121	2.6	1206	1.5	389
FRITOS - REGULAR	22372	27.6	1781	2.2	15317	18.9	5275	6.5	2415
FRITOS DIP CHIPS (KING SIZE)	6873	8.5	302	.4	4778	5.9	1793	2.2	740
FRITOS - BBQ FLAVOR	4897	6.0	126	.2	3387	4.2	1384	1.7	542
FRITOS LIGHTS	3809	4.7	205	.3	2201	2.7	1403	1.7	379
LAURA SCUDDER CORN CHIPS	1259	1.6	76	.1	805	1.0	378	.5	120
LAURA SCUDDER TORTILLA CHIPS	1041	1.3	28	*	741	.9	272	.3	106
NABISCO DIGGERS	1582	2.0			922	1.1	660	.8	170
PLANTERS CORN CHIPS	3749	4.6	48	.1	2382	2.9	1320	1.6	430
TOSTITOS	9936	12.3	486	.6	6511	8.0	2939	3.6	1071
TOSTITOS NACHO CHEESE	6524	8.1	107	.1	4168	5.1	2248	2.8	736
WISE CORN CHIPS	2622	3.2	108	.1	1904	2.4	610	.8	298
WISE TORTILLA CHIPS	1600	2.0	10	*	992	1.2	599	.7	187
WONDER CORN CHIPS	810	1.0	37	*	543	.7	230	.3	101
OTHER BRANDS	10466	12.9	2126	2.6	5462	6.7	2879	3.6	1091
DO NOT KNOW	262	.3							30

		'000	%	UNWEIGHTED
4C. ABOUT HOW MANY BAGS, BOXES OR PACKAGES OF CORN AND TORTILLA CHIPS AND SNACKS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
15 OR MORE	H	673	.8	82
10 - 14	H	1115	1.4	110
7 - 9	H	1948	2.4	212
4 - 6	H	7219	8.9	734
3	M	8854	10.9	936
2	M	13293	16.4	1428
1	L	13150	16.2	1518
NONE	L	5087	6.3	606

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CORN & TORTILLA CHIPS & SNACKS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	51338	100.0	63.4	100	10955	100.0	13.5	100	22147	100.0	27.3	100	18236	100.0	22.5	100
18 - 24	9282	6273	12.2	67.6	107	1407	12.8	15.2	112	2877	13.0	31.0	113	1990	10.9	21.4	95
25 - 34	19072	14550	28.3	76.3	120	3376	30.8	17.7	131	5919	26.7	31.0	113	5255	28.8	27.6	122
35 - 44	14591	11117	21.7	76.2	120	2892	26.4	19.8	147	4978	22.5	34.1	125	3247	17.8	22.3	99
45 - 54	11345	7600	14.8	67.0	106	1578	14.4	13.9	103	3237	14.6	28.5	104	2785	15.3	24.5	109
55 - 64	11635	6325	12.3	54.4	86	895	8.2	7.7	57	2758	12.5	23.7	87	2672	14.7	23.0	102
65 OR OLDER	15061	5473	10.7	36.3	57	808	7.4	5.4	40	2378	10.7	15.8	58	2287	12.5	15.2	67
18 - 34	28354	20823	40.6	73.4	116	4782	43.7	16.9	125	8795	39.7	31.0	113	7245	39.7	25.6	113
18 - 49	48339	35727	69.6	73.9	117	8471	77.3	17.5	130	15427	69.7	31.9	117	11828	64.9	24.5	109
25 - 54	45008	33267	64.8	73.9	117	7846	71.6	17.4	129	14134	63.8	31.4	115	11288	61.9	25.1	111
35 - 49	19985	14904	29.0	74.6	118	3689	33.7	18.5	136	6632	29.9	33.2	121	4583	25.1	22.9	102
50 OR OLDER	32647	15611	30.4	47.8	75	2483	22.7	7.6	56	6720	30.3	20.6	75	6408	35.1	19.6	87
GRADUATED COLLEGE	11155	7619	14.8	68.3	108	1585	14.5	14.2	105	3032	13.7	27.2	99	3002	16.5	26.9	120
ATTENDED COLLEGE	13682	9939	19.4	72.6	115	1755	16.0	12.8	95	4417	19.9	32.3	118	3767	20.7	27.5	122
GRADUATED HIGH SCHOOL	33880	22448	43.7	66.3	105	5036	46.0	14.9	110	9787	44.2	28.9	106	7625	41.8	22.5	100
DID NOT GRADUATE HIGH SCHOOL	22270	11333	22.1	50.9	80	2579	23.5	11.6	86	4911	22.2	22.1	81	3843	21.1	17.3	77
EMPLOYED	40306	28550	55.6	70.8	112	5807	53.0	14.4	107	12572	56.8	31.2	114	10171	55.8	25.2	112
EMPLOYED FULL-TIME	32850	23378	45.5	71.2	112	4831	44.1	14.7	109	10327	46.6	31.4	115	8220	45.1	25.0	111
EMPLOYED PART-TIME	7456	5172	10.1	69.4	109	976	8.9	13.1	97	2244	10.1	30.1	110	1952	10.7	26.2	116
NOT EMPLOYED	40680	22788	44.4	56.0	88	5148	47.0	12.7	94	9575	43.2	23.5	86	8065	44.2	19.8	88
PROFESSIONAL/MANAGER	10392	7444	14.5	71.6	113	1631	14.9	15.7	116	2886	13.0	27.8	102	2927	16.1	28.2	125
TECH/CLERICAL/SALES	17574	12900	25.1	73.4	116	2466	22.5	14.0	104	5661	25.6	32.2	118	4773	26.2	27.2	121
PRECISION/CRAFT	985	686	1.3	69.6	110	**118	1.1	12.0	89	*320	1.4	32.5	119	**249	1.4	25.3	112
OTHER EMPLOYED	11354	7520	14.6	66.2	104	1592	14.5	14.0	104	3705	16.7	32.6	119	2223	12.2	19.6	87
SINGLE	9863	5857	11.4	59.4	94	1249	11.4	12.7	94	2293	10.4	23.2	85	2314	12.7	23.5	104
MARRIED	51375	35449	69.1	69.0	109	7712	70.4	15.0	111	15324	69.2	29.8	109	12412	68.1	24.2	107
DIVORCED/SEPARATED/WIDOWED	19748	10033	19.5	50.8	80	1993	18.2	10.1	75	4530	20.5	22.9	84	3510	19.2	17.8	79
PARENTS	32590	25370	49.4	77.8	123	6723	61.4	20.6	153	11411	51.5	35.0	128	7236	39.7	22.2	99
WHITE	70416	44925	87.5	63.8	101	9391	85.7	13.3	99	19302	87.2	27.4	100	16232	89.0	23.1	102
BLACK	8778	5310	10.3	60.5	95	1410	12.9	16.1	119	2407	10.9	27.4	100	1493	8.2	17.0	76
OTHER	1791	1103	2.1	61.6	97	**153	1.4	8.5	63	**438	2.0	24.5	89	**512	2.8	28.6	127
NORTHEAST-CENSUS	17786	9140	17.8	51.4	81	1655	15.1	9.3	69	3430	15.5	19.3	71	4055	22.2	22.8	101
NORTH CENTRAL	20741	14530	28.3	70.1	111	2963	27.0	14.3	106	6415	29.0	30.9	113	5152	28.3	24.8	110
SOUTH	27775	17575	34.2	63.3	100	4589	41.9	16.5	122	7969	36.0	28.7	105	5017	27.5	18.1	80
WEST	14683	10093	19.7	68.7	108	1748	16.0	11.9	88	4333	19.6	29.5	108	4012	22.0	27.3	121
NORTHEAST-MKTG.	17961	9457	18.4	52.7	83	1822	16.6	10.1	75	3671	16.6	20.4	75	3964	21.7	22.1	98
EAST CENTRAL	11885	7385	14.4	62.1	98	1524	13.9	12.8	95	3381	15.3	28.4	104	2481	13.6	20.9	93
WEST CENTRAL	14090	10131	19.7	71.9	113	2015	18.4	14.3	106	4272	19.3	30.3	111	3844	21.1	27.3	121
SOUTH	24081	15581	30.3	64.7	102	4110	37.5	17.1	126	6999	31.6	29.1	106	4473	24.5	18.6	82
PACIFIC	12969	8784	17.1	67.7	107	1484	13.5	11.4	85	3825	17.3	29.5	108	3475	19.1	26.8	119
COUNTY SIZE A	32439	19743	38.5	60.9	96	4055	37.0	12.5	92	8643	39.0	26.6	97	7044	38.6	21.7	96
COUNTY SIZE B	24915	16621	32.4	66.7	105	3762	34.3	15.1	112	7003	31.6	28.1	103	5856	32.1	23.5	104
COUNTY SIZE C	12930	8553	16.7	66.1	104	1668	15.2	12.9	95	3866	17.5	29.9	109	3019	16.6	23.3	104
COUNTY SIZE D	10703	6422	12.5	60.0	95	1470	13.4	13.7	102	2635	11.9	24.6	90	2317	12.7	21.6	96
METRO CENTRAL CITY	24518	15165	29.5	61.9	98	3476	31.7	14.2	105	6540	29.5	26.7	98	5149	28.2	21.0	93
METRO SUBURBAN	35919	23498	45.8	65.4	103	4866	44.4	13.5	100	10090	45.6	28.1	103	8542	46.8	23.8	106
NON METRO	20549	12674	24.7	61.7	97	2612	23.8	12.7	94	5517	24.9	26.8	98	4545	24.9	22.1	98
TOP 5 ADI'S	18341	10642	20.7	58.0	92	2069	18.9	11.3	83	4304	19.4	23.5	86	4268	23.4	23.3	103
TOP 10 ADI'S	25378	14998	29.2	59.1	93	3063	28.0	12.1	89	6402	28.9	25.2	92	5533	30.3	21.8	97
TOP 20 ADI'S	36488	21911	42.7	60.0	95	4419	40.3	12.1	90	9371	42.3	25.7	94	8121	44.5	22.3	99
HSHLD INC. $50,000 OR MORE	6612	4840	9.4	73.2	115	1060	9.7	16.0	119	1803	8.1	27.3	100	1977	10.8	29.9	133
$40,000 OR MORE	12659	9260	18.0	73.1	115	1834	16.7	14.5	107	3918	17.7	31.0	113	3508	19.2	27.7	123
$30,000 OR MORE	24698	18047	35.2	73.1	115	3804	34.7	15.4	114	7842	35.4	31.8	116	6400	35.1	25.9	115
$25,000 OR MORE	32077	23442	45.7	73.1	115	4981	45.5	15.5	115	10139	45.8	31.6	116	8322	45.6	25.9	115
$20,000 - $24,999	9144	6233	12.1	68.2	108	1287	11.7	14.1	104	2531	11.4	27.7	101	2415	13.2	26.4	117
$15,000 - $19,999	8728	5513	10.7	63.2	100	1129	10.3	12.9	96	2383	10.8	27.3	100	2001	11.0	22.9	102
$10,000 - $14,999	12562	7585	14.8	60.4	95	1565	14.3	12.5	92	3437	15.5	27.4	100	2583	14.2	20.6	91
UNDER $10,000	18475	8566	16.7	46.4	73	1993	18.2	10.8	80	3657	16.5	19.8	72	2916	16.0	15.8	70
HOUSEHOLD OF 1 PERSON	11987	4780	9.3	39.9	63	597	5.4	5.0	37	1779	8.0	14.8	54	2403	13.2	20.0	89
2 PEOPLE	26577	15085	29.4	56.8	90	2292	20.9	8.6	64	5904	26.7	22.2	81	6890	37.8	25.9	115
3 OR 4 PEOPLE	30617	21897	42.7	71.5	113	5189	47.4	16.9	125	9982	45.1	32.6	119	6727	36.9	22.0	98
5 OR MORE PEOPLE	11804	9576	18.7	81.1	128	2877	26.3	24.4	180	4482	20.2	38.0	139	2217	12.2	18.8	83
NO CHILD IN HSHLD	46165	24355	47.4	52.8	83	3662	33.4	7.9	59	9987	45.1	21.6	79	10706	58.7	23.2	103
CHILD(REN) UNDER 2 YRS	5325	4067	7.9	76.4	120	1003	9.2	18.8	139	1744	7.9	32.8	120	1320	7.2	24.8	110
2 - 5 YEARS	14221	10910	21.3	76.7	121	2911	26.6	20.5	151	4690	21.2	33.0	121	3309	18.1	23.3	103
6 - 11 YEARS	15117	11907	23.2	78.8	124	3692	33.7	24.4	181	5230	23.6	34.6	127	2985	16.4	19.7	88
12 - 17 YEARS	16611	13083	25.5	78.8	124	3889	35.5	23.4	173	5937	26.8	35.7	131	3258	17.9	19.6	87
RESIDENCE OWNED	55884	36276	70.7	64.9	102	7832	71.5	14.0	104	15764	71.2	28.2	103	12679	69.5	22.7	101
VALUE: $50,000 OR MORE	31744	21430	41.7	67.5	106	4448	40.6	14.0	104	8992	40.6	28.3	104	7990	43.8	25.2	112
VALUE: UNDER $50,000	24140	14846	28.9	61.5	97	3385	30.9	14.0	104	6772	30.6	28.1	103	4689	25.7	19.4	86

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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CORN & TORTILLA CHIPS & SNACKS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0393
P-22

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	51338	100.0	63.4	100	10955	100.0	13.5	100	22147	100.0	27.3	100	18236	100.0	22.5	100
MAGAZINES	QUINTILE 1	15799	11463	22.3	72.6	114	2551	23.3	16.1	119	4993	22.5	31.6	116	3919	21.5	24.8	110
	QUINTILE 2	17259	11701	22.8	67.8	107	2641	24.1	15.3	113	4886	22.1	28.3	104	4174	22.9	24.2	107
	QUINTILE 3	13545	8860	17.3	65.4	103	1853	16.9	13.7	101	3973	17.9	29.3	107	3034	16.6	22.4	99
	QUINTILE 4	15133	9136	17.8	60.4	95	1758	16.0	11.6	86	3722	16.8	24.6	90	3656	20.0	24.2	107
	QUINTILE 5	19250	10178	19.8	52.9	83	2152	19.6	11.2	83	4573	20.6	23.8	87	3453	18.9	17.9	80
NEWSPAPERS	QUINTILE 1	12413	7627	14.9	61.4	97	1620	14.8	13.1	96	3114	14.1	25.1	92	2893	15.9	23.3	104
	QUINTILE 2	24116	16130	31.4	66.9	106	3322	30.3	13.8	102	7185	32.4	29.8	109	5623	30.8	23.3	104
	QUINTILE 3	11261	7156	13.9	63.5	100	1678	15.3	14.9	110	2959	13.4	26.3	96	2519	13.8	22.4	99
	QUINTILE 4	20255	13172	25.7	65.0	103	2786	25.4	13.8	102	5625	25.4	27.8	102	4761	26.1	23.5	104
	QUINTILE 5	12940	7253	14.1	56.1	88	1548	14.1	12.0	88	3264	14.7	25.2	92	2441	13.4	18.9	84
OUTDOOR	QUINTILE 1	14852	10077	19.6	67.8	107	2119	19.3	14.3	105	3949	17.8	26.6	97	4009	22.0	27.0	120
	QUINTILE 2	15725	10486	20.4	66.7	105	2030	18.5	12.9	95	4660	21.0	29.6	108	3796	20.8	24.1	107
	QUINTILE 3	16330	10703	20.8	65.5	103	2482	22.7	15.2	112	4929	22.3	30.2	110	3293	18.1	20.2	90
	QUINTILE 4	16744	10031	19.5	59.9	95	2159	19.7	12.9	95	4391	19.8	26.2	96	3482	19.1	20.8	92
	QUINTILE 5	17334	10041	19.6	57.9	91	2165	19.8	12.5	92	4219	19.0	24.3	89	3657	20.1	21.1	94
RADIO-DRIVE TIME	QUINTILE 1	15911	10576	20.6	66.5	105	2303	21.0	14.5	107	4404	19.9	27.7	101	3869	21.2	24.3	108
	QUINTILE 2	14837	10025	19.5	67.6	107	2294	20.9	15.5	114	4179	18.9	28.2	103	3553	19.5	23.9	106
	QUINTILE 3	15339	10060	19.6	65.6	103	2035	18.6	13.3	98	4364	19.7	28.5	104	3662	20.1	23.9	106
	QUINTILE 4	16723	10630	20.7	63.6	100	2328	21.3	13.9	103	4665	21.1	27.9	102	3638	19.9	21.8	97
	QUINTILE 5	18176	10047	19.6	55.3	87	1996	18.2	11.0	81	4535	20.5	25.0	91	3515	19.3	19.3	86
RADIO-MID-DAY	TERCILE 1	21020	13667	26.6	65.0	103	3061	27.9	14.6	108	5683	25.7	27.0	99	4923	27.0	23.4	104
	TERCILE 2	21610	14298	27.9	66.2	104	3200	29.2	14.8	109	6320	28.5	29.2	107	4777	26.2	22.1	98
	TERCILE 3	38355	23373	45.5	60.9	96	4693	42.8	12.2	90	10143	45.8	26.4	97	8537	46.8	22.3	99
RADIO-TOTAL	QUINTILE 1	15988	10693	20.8	66.9	106	2367	21.6	14.8	109	4382	19.8	27.4	100	3944	21.6	24.7	110
	QUINTILE 2	15626	10209	19.9	65.3	103	2304	21.0	14.7	109	4330	19.6	27.7	101	3574	19.6	22.9	102
	QUINTILE 3	16723	11059	21.5	66.1	104	2448	22.3	14.6	108	4877	22.0	29.2	107	3733	20.5	22.3	99
	QUINTILE 4	16342	10534	20.5	64.5	102	2053	18.7	12.6	93	4714	21.3	28.8	105	3768	20.7	23.1	102
	QUINTILE 5	16306	8844	17.2	54.2	86	1783	16.3	10.9	81	3843	17.4	23.6	86	3217	17.6	19.7	88
TV-PRIME TIME	QUINTILE 1	15953	9363	18.2	58.7	93	1951	17.8	12.2	90	3676	16.6	23.0	84	3736	20.5	23.4	104
	QUINTILE 2	16137	10464	20.4	64.8	102	2167	19.8	13.4	99	4823	21.8	29.9	109	3474	19.1	21.5	96
	QUINTILE 3	16420	10904	21.2	66.4	105	2091	19.1	12.7	94	4664	21.1	28.4	104	4149	22.8	25.3	112
	QUINTILE 4	16687	10927	21.3	65.5	103	2571	23.5	15.4	114	4623	20.9	27.7	101	3733	20.5	22.4	99
	QUINTILE 5	15789	9680	18.9	61.3	97	2174	19.8	13.8	102	4360	19.7	27.6	101	3145	17.2	19.9	88
TV-DAYTIME	TERCILE 1	27736	16730	32.6	60.3	95	3920	35.8	14.1	104	7110	32.1	25.6	94	5701	31.3	20.6	91
	TERCILE 2	26489	17272	33.6	65.2	103	3590	32.8	13.6	100	7409	33.5	28.0	102	6274	34.4	23.7	105
	TERCILE 3	26761	17336	33.8	64.8	102	3445	31.4	12.9	95	7628	34.4	28.5	104	6262	34.3	23.4	104
TV-TOTAL	QUINTILE 1	16345	9319	18.2	57.0	90	2034	18.6	12.4	92	3891	17.6	23.8	87	3394	18.6	20.8	92
	QUINTILE 2	16447	10136	19.7	61.6	97	2145	19.6	13.0	96	4298	19.4	26.1	96	3693	20.3	22.5	100
	QUINTILE 3	15980	10691	20.8	66.9	106	2397	21.9	15.0	111	4421	20.0	27.7	101	3874	21.2	24.2	108
	QUINTILE 4	15887	10749	20.9	67.7	107	2045	18.7	12.9	95	5012	22.6	31.5	115	3692	20.2	23.2	103
	QUINTILE 5	16326	10444	20.3	64.0	101	2335	21.3	14.3	106	4526	20.4	27.7	101	3584	19.7	22.0	97
MAGAZINES-NEWSPAPERS: DUAL		20721	14288	27.8	69.0	109	3015	27.5	14.6	108	6050	27.3	29.2	107	5222	28.6	25.2	112
MAGAZINE IMPERATIVE		19186	13406	26.1	69.9	110	3012	27.5	15.7	116	5865	26.5	30.6	112	4530	24.8	23.6	105
NEWSPAPER IMPERATIVE		21899	13135	25.6	60.0	95	2679	24.5	12.2	90	5721	25.8	26.1	96	4735	26.0	21.6	96
MAGAZINES-OUTDOOR: DUAL		15451	11126	21.7	72.0	114	2513	22.9	16.3	120	4659	21.0	30.2	110	3954	21.7	25.6	114
MAGAZINE IMPERATIVE		25953	17193	33.5	66.2	105	3774	34.5	14.5	108	7562	34.1	29.1	107	5857	32.1	22.6	100
OUTDOOR IMPERATIVE		24400	15043	29.3	61.7	97	2863	26.1	11.7	87	6616	29.9	27.1	99	5564	30.5	22.8	101
MAGAZINES-RADIO: DUAL		18049	12877	25.1	71.3	113	3042	27.8	16.9	125	5453	24.6	30.2	110	4382	24.0	24.3	108
MAGAZINE IMPERATIVE		23571	15939	31.0	67.6	107	3263	29.8	13.8	102	7103	32.1	30.1	110	5573	30.6	23.6	105
RADIO IMPERATIVE		23278	14275	27.8	61.3	97	2979	27.2	12.8	95	5874	26.5	25.2	92	5421	29.7	23.3	103
MAGAZINES-TELEVISION: DUAL		15459	10184	19.8	65.9	104	2227	20.3	14.4	106	4160	18.8	26.9	98	3797	20.8	24.6	109
MAGAZINE IMPERATIVE		25829	18457	36.0	71.5	113	4013	36.6	15.5	115	8291	37.4	32.1	117	6153	33.7	23.8	106
TELEVISION IMPERATIVE		26039	14651	28.5	56.3	89	3027	27.6	11.6	86	6221	28.1	23.9	87	5403	29.6	20.7	92
NEWSPAPERS-OUTDOOR: DUAL		16605	11473	22.3	69.1	109	2447	22.3	14.7	109	4703	21.2	28.3	104	4323	23.7	26.0	116
NEWSPAPER IMPERATIVE		26834	16588	32.3	61.8	98	3461	31.6	12.9	95	7466	33.7	27.8	102	5661	31.0	21.1	94
OUTDOOR IMPERATIVE		23346	15195	29.6	65.1	103	3249	29.7	13.9	103	6667	30.1	28.6	104	5279	28.9	22.6	100
NEWSPAPERS-RADIO: DUAL		17133	11378	22.2	66.4	105	2659	24.3	15.5	115	4724	21.3	27.6	101	3995	21.9	23.3	104
NEWSPAPER IMPERATIVE		25892	16438	32.0	63.5	100	3178	29.0	12.3	91	7341	33.1	28.4	104	5919	32.5	22.9	102
RADIO IMPERATIVE		23167	15182	29.6	65.5	103	3416	31.2	14.7	109	6423	29.0	27.7	101	5343	29.3	23.1	102
NEWSPAPERS-TELEVISION: DUAL		17159	10481	20.4	61.1	96	2160	19.7	12.6	93	4331	19.6	25.2	92	3989	21.9	23.2	103
NEWSPAPER IMPERATIVE		26214	17714	34.5	67.6	107	3745	34.2	14.3	106	7840	35.4	29.9	109	6129	33.6	23.4	104
TELEVISION IMPERATIVE		23412	14020	27.3	59.9	94	3290	30.0	14.1	104	5764	26.0	24.6	90	4965	27.2	21.2	94
OUTDOOR-RADIO: DUAL		15303	10469	20.4	68.4	108	2332	21.3	15.2	113	4358	19.7	28.5	104	3779	20.7	24.7	110
OUTDOOR IMPERATIVE		24901	16209	31.6	65.1	103	3124	28.5	12.5	93	7236	32.7	29.1	106	5848	32.1	23.5	104
RADIO IMPERATIVE		26492	16957	33.0	64.0	101	3765	34.4	14.2	105	7271	32.8	27.4	100	5922	32.5	22.4	99
OUTDOOR-TELEVISION: DUAL		14794	9766	19.0	66.0	104	2034	18.6	13.7	102	4009	18.1	27.1	99	3723	20.4	25.2	112
OUTDOOR IMPERATIVE		25437	17479	34.0	68.7	108	3566	32.6	14.0	104	7750	35.0	30.5	111	6163	33.8	24.2	108
TELEVISION IMPERATIVE		27877	16166	31.5	58.0	91	3696	33.7	13.3	98	6863	31.0	24.6	90	5607	30.7	20.1	89
RADIO-TELEVISION: DUAL		15996	9920	19.3	62.0	98	2337	21.3	14.6	108	3974	17.9	24.8	91	3610	19.8	22.6	100
RADIO IMPERATIVE		25478	17629	34.3	69.2	109	3849	35.1	15.1	112	7647	34.5	30.0	110	6133	33.6	24.1	107
TELEVISION IMPERATIVE		26573	15854	30.9	59.7	94	3234	29.5	12.2	90	6932	31.3	26.1	95	5688	31.2	21.4	95

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CORN & TORTILLA CHIPS & SNACKS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	51338	100.0	63.4	100	10955	100.0	13.5	100	22147	100.0	27.3	100	18236	100.0	22.5	100
ATLANTIC MONTHLY	415	*195	0.4	47.0	74	**23	0.2	5.5	41	**105	0.5	25.3	93	**67	0.4	16.1	72
BARRON'S	453	*278	0.5	61.4	97	**14	0.1	3.1	23	**79	0.4	17.4	64	*185	1.0	40.8	181
BETTER HOMES & GARDENS	16256	11352	22.1	69.8	110	2320	21.2	14.3	106	4887	22.1	30.1	110	4145	22.7	25.5	113
BON APPETIT	2535	1649	3.2	65.0	103	454	4.1	17.9	132	637	2.9	25.1	92	558	3.1	22.0	98
BUSINESS WEEK	1278	836	1.6	65.4	103	*141	1.3	11.0	82	319	1.4	25.0	91	376	2.1	29.4	131
CAR AND DRIVER	378	*247	0.5	65.3	103	**37	0.3	9.8	72	*162	0.7	42.9	157	**48	0.3	12.7	56
CBS MAGAZINE NETWORK (GROSS)	1498	1135	2.2	75.8	120	*282	2.6	18.8	139	584	2.6	39.0	143	270	1.5	18.0	80
CHANGING TIMES	1505	899	1.8	59.7	94	*161	1.5	10.7	79	331	1.5	22.0	80	407	2.2	27.0	120
COLONIAL HOMES	1231	886	1.7	72.0	114	*215	2.0	17.5	129	343	1.5	27.9	102	328	1.8	26.6	118
CONDE NAST MAG. PKG. (GROSS)	14146	9851	19.2	69.6	110	2024	18.5	14.3	106	4002	18.1	28.3	103	3826	21.0	27.0	120
CONSUMERS DIGEST	1323	974	1.9	73.6	116	*129	1.2	9.8	72	380	1.7	28.7	105	464	2.5	35.1	156
COSMOPOLITAN	7102	4776	9.3	67.2	106	1078	9.8	15.2	112	1923	8.7	27.1	99	1775	9.7	25.0	111
COUNTRY LIVING	2481	1936	3.8	78.0	123	410	3.7	16.5	122	877	4.0	35.3	129	650	3.6	26.2	116
CUISINE	1472	944	1.8	64.1	101	*165	1.5	11.2	83	355	1.6	24.1	88	424	2.3	28.8	128
CYCLE WORLD	425	379	0.7	89.2	141	**99	0.9	23.3	172	*198	0.9	46.6	170	**82	0.4	19.3	86
DCI:CREATIVE IDEAS FOR LIV	2510	1812	3.5	72.2	114	352	3.2	14.0	104	801	3.6	31.9	117	659	3.6	26.3	117
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4867	9.5	72.7	115	1082	9.9	16.2	119	2217	10.0	33.1	121	1569	8.6	23.4	104
DISCOVER	894	658	1.3	73.6	116	*164	1.5	18.3	136	*219	1.0	24.5	90	275	1.5	30.8	137
EBONY	3507	2329	4.5	66.4	105	722	6.6	20.6	152	1061	4.8	30.3	111	547	3.0	15.6	69
ESQUIRE	1083	663	1.3	61.2	97	*167	1.5	15.4	114	232	1.0	21.4	78	264	1.4	24.4	108
ESSENCE	1830	1287	2.5	70.3	111	413	3.8	22.6	167	549	2.5	30.0	110	325	1.8	17.8	79
FAMILY CIRCLE	15930	11239	21.9	70.6	111	2487	22.7	15.6	115	4796	21.7	30.1	110	3956	21.7	24.8	110
THE FAMILY HANDYMAN	1126	796	1.6	70.7	112	*117	1.1	10.4	77	410	1.9	36.4	133	268	1.5	23.8	106
FAMILY WEEKLY	11468	7712	15.0	67.2	106	1622	14.8	14.1	105	3540	16.0	30.9	113	2550	14.0	22.2	99
FIELD & STREAM	2234	1677	3.3	75.1	118	442	4.0	19.8	146	640	2.9	28.6	105	595	3.3	26.6	118
FOOD & WINE	579	364	0.7	62.9	99	**88	0.8	15.2	112	**107	0.5	18.5	68	*169	0.9	29.2	130
FORBES	728	453	0.9	62.2	98	**55	0.5	7.6	56	*154	0.7	21.2	77	*244	1.3	33.5	149
FORTUNE	906	634	1.2	70.0	110	**128	1.2	14.1	104	*161	0.7	17.8	65	*346	1.9	38.2	170
GENTLEMEN'S QUARTERLY	791	550	1.1	69.5	110	**97	0.9	12.3	91	259	1.2	32.7	120	*194	1.1	24.5	109
GLAMOUR	5265	3850	7.5	73.1	115	778	7.1	14.8	109	1493	6.7	28.4	104	1579	8.7	30.0	133
GOLF DIGEST	636	491	1.0	77.2	122	*132	1.2	20.8	153	*183	0.8	28.8	105	*177	1.0	27.8	124
GOLF DIGEST/TENNIS (GROSS)	1186	886	1.7	74.7	118	*213	1.9	18.0	133	332	1.5	28.0	102	341	1.9	28.8	128
GOLF MAGAZINE	441	285	0.6	64.6	102	**69	0.6	15.6	116	**78	0.4	17.7	65	**138	0.8	31.3	139
GOLF MAGAZINE/SKI (GROSS)	922	643	1.3	69.7	110	**110	1.0	11.9	88	*219	1.0	23.8	87	314	1.7	34.1	151
GOOD HOUSEKEEPING	16487	11286	22.0	68.5	108	2460	22.5	14.9	110	4923	22.2	29.9	109	3904	21.4	23.7	105
HARPER'S BAZAAR	2423	1664	3.2	68.7	108	388	3.5	16.0	118	541	2.4	22.3	82	736	4.0	30.4	135
HEALTH	1994	1417	2.8	71.1	112	352	3.2	17.7	131	552	2.5	27.7	101	513	2.8	25.7	114
HEARST MAG CORP. BUY (GROSS)	44101	30833	60.1	69.9	110	6712	61.3	15.2	113	13156	59.4	29.8	109	10965	60.1	24.9	110
HEARST MAN POWER (GROSS)	1993	1512	2.9	75.9	120	321	2.9	16.1	119	692	3.1	34.7	127	499	2.7	25.0	111
HEARST WOMAN POWER (GROSS)	31274	21732	42.3	69.5	110	4817	44.0	15.4	114	9379	42.3	30.0	110	7537	41.3	24.1	107
HOUSE BEAUTIFUL	3623	2427	4.7	67.0	106	454	4.1	12.5	93	1073	4.8	29.6	108	901	4.9	24.9	110
INC.	283	*200	0.4	70.7	111	**45	0.4	15.9	118	**57	0.3	20.1	74	**98	0.5	34.6	154
JET	2928	1942	3.8	66.3	105	563	5.1	19.2	142	928	4.2	31.7	116	452	2.5	15.4	69
LADIES' HOME JOURNAL	11918	8530	16.6	71.6	113	1838	16.8	15.4	114	3757	17.0	31.5	115	2935	16.1	24.6	109
LHJ FAMILY GRP COMBO(GROSS)	16764	12104	23.6	72.2	114	2595	23.7	15.5	114	5240	23.7	31.3	114	4269	23.4	25.5	113
LIFE	4254	2807	5.5	66.0	104	556	5.1	13.1	97	1322	6.0	31.1	114	929	5.1	21.8	97
L.A. TIMES HOME MAGAZINE	1145	801	1.6	70.0	110	**44	0.4	3.8	28	317	1.4	27.7	101	439	2.4	38.3	170
MADEMOISELLE	2884	1993	3.9	69.1	109	379	3.5	13.1	97	929	4.2	32.2	118	685	3.8	23.8	105
MC CALL'S	13460	9469	18.4	70.3	111	2280	20.8	16.9	125	3930	17.7	29.2	107	3259	17.9	24.2	108
MC CALL'S/WRK MOTHER (GROSS)	14606	10342	20.1	70.8	112	2478	22.6	17.0	125	4352	19.7	29.8	109	3511	19.3	24.0	107
MECHANIX ILLUSTRATED	772	554	1.1	71.8	113	**71	0.6	9.2	68	*252	1.1	32.6	119	*231	1.3	29.9	133
METROPOLITAN HOME	967	638	1.2	66.0	104	**101	0.9	10.4	77	*194	0.9	20.1	73	343	1.9	35.5	158
MONEY	1588	1085	2.1	68.3	108	*233	2.1	14.7	108	406	1.8	25.6	93	447	2.5	28.1	125
MOTHER EARTH NEWS	1002	804	1.6	80.2	127	*152	1.4	15.2	112	357	1.6	35.6	130	296	1.6	29.5	131
MS.	825	596	1.2	72.2	114	**106	1.0	12.8	95	282	1.3	34.2	125	207	1.1	25.1	111
NATIONAL ENQUIRER	10336	6573	12.8	63.6	100	1680	15.3	16.3	120	2969	13.4	28.7	105	1925	10.6	18.6	83
NATIONAL GEOGRAPHIC	9597	6364	12.4	66.3	105	1232	11.2	12.8	95	2493	11.3	26.0	95	2640	14.5	27.5	122
NATIONAL SUNDAY MAGAZINE PKG	49558	32691	63.7	66.0	104	6810	62.2	13.7	102	14110	63.7	28.5	104	11772	64.6	23.8	105
NATURAL HISTORY	573	371	0.7	64.7	102	**117	1.1	20.4	151	**134	0.6	23.4	86	*120	0.7	20.9	93
NEW WOMAN	1699	1178	2.3	69.3	109	*218	2.0	12.8	95	554	2.5	32.6	119	406	2.2	23.9	106
NEW YORK INCLUDING CUE	443	232	0.5	52.4	83	**25	0.2	5.6	42	**52	0.2	11.7	43	*155	0.8	35.0	155
THE NEW YORKER	1270	806	1.6	63.5	100	*169	1.5	13.3	98	298	1.3	23.5	86	338	1.9	26.6	118
NEWSWEEK	6277	4307	8.4	68.6	108	671	6.1	10.7	79	1895	8.6	30.2	110	1742	9.6	27.8	123
THE N.Y. TIMES DAILY EDITION	1205	643	1.3	53.4	84	**110	1.0	9.1	67	*203	0.9	16.8	62	330	1.8	27.4	122
THE N.Y. TIMES MAGAZINE	2081	1094	2.1	52.6	83	*206	1.9	9.9	73	271	1.2	13.0	48	617	3.4	29.6	132
OMNI	788	536	1.0	68.0	107	**109	1.0	13.8	102	*208	0.9	26.4	97	*219	1.2	27.8	123
ON CABLE	1158	814	1.6	70.3	111	*243	2.2	21.0	155	419	1.9	36.2	132	*153	0.8	13.2	59
1001 HOME IDEAS	2852	2157	4.2	75.6	119	405	3.7	14.2	105	931	4.2	32.6	119	821	4.5	28.8	128
ORGANIC GARDENING	1658	1063	2.1	64.1	101	*248	2.3	15.0	111	516	2.3	31.1	114	299	1.6	18.0	80
OUTDOOR LIFE	896	638	1.2	71.2	112	*183	1.7	20.4	151	*213	1.0	23.8	87	*243	1.3	27.1	120
PARADE MAGAZINE	24275	15697	30.6	64.7	102	3371	30.8	13.9	103	6338	28.6	26.1	95	5989	32.8	24.7	110

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CORN & TORTILLA CHIPS & SNACKS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	51338	100.0	63.4	100	10955	100.0	13.5	100	22147	100.0	27.3	100	18236	100.0	22.5	100
PARENTS	3845	2982	5.8	77.6	122	553	5.0	14.4	106	1350	6.1	35.1	128	1078	5.9	28.0	125
PENTHOUSE	831	635	1.2	76.4	121	**148	1.4	17.8	132	*274	1.2	33.0	121	*213	1.2	25.6	114
PEOPLE	11645	8385	16.3	72.0	114	1841	16.8	15.8	117	3708	16.7	31.8	116	2835	15.5	24.3	108
PLAYBOY	2006	1397	2.7	69.6	110	345	3.1	17.2	127	533	2.4	26.6	97	519	2.8	25.9	115
POPULAR HOT RODDING	297	*240	0.5	80.8	127	**58	0.5	19.5	144	**115	0.5	38.7	142	**68	0.4	22.9	102
POPULAR MECHANICS	1018	734	1.4	72.1	114	**136	1.2	13.4	99	*338	1.5	33.2	121	*261	1.4	25.6	114
POPULAR SCIENCE	878	579	1.1	65.9	104	**69	0.6	7.9	58	*311	1.4	35.4	130	*199	1.1	22.7	101
PREVENTION	3913	2511	4.9	64.2	101	457	4.2	11.7	86	1062	4.8	27.1	99	992	5.4	25.4	113
PSYCHOLOGY TODAY	1710	1237	2.4	72.3	114	293	2.7	17.1	127	593	2.7	34.7	127	351	1.9	20.5	91
READER'S DIGEST	22204	14919	29.1	67.2	106	3017	27.5	13.6	100	6617	29.9	29.8	109	5285	29.0	23.8	106
REDBOOK	7684	5670	11.0	73.8	116	1279	11.7	16.6	123	2533	11.4	33.0	121	1858	10.2	24.2	107
ROAD & TRACK	410	327	0.6	79.8	126	**82	0.7	20.0	148	*162	0.7	39.5	144	**82	0.4	20.0	89
ROLLING STONE	969	718	1.4	74.1	117	*170	1.6	17.5	130	286	1.3	29.5	108	262	1.4	27.0	120
RUNNER'S WORLD	298	*236	0.5	79.2	125	**71	0.6	23.8	176	**93	0.4	31.2	114	**72	0.4	24.2	107
SATURDAY EVENING POST	1169	765	1.5	65.4	103	*152	1.4	13.0	96	296	1.3	25.3	93	317	1.7	27.1	120
SCIENCE 84	587	451	0.9	76.8	121	**132	1.2	22.5	166	**112	0.5	19.1	70	*208	1.1	35.4	157
SCIENCE DIGEST	482	354	0.7	73.4	116	**75	0.7	15.6	115	*185	0.8	38.4	140	**93	0.5	19.3	86
SCIENTIFIC AMERICAN	594	404	0.8	68.0	107	**59	0.5	9.9	73	**118	0.5	19.9	73	*226	1.2	38.0	169
SELF	2089	1474	2.9	70.6	111	308	2.8	14.7	109	586	2.6	28.1	103	580	3.2	27.8	123
SEVENTEEN	2411	1632	3.2	67.7	107	462	4.2	19.2	142	702	3.2	29.1	106	468	2.6	19.4	86
SKI	480	358	0.7	74.6	118	**41	0.4	8.5	63	**141	0.6	29.4	107	*176	1.0	36.7	163
SMITHSONIAN	2760	1719	3.3	62.3	98	391	3.6	14.2	105	638	2.9	23.1	85	691	3.8	25.0	111
SOAP OPERA DIGEST	3013	2218	4.3	73.6	116	460	4.2	15.3	113	1229	5.5	40.8	149	529	2.9	17.6	78
SOUTHERN LIVING	4184	3056	6.0	73.0	115	730	6.7	17.4	129	1416	6.4	33.8	124	910	5.0	21.7	97
SPORT	559	396	0.8	70.8	112	**67	0.6	12.0	89	*226	1.0	40.4	148	**102	0.6	18.2	81
THE SPORTING NEWS	436	*387	0.8	88.8	140	**64	0.6	14.7	109	**209	0.9	47.9	175	**113	0.6	25.9	115
SPORTS AFIELD	493	424	0.8	86.0	136	**109	1.0	22.1	163	*169	0.8	34.3	125	*146	0.8	29.6	132
SPORTS ILLUSTRATED	2758	2064	4.0	74.8	118	506	4.6	18.3	136	844	3.8	30.6	112	713	3.9	25.9	115
STAR	7456	4633	9.0	62.1	98	1141	10.4	15.3	113	2225	10.0	29.8	109	1266	6.9	17.0	75
SUNDAY	24936	16170	31.5	64.8	102	3497	31.9	14.0	104	7009	31.6	28.1	103	5664	31.1	22.7	101
SUNSET	2124	1610	3.1	75.8	120	*216	2.0	10.2	75	656	3.0	30.9	113	739	4.1	34.8	155
TV GUIDE	21661	14705	28.6	67.9	107	3032	27.7	14.0	103	6596	29.8	30.5	111	5078	27.8	23.4	104
TENNIS	550	395	0.8	71.8	113	**81	0.7	14.7	109	*149	0.7	27.1	99	*164	0.9	29.8	132
TIME	8880	6064	11.8	68.3	108	1162	10.6	13.1	97	2392	10.8	26.9	99	2511	13.8	28.3	126
TOWN & COUNTRY	917	551	1.1	60.1	95	**84	0.8	9.2	68	*195	0.9	21.3	78	273	1.5	29.8	132
TRAVEL & LEISURE	972	684	1.3	70.4	111	**94	0.9	9.7	71	*236	1.1	24.3	89	355	1.9	36.5	162
TRUE STORY	3356	2158	4.2	64.3	101	636	5.8	19.0	140	948	4.3	28.2	103	574	3.1	17.1	76
U.S.NEWS & WORLD REPORT	3410	2176	4.2	63.8	101	342	3.1	10.0	74	1062	4.8	31.1	114	772	4.2	22.6	101
USA TODAY	1759	1243	2.4	70.7	111	*257	2.3	14.6	108	591	2.7	33.6	123	394	2.2	22.4	99
US	1873	1426	2.8	76.1	120	*305	2.8	16.3	120	637	2.9	34.0	124	483	2.6	25.8	115
VOGUE	3909	2534	4.9	64.8	102	559	5.1	14.3	106	994	4.5	25.4	93	981	5.4	25.1	111
WALL STREET JOURNAL	1886	1325	2.6	70.3	111	*282	2.6	15.0	111	468	2.1	24.8	91	576	3.2	30.5	136
WEIGHT WATCHERS	2120	1546	3.0	72.9	115	436	4.0	20.6	152	681	3.1	32.1	117	428	2.3	20.2	90
WOMAN'S DAY	14172	9967	19.4	70.3	111	2208	20.2	15.6	115	4260	19.2	30.1	110	3500	19.2	24.7	110
WORKING MOTHER	1146	872	1.7	76.1	120	*198	1.8	17.3	128	422	1.9	36.8	135	*252	1.4	22.0	98
WORKING WOMAN	1322	959	1.9	72.5	114	*177	1.6	13.4	99	394	1.8	29.8	109	388	2.1	29.3	130
WORLD TENNIS	*163	**85	0.2	52.1	82	**12	0.1	7.4	54	**57	0.3	35.0	128	**17	0.1	10.4	46
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1851	3.6	73.1	115	501	4.6	19.8	146	636	2.9	25.1	92	714	3.9	28.2	125
BLAIR INSERTS	43657	28466	55.4	65.2	103	5946	54.3	13.6	101	12117	54.7	27.8	101	10403	57.0	23.8	106
DAILY NEWSPAPERS																	
READ ANY	51633	33038	64.4	64.0	101	7018	64.1	13.6	100	14272	64.4	27.6	101	11749	64.4	22.8	101
READ ONE	43463	27823	54.2	64.0	101	5944	54.3	13.7	101	12105	54.7	27.9	102	9774	53.6	22.5	100
READ TWO OR MORE	8170	5215	10.2	63.8	101	1074	9.8	13.1	97	2167	9.8	26.5	97	1975	10.8	24.2	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	34539	67.3	65.6	103	7346	67.1	13.9	103	14824	66.9	28.1	103	12369	67.8	23.5	104
READ ONE	46126	30436	59.3	66.0	104	6406	58.5	13.9	103	13344	60.3	28.9	106	10686	58.6	23.2	103
READ TWO OR MORE	6552	4103	8.0	62.6	99	940	8.6	14.3	106	1481	6.7	22.6	83	1682	9.2	25.7	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.85				29.46				27.66				29.93			
30 DAY REACH	71455	45829	89.3	64.1	101	9755	89.0	13.7	101	19866	89.7	27.8	102	16208	88.9	22.7	101
50 SHWG - 30 DAY AV FREQ	14.56	15.16				15.43				14.46				15.88			
30 DAY REACH	67742	43675	85.1	64.5	102	9340	85.3	13.8	102	19048	86.0	28.1	103	15287	83.8	22.6	100
25 SHWG - 30 DAY AV FREQ	7.94	8.18				8.37				7.79				8.55			
30 DAY REACH	62117	40438	78.8	65.1	103	8630	78.8	13.9	103	17613	79.5	28.4	104	14195	77.8	22.9	101
CABLE TV: HOME WIRED	32077	21487	41.9	67.0	106	4693	42.8	14.6	108	9304	42.0	29.0	106	7490	41.1	23.4	104
HOME NOT WIRED	48909	29851	58.1	61.0	96	6262	57.2	12.8	95	12843	58.0	26.3	96	10747	58.9	22.0	98
HAVE PAY CABLE	15935	11835	23.1	74.3	117	2824	25.8	17.7	131	5266	23.8	33.0	121	3745	20.5	23.5	104

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CORN & TORTILLA CHIPS & SNACKS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	51338	100.0	63.4	100	10955	100.0	13.5	100	22147	100.0	27.3	100	18236	100.0	22.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	28999	56.5	66.0	104	6181	56.4	14.1	104	12277	55.4	28.0	102	10541	57.8	24.0	107
10:00 AM - 3:00 PM	30659	20198	39.3	65.9	104	4447	40.6	14.5	107	8643	39.0	28.2	103	7108	39.0	23.2	103
3:00 PM - 7:00 PM	31045	21595	42.1	69.6	110	4750	43.4	15.3	113	8966	40.5	28.9	106	7880	43.2	25.4	113
7:00 PM - MIDNIGHT	15767	10532	20.5	66.8	105	2175	19.9	13.8	102	4451	20.1	28.2	103	3906	21.4	24.8	110
MIDNIGHT - 6:00 AM	9120	6150	12.0	67.4	106	1426	13.0	15.6	116	2568	11.6	28.2	103	2156	11.8	23.6	105
6:00 AM - MIDNIGHT	58527	38812	75.6	66.3	105	8426	76.9	14.4	106	16585	74.9	28.3	104	13801	75.7	23.6	105
ENTIRE DAY	59311	39225	76.4	66.1	104	8513	77.7	14.4	106	16808	75.9	28.3	104	13903	76.2	23.4	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	11150	21.7	68.9	109	2177	19.9	13.5	100	5019	22.7	31.0	113	3955	21.7	24.5	109
ALL NEWS	2256	1220	2.4	54.1	85	*241	2.2	10.7	79	460	2.1	20.4	75	519	2.8	23.0	102
AOR/PROGRESSIVE	3874	2629	5.1	67.9	107	584	5.3	15.1	111	1033	4.7	26.7	98	1012	5.5	26.1	116
BEAUTIFUL MUSIC	5660	3656	7.1	64.6	102	687	6.3	12.1	90	1599	7.2	28.3	103	1370	7.5	24.2	107
BLACK	2204	1465	2.9	66.5	105	452	4.1	20.5	152	582	2.6	26.4	97	431	2.4	19.6	87
CLASSICAL	1418	889	1.7	62.7	99	*185	1.7	13.0	96	388	1.8	27.4	100	315	1.7	22.2	99
CHR/ROCK	9538	6887	13.4	72.2	114	1584	14.5	16.6	123	2881	13.0	30.2	110	2422	13.3	25.4	113
COUNTRY	12648	8781	17.1	69.4	110	2261	20.6	17.9	132	3714	16.8	29.4	107	2806	15.4	22.2	99
GOLDEN OLDIES	1191	776	1.5	65.2	103	*154	1.4	12.9	96	390	1.8	32.7	120	*232	1.3	19.5	87
MOR/NOSTALGIA	4757	2898	5.6	60.9	96	452	4.1	9.5	70	1255	5.7	26.4	96	1191	6.5	25.0	111
NEWS/TALK	3863	2353	4.6	60.9	96	390	3.6	10.1	75	786	3.5	20.3	74	1178	6.5	30.5	135
RELIGIOUS	3084	1874	3.7	60.8	96	366	3.3	11.9	88	873	3.9	28.3	104	635	3.5	20.6	91
SOFT ROCK	521	382	0.7	73.3	116	**99	0.9	19.0	140	*180	0.8	34.5	126	**104	0.6	20.0	89
URBAN CONTEMPORARY	1585	932	1.8	58.8	93	267	2.4	16.8	125	403	1.8	25.4	93	263	1.4	16.6	74
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2333	4.5	71.5	113	531	4.8	16.3	120	1109	5.0	34.0	124	693	3.8	21.3	94
ABC DIRECTION	2316	1449	2.8	62.6	99	379	3.5	16.4	121	529	2.4	22.8	84	542	3.0	23.4	104
ABC ENTERTAINMENT	4834	3294	6.4	68.1	107	698	6.4	14.4	107	1392	6.3	28.8	105	1204	6.6	24.9	111
ABC FM	2202	1662	3.2	75.5	119	377	3.4	17.1	127	679	3.1	30.8	113	606	3.3	27.5	122
ABC INFORMATION	5425	3471	6.8	64.0	101	695	6.3	12.8	95	1473	6.7	27.2	99	1304	7.2	24.0	107
ABC ROCK	1677	1168	2.3	69.6	110	*246	2.2	14.7	108	506	2.3	30.2	110	416	2.3	24.8	110
CBS	4430	2792	5.4	63.0	99	470	4.3	10.6	78	1211	5.5	27.3	100	1112	6.1	25.1	111
MUTUAL	4992	3436	6.7	68.8	109	765	7.0	15.3	113	1449	6.5	29.0	106	1222	6.7	24.5	109
NBC	4679	3127	6.1	66.8	105	550	5.0	11.8	87	1146	5.2	24.5	90	1431	7.8	30.6	136
RADIORADIO	1994	1439	2.8	72.2	114	348	3.2	17.5	129	592	2.7	29.7	109	498	2.7	25.0	111
RKO ONE	2298	1583	3.1	68.9	109	361	3.3	15.7	116	674	3.0	29.3	107	548	3.0	23.8	106
RKO TWO	3311	2136	4.2	64.5	102	499	4.6	15.1	111	838	3.8	25.3	93	800	4.4	24.2	107
THE SOURCE	2114	1395	2.7	66.0	104	329	3.0	15.6	115	519	2.3	24.6	90	548	3.0	25.9	115
NON-HIRED : BLAIR	8654	6019	11.7	69.6	110	1363	12.4	15.7	116	2655	12.0	30.7	112	2002	11.0	23.1	103
INTERNET	12025	8435	16.4	70.1	111	1944	17.7	16.2	120	3560	16.1	29.6	108	2931	16.1	24.4	108
KATZ RADIO GROUP	15359	10281	20.0	66.9	106	1959	17.9	12.8	94	3990	18.0	26.0	95	4332	23.8	28.2	125
SUPERNET	10628	7008	13.7	65.9	104	1667	15.2	15.7	116	2857	12.9	26.9	98	2484	13.6	23.4	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4952	9.6	57.2	90	1042	9.5	12.0	89	2081	9.4	24.0	88	1829	10.0	21.1	94
WKDAY 9:00 AM - 1:00 PM	12163	7322	14.3	60.2	95	1685	15.4	13.9	102	3230	14.6	26.6	97	2408	13.2	19.8	88
WKDAY 1:00 PM - 4:30 PM	16150	9786	19.1	60.6	96	2311	21.1	14.3	106	4145	18.7	25.7	94	3330	18.3	20.6	92
WKDAY 4:30 PM - 7:30 PM	22463	13098	25.5	58.3	92	2712	24.8	12.1	89	5577	25.2	24.8	91	4810	26.4	21.4	95
WKDAY 7:30 PM - 8:00 PM	31795	19020	37.0	59.8	94	3934	35.9	12.4	91	8026	36.2	25.2	92	7059	38.7	22.2	99
WKDAY 11:00 PM - 11:30 PM	23977	15466	30.1	64.5	102	3187	29.1	13.3	98	6417	29.0	26.8	98	5862	32.1	24.4	109
WKDAY 11:30 PM - 1:00 AM	7703	5174	10.1	67.2	106	1093	10.0	14.2	105	2195	9.9	28.5	104	1886	10.3	24.5	109
M-SAT 8-11 PM+SUN 7-11 PM	33800	21213	41.3	62.8	99	4424	40.4	13.1	97	8979	40.5	26.6	97	7810	42.8	23.1	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4171	8.1	63.8	101	1007	9.2	15.4	114	1771	8.0	27.1	99	1394	7.6	21.3	95
ANOTHER WORLD N	4620	2684	5.2	58.1	92	581	5.3	12.6	93	1173	5.3	25.4	93	930	5.1	20.1	89
AS THE WORLD TURNS C	5614	3353	6.5	59.7	94	859	7.8	15.3	113	1400	6.3	24.9	91	1094	6.0	19.5	87
CAPITOL C	3396	1993	3.9	58.7	93	473	4.3	13.9	103	869	3.9	25.6	94	651	3.6	19.2	85
CBS MORN. NEWS 1 C	1446	810	1.6	56.0	88	178	1.6	12.3	91	276	1.2	19.1	70	356	2.0	24.6	109
CBS MORN. NEWS 2 C	1207	662	1.3	54.8	87	125	1.1	10.4	77	213	1.0	17.6	65	324	1.8	26.8	119
DAYS OF OUR LIVES N	5877	3670	7.1	62.4	99	745	6.8	12.7	94	1541	7.0	26.2	96	1384	7.6	23.5	105
FACTS OF LIFE - DAYTIME N	2290	1390	2.7	60.7	96	323	2.9	14.1	104	617	2.8	26.9	99	450	2.5	19.7	87
FAMILY FEUD A	3023	1746	3.4	57.8	91	410	3.7	13.6	100	735	3.3	24.3	89	601	3.3	19.9	88
GENERAL HOSPITAL A	6097	3615	7.0	59.3	94	807	7.4	13.2	98	1688	7.6	27.7	101	1120	6.1	18.4	82
GOOD MORNING, AMERICA-730 A	3515	2105	4.1	59.9	94	379	3.5	10.8	80	963	4.3	27.4	100	763	4.2	21.7	96
GOOD MORNING, AMERICA-830 A	2818	1743	3.4	61.9	98	383	3.5	13.6	100	725	3.3	25.7	94	635	3.5	22.5	100
GUIDING LIGHT C	5339	3173	6.2	59.4	94	784	7.2	14.7	109	1267	5.7	23.7	87	1122	6.2	21.0	93
ONE LIFE TO LIVE A	4478	2864	5.6	64.0	101	728	6.6	16.3	120	1195	5.4	26.7	98	941	5.2	21.0	93
PRESS YOUR LUCK C	2244	1473	2.9	65.6	104	343	3.1	15.3	113	654	3.0	29.1	107	477	2.6	21.3	94
PRICE IS RIGHT 1 C	4348	2510	4.9	57.7	91	621	5.7	14.3	106	1064	4.8	24.5	89	826	4.5	19.0	84
PRICE IS RIGHT 2 C	5014	2977	5.8	59.4	94	720	6.6	14.4	106	1277	5.8	25.5	93	981	5.4	19.6	87
RYAN'S HOPE A	3150	1945	3.8	61.7	97	525	4.8	16.7	123	840	3.8	26.7	98	580	3.2	18.4	82
SALE OF THE CENTURY N	2695	1552	3.0	57.6	91	325	3.0	12.1	89	698	3.2	25.9	95	529	2.9	19.6	87
SEARCH FOR TOMORROW N	2319	1299	2.5	56.0	88	200	1.8	8.6	64	662	3.0	28.5	104	438	2.4	18.9	84
TODAY SHOW 1 N	2693	1397	2.7	51.9	82	321	2.9	11.9	88	626	2.8	23.2	85	450	2.5	16.7	74
TODAY SHOW 2 N	2498	1129	2.2	45.2	71	250	2.3	10.0	74	457	2.1	18.3	67	422	2.3	16.9	75
$25,000 PYRAMID C	2753	1587	3.1	57.6	91	404	3.7	14.7	108	697	3.1	25.3	93	486	2.7	17.7	78
WHEEL OF FORTUNE N	4388	2586	5.0	58.9	93	548	5.0	12.5	92	1195	5.4	27.2	100	843	4.6	19.2	85
YOUNG AND THE RESTLESS C	5695	3424	6.7	60.1	95	813	7.4	14.3	106	1492	6.7	26.2	96	1118	6.1	19.6	87
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1012	2.0	57.5	91	194	1.8	11.0	81	516	2.3	29.3	107	302	1.7	17.2	76
NBA PLAYOFF GAME -1 C	1136	665	1.3	58.5	92	*120	1.1	10.6	78	334	1.5	29.4	108	210	1.2	18.5	82
NBC MAJOR LEAGUE PRE-GAME N	953	626	1.2	65.7	104	**77	0.7	8.1	60	*241	1.1	25.3	92	*309	1.7	32.4	144
SPORTSWORLD - SUN N	1233	852	1.7	69.1	109	*255	2.3	20.7	153	354	1.6	28.7	105	242	1.3	19.6	87
SUNDAY MORNING C	1611	870	1.7	54.0	85	*130	1.2	8.1	60	389	1.8	24.1	88	352	1.9	21.8	97

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CORN & TORTILLA CHIPS & SNACKS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	51338	100.0	63.4	100	10955	100.0	13.5	100	22147	100.0	27.3	100	18236	100.0	22.5	100
HKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	14651	28.5	56.2	89	3113	28.4	11.9	88	6027	27.2	23.1	85	5511	30.2	21.1	94
NETWORK AFFILIATES - LATE		20261	13005	25.3	64.2	101	2704	24.7	13.3	99	5375	24.3	26.5	97	4926	27.0	24.3	108
INDEPENDENTS - LATE		2076	1177	2.3	56.7	89	206	1.9	9.9	73	424	1.9	20.4	75	548	3.0	26.4	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	6871	13.4	65.7	104	1750	16.0	16.7	124	2866	12.9	27.4	100	2255	12.4	21.6	96
ABC MONDAY NIGHT MOVIE	A	6412	3945	7.7	61.5	97	788	7.2	12.3	91	1693	7.6	26.4	97	1464	8.0	22.8	101
ABC SUNDAY NIGHT MOVIE	A	12407	7885	15.4	63.6	100	1577	14.4	12.7	94	3332	15.0	26.9	98	2975	16.3	24.0	106
ABC WORLD NEWS TONIGHT	A	6176	3221	6.3	52.2	82	654	6.0	10.6	78	1321	6.0	21.4	78	1247	6.8	20.2	90
AFTERMASH	C	5863	3545	6.9	60.5	95	890	8.1	15.2	112	1428	6.4	24.4	89	1227	6.7	20.9	93
ALICE	C	9594	5874	11.4	61.2	97	1073	9.8	11.2	83	2591	11.7	27.0	99	2210	12.1	23.0	102
AMERICAN PARADE	C	6622	3773	7.3	57.0	90	859	7.8	13.0	96	1444	6.5	21.8	80	1471	8.1	22.2	99
BENSON	A	10886	6398	12.5	58.8	93	1163	10.6	10.7	79	2764	12.5	25.4	93	2471	13.6	22.7	101
BLUE THUNDER	A	5036	3294	6.4	65.4	103	672	6.1	13.3	99	1369	6.2	27.2	99	1253	6.9	24.9	110
CAGNEY & LACEY	C	9965	6509	12.7	65.3	103	1491	13.6	15.0	111	2670	12.1	26.8	98	2348	12.9	23.6	105
CBS EVENING NEWS-DEAN	C	3491	1703	3.3	48.8	77	339	3.1	9.7	72	673	3.0	19.3	70	692	3.8	19.8	88
CBS EVENING NEWS-RATHER	C	7123	3960	7.7	55.6	88	847	7.7	11.9	88	1462	6.6	20.5	75	1651	9.1	23.2	103
CBS SAT. NEWS-SCHIEFFER	C	3621	1984	3.9	54.8	86	430	3.9	11.9	88	749	3.4	20.7	76	805	4.4	22.2	99
CBS SATURDAY NIGHT MOVIE	C	5436	3456	6.7	63.6	100	738	6.7	13.6	100	1397	6.3	25.7	94	1320	7.2	24.3	108
CBS WEDNESDAY NIGHT MOVIE	C	6100	3604	7.0	59.1	93	830	7.6	13.6	101	1441	6.5	23.6	86	1334	7.3	21.9	97
CHEERS	N	8889	6138	12.0	69.1	109	1333	12.2	15.0	111	2496	11.3	28.1	103	2308	12.7	26.0	115
DALLAS	C	22109	14011	27.3	63.4	100	3000	27.4	13.6	100	5892	26.6	26.6	97	5120	28.1	23.2	103
DIFF'RENT STROKES	N	6940	4070	7.9	58.6	93	982	9.0	14.1	105	1653	7.5	23.8	87	1435	7.9	20.7	92
DOUBLE TROUBLE	N	7223	4943	9.6	68.4	108	1110	10.1	15.4	114	2245	10.1	31.1	114	1588	8.7	22.0	98
DUCK FACTORY	N	5595	3864	7.5	69.1	109	800	7.3	14.3	106	1680	7.6	30.0	110	1384	7.6	24.7	110
DUKES OF HAZZARD	C	5768	3455	6.7	59.9	94	839	7.7	14.5	108	1511	6.8	26.2	96	1105	6.1	19.2	85
DYNASTY	A	20053	12617	24.6	62.9	99	2870	26.2	14.3	106	5353	24.2	26.7	98	4394	24.1	21.9	97
FACTS OF LIFE	N	8087	5425	10.6	67.1	106	1308	11.9	16.2	120	2479	11.2	30.7	112	1637	9.0	20.2	90
FALCON CREST	C	20046	12595	24.5	62.8	99	2545	23.2	12.7	94	5290	23.9	26.4	96	4759	26.1	23.7	105
FALL GUY	A	9084	5562	10.8	61.2	97	1264	11.5	13.9	103	2283	10.3	25.1	92	2015	11.0	22.2	99
FAMILY TIES	N	7964	5282	10.3	66.3	105	1304	11.9	16.4	121	2132	9.6	26.8	98	1847	10.1	23.2	103
FANTASY ISLAND	A	7687	4574	8.9	59.5	94	968	8.8	12.6	93	2023	9.1	26.3	96	1583	8.7	20.6	91
FOULUPS,BLEEPS & BLUNDERS	A	8861	5542	10.8	62.5	99	972	8.9	11.0	81	2492	11.3	28.1	103	2078	11.4	23.5	104
FOUR SEASONS	C	5095	3247	6.3	63.7	101	766	7.0	15.0	111	1434	6.5	28.1	103	1047	5.7	20.5	91
GIMME A BREAK	N	8838	5611	10.9	63.5	100	1256	11.5	14.2	105	2493	11.3	28.2	103	1862	10.2	21.1	94
HART TO HART	A	8978	5722	11.1	63.7	101	1040	9.5	11.6	86	2581	11.7	28.7	105	2100	11.5	23.4	104
HILL STREET BLUES	N	8590	6038	11.8	70.3	111	1288	11.8	15.0	111	2594	11.7	30.2	110	2156	11.8	25.1	111
HOTEL	A	14085	9013	17.6	64.0	101	1849	16.9	13.1	97	3952	17.8	28.1	103	3211	17.6	22.8	101
JEFFERSONS	C	9360	5719	11.1	61.1	96	1205	11.0	12.9	95	2527	11.4	27.0	99	1987	10.9	21.2	94
JENNIFER SLEPT HERE	N	5841	3712	7.2	63.6	100	943	8.6	16.1	119	1457	6.6	24.9	91	1312	7.2	22.5	100
KATE & ALLIE	C	9206	5885	11.5	63.9	101	1314	12.0	14.3	106	2388	10.8	25.9	95	2183	12.0	23.7	105
KNIGHT RIDER	N	7076	4536	8.8	64.1	101	859	7.8	12.1	90	1955	8.8	27.6	101	1722	9.4	24.3	108
LOVE BOAT	A	12219	7381	14.4	60.4	95	1586	14.5	13.0	96	3169	14.3	25.9	95	2627	14.4	21.5	95
MAGNUM PI	C	11199	7172	14.0	64.0	101	1645	15.0	14.7	109	3100	14.0	27.7	101	2427	13.3	21.7	96
MAMA'S FAMILY	N	6057	3544	6.9	58.5	92	837	7.6	13.8	102	1375	6.2	22.7	83	1333	7.3	22.0	98
MASTER, THE	N	3598	2376	4.6	66.0	104	609	5.6	16.9	125	915	4.1	25.4	93	853	4.7	23.7	105
MATT HOUSTON	A	6344	4221	8.2	66.5	105	947	8.6	14.9	110	1665	7.5	26.2	96	1610	8.8	25.4	113
NBC MONDAY NIGHT MOVIE	N	11994	7937	15.5	66.2	104	1858	17.0	15.5	115	3320	15.0	27.7	101	2759	15.1	23.0	102
NBC NIGHTLY NEWS	N	5132	2904	5.7	56.6	89	579	5.3	11.3	83	1328	6.0	25.9	95	997	5.5	19.4	86
NBC NIGHTLY NEWS-SAT	N	3375	1702	3.3	50.4	80	341	3.1	10.1	75	693	3.1	20.5	75	668	3.7	19.8	88
NBC NIGHTLY NEWS-SUN	N	3130	1624	3.2	51.9	82	349	3.2	11.2	82	728	3.3	23.3	85	546	3.0	17.4	77
NBC SUNDAY NIGHT MOVIE	N	8284	5617	10.9	67.8	107	1129	10.3	13.6	101	2429	11.0	29.3	107	2059	11.3	24.9	110
NEWHART	C	9240	6064	11.8	65.6	104	1233	11.3	13.3	99	2450	11.1	26.5	97	2382	13.1	25.8	114
ONE DAY AT A TIME	C	7288	4735	9.2	65.0	102	1081	9.9	14.8	110	2070	9.3	28.4	104	1584	8.7	21.7	97
PEOPLE ARE FUNNY	N	4855	2739	5.3	56.4	89	697	6.4	14.4	106	974	4.4	20.1	73	1068	5.9	22.0	98
REAL PEOPLE	N	8869	5506	10.7	62.1	98	1216	11.1	13.7	101	2387	10.8	26.9	98	1902	10.4	21.4	95
REMINGTON STEELE	N	7743	4950	9.6	63.9	101	1007	9.2	13.0	96	2086	9.4	26.9	99	1858	10.2	24.0	107
RIPLEY'S BELIEVE IT - NOT	A	5345	3546	6.9	66.3	105	687	6.3	12.9	95	1438	6.5	26.9	98	1421	7.8	26.6	118
RIPTIDE	N	6988	4764	9.3	68.2	108	1109	10.1	15.9	117	2094	9.5	30.0	110	1562	8.6	22.4	99
SCARECROW & MRS. KING	C	10002	6290	12.3	62.9	99	1465	13.4	14.6	108	2546	11.5	25.5	93	2279	12.5	22.8	101
SIMON & SIMON	C	10638	6976	13.6	65.6	103	1587	14.5	14.9	110	2990	13.5	28.1	103	2399	13.2	22.6	100
60 MINUTES	C	13293	7599	14.8	57.2	90	1507	13.8	11.3	84	3202	14.5	24.1	88	2890	15.8	21.7	97
ST. ELSEWHERE	N	7017	4975	9.7	70.9	112	1114	10.2	15.9	117	2082	9.4	29.7	108	1779	9.8	25.4	113
THREE'S COMPANY	A	10917	7258	14.1	66.5	105	1519	13.9	13.9	103	3197	14.4	29.3	107	2542	13.9	23.3	103
T.J. HOOKER	A	9204	5554	10.8	60.3	95	1179	10.8	12.8	95	2408	10.9	26.2	96	1968	10.8	21.4	95
TONIGHT SHOW	N	2372	1457	2.8	61.4	97	272	2.5	11.5	85	582	2.6	24.5	90	603	3.3	25.4	113
TRAPPER JOHN, M.D.	C	9846	5968	11.6	60.6	96	1225	11.2	12.4	92	2633	11.9	26.7	98	2110	11.6	21.4	95
TV BLOOPERS & PRAC. JOKES	N	9105	5681	11.1	62.4	98	1213	11.1	13.3	98	2433	11.0	26.7	98	2035	11.2	22.4	99
20/20	A	9387	5731	11.2	61.1	96	1024	9.3	10.9	81	2447	11.0	26.1	95	2260	12.4	24.1	107
WEBSTER	A	11067	6711	13.1	60.6	96	1281	11.7	11.6	86	2894	13.1	26.1	96	2536	13.9	22.9	102
WORLD NEWS - SUN	A	3062	1831	3.6	59.8	94	278	2.5	9.1	67	847	3.8	27.7	101	706	3.9	23.1	102
YELLOW ROSE	N	4978	3257	6.3	65.4	103	865	7.9	17.4	128	1382	6.2	27.8	102	1011	5.5	20.3	90
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6080	11.8	68.5	108	1116	10.2	12.6	93	3105	14.0	35.0	128	1859	10.2	20.9	93
BASKETBALL - COLLEGE GAMES		4080	2900	5.6	71.1	112	684	6.2	16.8	124	1466	6.6	35.9	131	750	4.1	18.4	82
BASKETBALL - PRO GAMES		3607	2510	4.9	69.6	110	520	4.7	14.4	107	1259	5.7	34.9	128	731	4.0	20.3	90
BOWLING		3883	2671	5.2	68.8	109	*517	4.7	13.3	98	1443	6.5	37.2	136	711	3.9	18.3	81
BOXING		3928	2748	5.4	70.0	110	772	7.0	19.7	145	1218	5.5	31.0	113	757	4.2	19.3	86
FOOTBALL - COLLEGE GAMES		6366	4787	9.3	75.2	119	930	8.5	14.6	108	2183	9.9	34.3	125	1674	9.2	26.3	117
FOOTBALL - PRO GAMES		11300	8795	17.1	77.8	123	1768	16.1	15.6	116	4067	18.4	36.0	132	2960	16.2	26.2	116
GOLF		3378	2223	4.3	65.8	104	*346	3.2	10.2	76	915	4.1	27.1	99	962	5.3	28.5	126
POST-SEASON COLL. FOOTBALL		4906	3647	7.1	74.3	117	636	5.8	13.0	96	1719	7.8	35.0	128	1293	7.1	26.4	117
POST-SEASON PRO FOOTBALL		6120	4725	9.2	77.2	122	986	9.0	16.1	119	2188	9.9	35.8	131	1551	8.5	25.3	113
TENNIS		3033	2074	4.0	68.4	108	*383	3.5	12.6	93	946	4.3	31.2	114	744	4.1	24.5	109
WRESTLING - PROFESSIONAL		3344	2546	5.0	76.1	120	806	7.4	24.1	178	1063	4.8	31.8	116	678	3.7	20.3	90

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

0398
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	TOTAL U.S. '000	BUGLES A '000	BUGLES B % DOWN	BUGLES C % ACROSS	BUGLES D INDX	CHEETOS A '000	CHEETOS B % DOWN	CHEETOS C % ACROSS	CHEETOS D INDX	DORITOS-REGULAR A '000	DORITOS-REGULAR B % DOWN	DORITOS-REGULAR C % ACROSS	DORITOS-REGULAR D INDX	DORITOS-EXTRA CRISPY A '000	DORITOS-EXTRA CRISPY B % DOWN	DORITOS-EXTRA CRISPY C % ACROSS	DORITOS-EXTRA CRISPY D INDX
TOTAL FEMALE HOMEMAKERS	80986	5386	100.0	6.7	100	14055	100.0	17.4	100	18953	100.0	23.4	100	4447	100.0	5.5	100
18 - 24	9282	759	14.1	8.2	123	1915	13.6	20.6	119	2218	11.7	23.9	102	580	13.0	6.2	114
25 - 34	19072	1320	24.5	6.9	104	4591	32.7	24.1	139	5483	28.9	28.7	123	1355	30.5	7.1	129
35 - 44	14591	834	15.5	5.7	86	3233	23.0	22.2	128	4704	24.8	32.2	138	997	22.4	6.8	124
45 - 54	11345	1007	18.7	8.9	133	1874	13.3	16.5	95	2990	15.8	26.4	113	625	14.1	5.5	100
55 - 64	11635	683	12.7	5.9	88	1315	9.4	11.3	65	1979	10.4	17.0	73	*540	12.1	4.6	85
65 OR OLDER	15061	784	14.6	5.2	78	1127	8.0	7.5	43	1580	8.3	10.5	45	*349	7.8	2.3	42
18 - 34	28354	2079	38.6	7.3	110	6505	46.3	22.9	132	7701	40.6	27.2	116	1935	43.5	6.8	124
18 - 49	48339	3419	63.5	7.1	106	10757	76.5	22.3	128	13959	73.7	28.9	123	3227	72.6	6.7	122
25 - 54	45008	3160	58.7	7.0	106	9698	69.0	21.5	124	13176	69.5	29.3	125	2978	67.0	6.6	120
35 - 49	19985	1341	24.9	6.7	101	4251	30.2	21.3	123	6258	33.0	31.3	134	1291	29.0	6.5	118
50 OR OLDER	32647	1967	36.5	6.0	91	3298	23.5	10.1	58	4994	26.3	15.3	65	1220	27.4	3.7	68
GRADUATED COLLEGE	11155	480	8.9	4.3	65	1770	12.6	15.9	91	3068	16.2	27.5	118	675	15.2	6.1	110
ATTENDED COLLEGE	13682	726	13.5	5.3	80	2488	17.7	18.2	105	3966	20.9	29.0	124	858	19.3	6.3	114
GRADUATED HIGH SCHOOL	33880	2587	48.0	7.6	115	6656	47.4	19.6	113	8242	43.5	24.3	104	1842	41.4	5.4	99
DID NOT GRADUATE HIGH SCHOOL	22270	1593	29.6	7.2	108	3142	22.4	14.1	81	3677	19.4	16.5	71	1071	24.1	4.8	88
EMPLOYED	40306	2721	50.5	6.8	102	7758	55.2	19.2	111	11055	58.3	27.4	117	2448	55.0	6.1	111
EMPLOYED FULL-TIME	32850	2226	41.3	6.8	102	6306	44.9	19.2	111	9040	47.7	27.5	118	1874	42.1	5.7	104
EMPLOYED PART-TIME	7456	*495	9.2	6.6	100	1452	10.3	19.5	112	2015	10.6	27.0	115	*573	12.9	7.7	140
NOT EMPLOYED	40680	2665	49.5	6.6	99	6297	44.8	15.5	89	7898	41.7	19.4	83	1999	45.0	4.9	89
PROFESSIONAL/MANAGER	10392	*328	6.1	3.2	47	1775	12.6	17.1	98	3065	16.2	29.5	126	657	14.8	6.3	115
TECH/CLERICAL/SALES	17574	1315	24.4	7.5	113	3360	23.9	19.1	110	5165	27.3	29.4	126	1111	25.0	6.3	115
PRECISION/CRAFT	985	**95	1.8	9.6	145	**172	1.2	17.5	101	*295	1.6	29.9	128	**23	0.5	2.3	43
OTHER EMPLOYED	11354	984	18.3	8.7	130	2451	17.4	21.6	124	2531	13.4	22.3	95	657	14.8	5.8	105
SINGLE	9863	667	12.4	6.8	102	1718	12.2	17.4	100	2178	11.5	22.1	94	602	13.5	6.1	111
MARRIED	51375	3504	65.1	6.8	103	9605	68.3	18.7	108	13013	68.7	25.3	108	2999	67.4	5.8	106
DIVORCED/SEPARATED/WIDOWED	19748	1215	22.6	6.2	93	2732	19.4	13.8	80	3762	19.8	19.1	81	845	19.0	4.3	78
PARENTS	32590	2504	46.5	7.7	116	8126	57.8	24.9	144	10212	53.9	31.3	134	2318	52.1	7.1	130
WHITE	70416	4618	85.7	6.6	99	12004	85.4	17.0	98	16479	86.9	23.4	100	3806	85.6	5.4	98
BLACK	8778	702	13.0	8.0	120	1793	12.8	20.4	118	1883	9.9	21.5	92	550	12.4	6.3	114
OTHER	1791	**67	1.2	3.7	56	**258	1.8	14.4	83	*592	3.1	33.1	141	**91	2.0	5.1	93
NORTHEAST-CENSUS	17786	956	17.7	5.4	81	1606	11.4	9.0	52	3206	16.9	18.0	77	803	18.1	4.5	82
NORTH CENTRAL	20741	1722	32.0	8.3	125	4342	30.9	20.9	121	5329	28.1	25.7	110	1306	29.4	6.3	115
SOUTH	27775	2343	43.5	8.4	127	5377	38.3	19.4	112	6238	32.9	22.5	96	1679	37.8	6.0	110
WEST	14683	*366	6.8	2.5	37	2730	19.4	18.6	107	4181	22.1	28.5	122	659	14.8	4.5	82
NORTHEAST-MKTG.	17961	1012	18.8	5.6	85	1727	12.3	9.6	55	3369	17.8	18.8	80	814	18.3	4.5	83
EAST CENTRAL	11885	764	14.2	6.4	97	1904	13.5	16.0	92	2397	12.6	20.2	86	512	11.5	4.3	78
WEST CENTRAL	14090	1232	22.9	8.7	131	3171	22.6	22.5	130	3992	21.1	28.3	121	1039	23.4	7.4	134
SOUTH	24081	2075	38.5	8.6	130	4892	34.8	20.3	117	5505	29.0	22.9	98	1506	33.9	6.3	114
PACIFIC	12969	*303	5.6	2.3	35	2361	16.8	18.2	105	3690	19.5	28.5	122	*576	13.0	4.4	81
COUNTY SIZE A	32439	1444	26.8	4.5	67	4889	34.8	15.1	87	7720	40.7	23.8	102	1638	36.8	5.0	92
COUNTY SIZE B	24915	1707	31.7	6.9	103	4620	32.9	18.5	107	5919	31.2	23.8	102	1534	34.5	6.2	112
COUNTY SIZE C	12930	1167	21.7	9.0	136	2315	16.5	17.9	103	2890	15.2	22.4	96	638	14.3	4.9	90
COUNTY SIZE D	10703	1069	19.8	10.0	150	2231	15.9	20.8	120	2425	12.8	22.7	97	637	14.3	6.0	108
METRO CENTRAL CITY	24518	1516	28.1	6.2	93	4446	31.6	18.1	104	6138	32.4	25.0	107	1309	29.4	5.3	97
METRO SUBURBAN	35919	1982	36.8	5.5	83	5840	41.6	16.3	94	8347	44.0	23.2	99	2061	46.3	5.7	104
NON METRO	20549	1889	35.1	9.2	138	3769	26.8	18.3	106	4469	23.6	21.7	93	1077	24.2	5.2	95
TOP 5 ADI'S	18341	795	14.8	4.3	65	2770	19.7	15.1	87	4616	24.4	25.2	108	796	17.9	4.3	79
TOP 10 ADI'S	25378	1148	21.3	4.5	68	3539	25.2	13.9	80	5953	31.4	23.5	100	1350	30.4	5.3	97
TOP 20 ADI'S	36488	1765	32.8	4.8	73	5181	36.9	14.2	82	8324	43.9	22.8	97	1756	39.5	4.8	88
HSHLD INC. $50,000 OR MORE	6612	*287	5.3	4.3	65	1164	8.3	17.6	101	2097	11.1	31.7	136	*450	10.1	6.8	124
$40,000 OR MORE	12659	646	12.0	5.1	77	2220	15.8	17.5	101	3967	20.9	31.3	134	932	21.0	7.4	134
$30,000 OR MORE	24698	1401	26.0	5.7	85	4717	33.6	19.1	110	7332	38.7	29.7	127	1668	37.5	6.8	123
$25,000 OR MORE	32077	1905	35.4	5.9	89	6186	44.0	19.3	111	9283	49.0	28.9	124	2058	46.3	6.4	117
$20,000 - $24,999	9144	622	11.5	6.8	102	1640	11.7	17.9	103	2291	12.1	25.1	107	*452	10.2	4.9	90
$15,000 - $19,999	8728	561	10.4	6.4	97	1592	11.3	18.2	105	2008	10.6	23.0	98	*524	11.8	6.0	109
$10,000 - $14,999	12562	1080	20.1	8.6	129	2042	14.5	16.3	94	2589	13.7	20.6	88	745	16.8	5.9	108
UNDER $10,000	18475	1219	22.6	6.6	99	2594	18.5	14.0	81	2782	14.7	15.1	64	667	15.0	3.6	66
HOUSEHOLD OF 1 PERSON	11987	530	9.8	4.4	66	1032	7.3	8.6	50	1581	8.3	13.2	56	406	9.1	3.4	62
2 PEOPLE	26577	1574	29.2	5.9	89	3423	24.4	12.9	74	5099	26.9	19.2	82	1251	28.1	4.7	86
3 OR 4 PEOPLE	30617	2231	41.4	7.3	110	6356	45.2	20.8	120	8335	44.0	27.2	116	1740	39.1	5.7	103
5 OR MORE PEOPLE	11804	1051	19.5	8.9	134	3244	23.1	27.5	158	3938	20.8	33.4	143	1049	23.6	8.9	162
NO CHILD IN HSHLD	46165	2691	50.0	5.8	88	5554	39.5	12.0	69	8019	42.3	17.4	74	1940	43.6	4.2	77
CHILD(REN) UNDER 2 YRS	5325	*398	7.4	7.5	112	1308	9.3	24.6	142	1533	8.1	28.8	123	*348	7.8	6.5	119
2 - 5 YEARS	14221	1156	21.5	8.1	122	3767	26.8	26.5	153	4029	21.3	28.3	121	985	22.1	6.9	126
6 - 11 YEARS	15117	1396	25.9	9.2	139	4107	29.2	27.2	157	5029	26.5	33.3	142	1283	28.9	8.5	155
12 - 17 YEARS	16611	1322	24.5	8.0	120	4109	29.2	24.7	143	5696	30.1	34.3	147	1318	29.6	7.9	144
RESIDENCE OWNED	55884	3935	73.1	7.0	106	9785	69.6	17.5	101	13335	70.4	23.9	102	3133	70.5	5.6	102
VALUE: $50,000 OR MORE	31744	1869	34.7	5.9	89	5473	38.9	17.2	99	8184	43.2	25.8	110	1887	42.4	5.9	108
VALUE: UNDER $50,000	24140	2066	38.4	8.6	129	4311	30.7	17.9	103	5151	27.2	21.3	91	1246	28.0	5.2	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	BUGLES A '000	BUGLES B % DOWN	BUGLES C % ACROSS	BUGLES D INDX	CHEETOS A '000	CHEETOS B % DOWN	CHEETOS C % ACROSS	CHEETOS D INDX	DORITOS-REGULAR A '000	DORITOS-REGULAR B % DOWN	DORITOS-REGULAR C % ACROSS	DORITOS-REGULAR D INDX	DORITOS-EXTRA CRISPY A '000	DORITOS-EXTRA CRISPY B % DOWN	DORITOS-EXTRA CRISPY C % ACROSS	DORITOS-EXTRA CRISPY D INDX
TOTAL FEMALE HOMEMAKERS		80986	5386	100.0	6.7	100	14055	100.0	17.4	100	18953	100.0	23.4	100	4447	100.0	5.5	100
MAGAZINES	QUINTILE 1	15799	1239	23.0	7.8	118	3307	23.5	20.9	121	4416	23.3	28.0	119	1057	23.8	6.7	122
	QUINTILE 2	17259	991	18.4	5.7	86	3203	22.8	18.6	107	4570	24.1	26.5	113	1132	25.5	6.6	119
	QUINTILE 3	13545	729	13.5	5.4	81	2117	15.1	15.6	90	3155	16.6	23.3	100	750	16.9	5.5	101
	QUINTILE 4	15133	1070	19.9	7.1	106	2467	17.6	16.3	94	3425	18.1	22.6	97	746	16.8	4.9	90
	QUINTILE 5	19250	1358	25.2	7.1	106	2961	21.1	15.4	89	3388	17.9	17.6	75	762	17.1	4.0	72
NEWSPAPERS	QUINTILE 1	12413	715	13.3	5.8	87	1727	12.3	13.9	80	2873	15.2	23.1	99	689	15.5	5.6	101
	QUINTILE 2	24116	1612	29.9	6.7	101	4231	30.1	17.5	101	5900	31.1	24.5	105	1412	31.8	5.9	107
	QUINTILE 3	11261	755	14.0	6.7	101	1948	13.9	17.3	100	2825	14.9	25.1	107	639	14.4	5.7	103
	QUINTILE 4	20255	1300	24.1	6.4	97	3932	28.0	19.4	112	4827	25.5	23.8	102	1047	23.5	5.2	94
	QUINTILE 5	12940	1004	18.6	7.8	117	2217	15.8	17.1	99	2529	13.3	19.5	84	660	14.8	5.1	93
OUTDOOR	QUINTILE 1	14852	1095	20.3	7.4	111	2825	20.1	19.0	110	3677	19.4	24.8	106	836	18.8	5.6	103
	QUINTILE 2	15725	1094	20.3	7.0	105	3160	22.5	20.1	116	3777	19.9	24.0	103	785	17.7	5.0	91
	QUINTILE 3	16330	1041	19.3	6.4	96	2987	21.3	18.3	105	3970	20.9	24.3	104	1031	23.2	6.3	115
	QUINTILE 4	16744	929	17.2	5.5	83	2660	18.9	15.9	92	3865	20.4	23.1	99	896	20.1	5.4	97
	QUINTILE 5	17334	1227	22.8	7.1	106	2423	17.2	14.0	81	3663	19.3	21.1	90	898	20.2	5.2	94
RADIO-DRIVE TIME	QUINTILE 1	15911	1211	22.5	7.6	114	3078	21.9	19.3	111	3993	21.1	25.1	107	966	21.7	6.1	111
	QUINTILE 2	14837	1137	21.1	7.7	115	2823	20.1	19.0	110	3838	20.3	25.9	111	836	18.8	5.6	103
	QUINTILE 3	15339	962	17.9	6.3	94	2639	18.8	17.2	99	3731	19.7	24.3	104	787	17.7	5.1	93
	QUINTILE 4	16723	1078	20.0	6.4	97	2791	19.9	16.7	96	4204	22.2	25.1	107	939	21.1	5.6	102
	QUINTILE 5	18176	999	18.5	5.5	83	2724	19.4	15.0	86	3188	16.8	17.5	75	918	20.6	5.1	92
RADIO-MID-DAY	TERCILE 1	21020	1381	25.6	6.6	99	3870	27.5	18.4	106	4992	26.3	23.7	101	1164	26.2	5.5	101
	TERCILE 2	21610	1612	29.9	7.5	112	4205	29.9	19.5	112	5545	29.3	25.7	110	1353	30.4	6.3	114
	TERCILE 3	38355	2393	44.4	6.2	94	5980	42.5	15.6	90	8416	44.4	21.9	94	1930	43.4	5.0	92
RADIO-TOTAL	QUINTILE 1	15988	1275	23.7	8.0	120	3057	21.8	19.1	110	3953	20.9	24.7	106	1032	23.2	6.5	118
	QUINTILE 2	15626	1045	19.4	6.7	101	2897	20.6	18.5	107	4095	21.6	26.2	112	888	20.0	5.7	103
	QUINTILE 3	16723	1201	22.3	7.2	108	3247	23.1	19.4	112	4206	22.2	25.2	107	870	19.6	5.2	95
	QUINTILE 4	16342	1028	19.1	6.3	95	2586	18.4	15.8	91	3916	20.7	24.0	102	857	19.3	5.2	96
	QUINTILE 5	16306	838	15.6	5.1	77	2268	16.1	13.9	80	2783	14.7	17.1	73	799	18.0	4.9	89
TV-PRIME TIME	QUINTILE 1	15953	953	17.7	6.0	90	2656	18.9	16.6	96	3699	19.5	23.2	99	629	14.1	3.9	72
	QUINTILE 2	16137	1088	20.2	6.7	101	3054	21.7	18.9	109	3622	19.1	22.4	96	916	20.6	5.7	103
	QUINTILE 3	16420	1044	19.4	6.4	96	2898	20.6	17.6	102	3884	20.5	23.7	101	1142	25.7	7.0	127
	QUINTILE 4	16687	1082	20.1	6.5	97	3021	21.5	18.1	104	4193	22.1	25.1	107	841	18.9	5.0	92
	QUINTILE 5	15789	1219	22.6	7.7	116	2426	17.3	15.4	89	3555	18.8	22.5	96	919	20.7	5.8	106
TV-DAYTIME	TERCILE 1	27736	1938	36.0	7.0	105	4799	34.1	17.3	100	5962	31.5	21.5	92	1375	30.9	5.0	90
	TERCILE 2	26489	1867	34.7	7.0	106	4827	34.3	18.2	105	6230	32.9	23.5	100	1794	40.3	6.8	123
	TERCILE 3	26761	1581	29.4	5.9	89	4429	31.5	16.6	95	6761	35.7	25.3	108	1277	28.7	4.8	87
TV-TOTAL	QUINTILE 1	16345	944	17.5	5.8	87	2559	18.2	15.7	90	3366	17.8	20.6	88	738	16.6	4.5	82
	QUINTILE 2	16447	1202	22.3	7.3	110	2795	19.9	17.0	98	3617	19.1	22.0	94	842	18.9	5.1	93
	QUINTILE 3	15980	990	18.4	6.2	93	2955	21.0	18.5	107	3799	20.0	23.8	102	981	22.1	6.1	112
	QUINTILE 4	15887	1029	19.1	6.5	97	2937	20.9	18.5	107	4193	22.1	26.4	113	1083	24.4	6.8	124
	QUINTILE 5	16326	1221	22.7	7.5	112	2809	20.0	17.2	99	3979	21.0	24.4	104	802	18.0	4.9	89
MAGAZINES-NEWSPAPERS: DUAL		20721	1267	23.5	6.1	92	3858	27.4	18.6	107	5658	29.9	27.3	117	1265	28.4	6.1	111
MAGAZINE IMPERATIVE		19186	1357	25.2	7.1	106	3895	27.7	20.3	117	5018	26.5	26.2	112	1264	28.4	6.6	120
NEWSPAPER IMPERATIVE		21899	1436	26.7	6.6	99	3062	21.8	14.0	81	4571	24.1	20.9	89	1147	25.8	5.2	95
MAGAZINES-OUTDOOR: DUAL		15451	1030	19.1	6.7	100	3139	22.3	20.3	117	4184	22.1	27.1	116	878	19.7	5.7	103
MAGAZINE IMPERATIVE		25953	1550	28.8	6.0	90	4408	31.4	17.0	98	6713	35.4	25.9	111	1705	38.3	6.6	120
OUTDOOR IMPERATIVE		24400	1672	31.0	6.9	103	4292	30.5	17.6	101	5320	28.1	21.8	93	1217	27.4	5.0	91
MAGAZINES-RADIO: DUAL		18049	1230	22.8	6.8	102	3653	26.0	20.2	117	5205	27.5	28.8	123	1237	27.8	6.9	125
MAGAZINE IMPERATIVE		23571	1495	27.8	6.3	95	4147	29.5	17.6	101	5860	30.9	24.9	106	1417	31.9	6.0	109
RADIO IMPERATIVE		23278	1802	33.5	7.7	116	4014	28.6	17.2	99	5177	27.3	22.2	95	1171	26.3	5.0	92
MAGAZINES-TELEVISION: DUAL		15459	1071	19.9	6.9	104	2658	18.9	17.2	99	3877	20.5	25.1	107	923	20.8	6.0	109
MAGAZINE IMPERATIVE		25829	1606	29.8	6.2	93	5101	36.3	19.7	114	7188	37.9	27.8	119	1783	40.1	6.9	126
TELEVISION IMPERATIVE		26039	1607	29.8	6.2	93	4216	30.0	16.2	93	5036	26.6	19.3	83	1084	24.4	4.2	76
NEWSPAPERS-OUTDOOR: DUAL		16605	1387	25.8	8.4	126	3057	21.8	18.4	106	4130	21.8	24.9	106	991	22.3	6.0	109
NEWSPAPER IMPERATIVE		26834	1479	27.5	5.5	83	4003	28.5	14.9	86	6348	33.5	23.7	101	1571	35.3	5.9	107
OUTDOOR IMPERATIVE		23346	1445	26.8	6.2	93	4746	33.8	20.3	117	5623	29.7	24.1	103	1249	28.1	5.3	97
NEWSPAPERS-RADIO: DUAL		17133	1160	21.5	6.8	102	3053	21.7	17.8	103	4435	23.4	25.9	111	1004	22.6	5.9	107
NEWSPAPER IMPERATIVE		25892	1591	29.5	6.1	92	3924	27.9	15.2	87	5971	31.5	23.1	99	1434	32.2	5.5	101
RADIO IMPERATIVE		23167	1828	33.9	7.9	119	4712	33.5	20.3	117	5719	30.2	24.7	105	1404	31.6	6.1	110
NEWSPAPERS-TELEVISION: DUAL		17159	1156	21.5	6.7	101	2511	17.9	14.6	84	3585	18.9	20.9	89	722	16.2	4.2	77
NEWSPAPER IMPERATIVE		26214	1578	29.3	6.0	91	4543	32.3	17.3	100	6811	35.9	26.0	111	1677	37.7	6.4	117
TELEVISION IMPERATIVE		23412	1554	28.9	6.6	100	4310	30.7	18.4	106	5210	27.5	22.3	95	1287	28.9	5.5	100
OUTDOOR-RADIO: DUAL		15303	1137	21.1	7.4	112	3314	23.6	21.7	125	4090	21.6	26.7	114	867	19.5	5.7	103
OUTDOOR IMPERATIVE		24901	1603	29.8	6.4	97	4276	30.4	17.2	99	5664	29.9	22.7	97	1374	30.9	5.5	100
RADIO IMPERATIVE		26492	1804	33.5	6.8	102	4498	32.0	17.0	98	6550	34.6	24.7	106	1601	36.0	6.0	110
OUTDOOR-TELEVISION: DUAL		14794	975	18.1	6.6	99	2660	18.9	18.0	104	3562	18.8	24.1	103	654	14.7	4.4	81
OUTDOOR IMPERATIVE		25437	1826	33.9	7.2	108	5130	36.5	20.2	116	6550	34.6	25.7	110	1544	34.7	6.1	111
TELEVISION IMPERATIVE		27877	1679	31.2	6.0	91	4457	31.7	16.0	92	5736	30.3	20.6	88	1532	34.5	5.5	100
RADIO-TELEVISION: DUAL		15996	1041	19.3	6.5	98	2820	20.1	17.6	102	3696	19.5	23.1	99	877	19.7	5.5	100
RADIO IMPERATIVE		25478	2066	38.4	8.1	122	5079	36.1	19.9	115	6966	36.8	27.3	117	1646	37.0	6.5	118
TELEVISION IMPERATIVE		26573	1594	29.6	6.0	90	4330	30.8	16.3	94	5455	28.8	20.5	88	1237	27.8	4.7	85

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

0400
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	TOTAL U.S. '000	BUGLES A '000	BUGLES B % DOWN	BUGLES C % ACROSS	BUGLES D INDX	CHEETOS A '000	CHEETOS B % DOWN	CHEETOS C % ACROSS	CHEETOS D INDX	DORITOS-REGULAR A '000	DORITOS-REGULAR B % DOWN	DORITOS-REGULAR C % ACROSS	DORITOS-REGULAR D INDX	DORITOS-EXTRA CRISPY A '000	DORITOS-EXTRA CRISPY B % DOWN	DORITOS-EXTRA CRISPY C % ACROSS	DORITOS-EXTRA CRISPY D INDX
TOTAL FEMALE HOMEMAKERS	80986	5386	100.0	6.7	100	14055	100.0	17.4	100	18953	100.0	23.4	100	4447	100.0	5.5	100
ATLANTIC MONTHLY	415	**31	0.6	7.5	112	**48	0.3	11.6	67	**85	0.4	20.5	88	**53	1.2	12.8	233
BARRON'S	453	**12	0.2	2.6	40	**72	0.5	15.9	92	**153	0.8	33.8	144	**10	0.2	2.2	40
BETTER HOMES & GARDENS	16256	1202	22.3	7.4	111	3152	22.4	19.4	112	4276	22.6	26.3	112	1004	22.6	6.2	112
BON APPETIT	2535	**119	2.2	4.7	71	398	2.8	15.7	90	757	4.0	29.9	128	*186	4.2	7.3	134
BUSINESS WEEK	1278	**48	0.9	3.8	56	*176	1.3	13.8	79	343	1.8	26.8	115	**85	1.9	6.7	121
CAR AND DRIVER	378	**19	0.4	5.0	76	**73	0.5	19.3	111	**74	0.4	19.6	84	**14	0.3	3.7	67
CBS MAGAZINE NETWORK (GROSS)	1498	**41	0.8	2.7	41	270	1.9	18.0	104	470	2.5	31.4	134	**114	2.6	7.6	139
CHANGING TIMES	1505	**104	1.9	6.9	104	*236	1.7	15.7	90	434	2.3	28.8	123	**149	3.4	9.9	180
COLONIAL HOMES	1231	*221	4.1	18.0	270	327	2.3	26.6	153	421	2.2	34.2	146	*184	4.1	14.9	272
CONDE NAST MAG. PKG. (GROSS)	14146	925	17.2	6.5	98	2519	17.9	17.8	103	3962	20.9	28.0	120	1065	23.9	7.5	137
CONSUMERS DIGEST	1323	**106	2.0	8.0	120	*199	1.4	15.0	87	282	1.5	21.3	91	**115	2.6	8.7	158
COSMOPOLITAN	7102	435	8.1	6.1	92	1298	9.2	18.3	105	1815	9.6	25.6	109	507	11.4	7.1	130
COUNTRY LIVING	2481	*210	3.9	8.5	127	408	2.9	16.4	95	563	3.0	22.7	97	*284	6.4	11.4	208
CUISINE	1472	**67	1.2	4.6	68	*216	1.5	14.7	85	438	2.3	29.8	127	*149	3.4	10.1	184
CYCLE WORLD	425	**14	0.3	3.3	50	**57	0.4	13.4	77	**156	0.8	36.7	157	**29	0.7	6.8	124
DCI:CREATIVE IDEAS FOR LIV	2510	*218	4.0	8.7	131	442	3.1	17.6	101	706	3.7	28.1	120	*275	6.2	11.0	200
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	678	12.6	10.1	152	1198	8.5	17.9	103	1829	9.7	27.3	117	586	13.2	8.8	159
DISCOVER	894	**60	1.1	6.7	101	*154	1.1	17.2	99	*201	1.1	22.5	96	**98	2.2	11.0	200
EBONY	3507	335	6.2	9.6	144	754	5.4	21.5	124	745	3.9	21.2	91	269	6.0	7.7	140
ESQUIRE	1083	**62	1.2	5.7	86	*193	1.4	17.8	103	*222	1.2	20.5	88	**25	0.6	2.3	42
ESSENCE	1830	*206	3.8	11.3	169	418	3.0	22.8	132	407	2.1	22.2	95	*127	2.9	6.9	126
FAMILY CIRCLE	15930	1173	21.8	7.4	111	3021	21.5	19.0	109	4064	21.4	25.5	109	1165	26.2	7.3	133
THE FAMILY HANDYMAN	1126	**108	2.0	9.6	144	265	1.9	23.5	136	417	2.2	37.0	158	**108	2.4	9.6	175
FAMILY WEEKLY	11468	812	15.1	7.1	106	2261	16.1	19.7	114	2853	15.1	24.9	106	595	13.4	5.2	94
FIELD & STREAM	2234	*282	5.2	12.6	190	513	3.6	23.0	132	709	3.7	31.7	136	*174	3.9	7.8	142
FOOD & WINE	579	**47	0.9	8.1	122	**132	0.9	22.8	131	**157	0.8	27.1	116	**96	2.2	16.6	302
FORBES	728	**20	0.4	2.7	41	**103	0.7	14.1	82	*216	1.1	29.7	127	**27	0.6	3.7	68
FORTUNE	906	**29	0.5	3.2	48	*165	1.2	18.2	105	*323	1.7	35.7	152	**51	1.1	5.6	103
GENTLEMEN'S QUARTERLY	791	**50	0.9	6.3	95	*207	1.5	26.2	151	*226	1.2	28.6	122	**42	0.9	5.3	97
GLAMOUR	5265	354	6.6	6.7	101	986	7.0	18.7	108	1501	7.9	28.5	122	400	9.0	7.6	138
GOLF DIGEST	636	**47	0.9	7.4	111	**109	0.8	17.1	99	*207	1.1	32.5	139	**52	1.2	8.2	149
GOLF DIGEST/TENNIS (GROSS)	1186	**85	1.6	7.2	108	260	1.8	21.9	126	396	2.1	33.4	143	**89	2.0	7.5	137
GOLF MAGAZINE	441	**10	0.2	2.3	34	**62	0.4	14.1	81	**68	0.4	15.4	66	**23	0.5	5.2	95
GOLF MAGAZINE/SKI (GROSS)	922	**38	0.7	4.1	62	*133	0.9	14.4	83	*212	1.1	23.0	98	**54	1.2	5.9	107
GOOD HOUSEKEEPING	16487	1026	19.0	6.2	94	3041	21.6	18.4	106	4180	22.1	25.4	108	1075	24.2	6.5	119
HARPER'S BAZAAR	2423	*216	4.0	8.9	134	467	3.3	19.3	111	722	3.8	29.8	127	*179	4.0	7.4	135
HEALTH	1994	**168	3.1	8.4	127	477	3.4	23.9	138	501	2.6	25.1	107	*170	3.8	8.5	155
HEARST MAG CORP. BUY (GROSS)	44101	3159	58.7	7.2	108	8413	59.9	19.1	110	11406	60.2	25.9	111	3348	75.3	7.6	138
HEARST MAN POWER (GROSS)	1993	*161	3.0	8.1	121	345	2.5	17.3	100	495	2.6	24.8	106	*182	4.1	9.1	166
HEARST WOMAN POWER (GROSS)	31274	2076	38.5	6.6	100	6096	43.4	19.5	112	8078	42.6	25.8	110	2168	48.8	6.9	126
HOUSE BEAUTIFUL	3623	249	4.6	6.9	103	630	4.5	17.4	100	831	4.4	22.9	98	274	6.2	7.6	138
INC.	283	**15	0.3	5.3	80	**75	0.5	26.5	153	**63	0.3	22.3	95	**47	1.1	16.6	302
JET	2928	315	5.8	10.8	162	646	4.6	22.1	127	664	3.5	22.7	97	*194	4.4	6.6	121
LADIES' HOME JOURNAL	11918	814	15.1	6.8	103	2184	15.5	18.3	106	3366	17.8	28.2	121	694	15.6	5.8	106
LHJ FAMILY GRP COMBO(GROSS)	16764	1279	23.7	7.6	115	3380	24.0	20.2	116	4536	23.9	27.1	116	1152	25.9	6.9	125
LIFE	4254	334	6.2	7.9	118	878	6.2	20.6	119	1042	5.5	24.5	105	359	8.1	8.4	154
L.A. TIMES HOME MAGAZINE	1145	**30	0.6	2.6	39	*202	1.4	17.6	102	348	1.8	30.4	130	**34	0.8	3.0	54
MADEMOISELLE	2884	*217	4.0	7.5	113	546	3.9	18.9	109	704	3.7	24.4	104	*200	4.5	6.9	126
MC CALL'S	13460	1004	18.6	7.5	112	2668	19.0	19.8	114	3451	18.2	25.6	110	844	19.0	6.3	114
MC CALL'S/WRK MOTHER (GROSS)	14606	1060	19.7	7.3	109	3030	21.6	20.7	120	3916	20.7	26.8	115	938	21.1	6.4	117
MECHANIX ILLUSTRATED	772	**92	1.7	11.9	179	**127	0.9	16.5	95	*171	0.9	22.2	95	**88	2.0	11.4	208
METROPOLITAN HOME	967	**74	1.4	7.7	115	*169	1.2	17.5	101	*219	1.2	22.6	97	**86	1.9	8.9	162
MONEY	1588	**76	1.4	4.8	72	291	2.1	18.3	106	427	2.3	26.9	115	*146	3.3	9.2	167
MOTHER EARTH NEWS	1002	**79	1.5	7.9	119	*221	1.6	22.1	127	256	1.4	25.5	109	**103	2.3	10.3	187
MS.	825	**50	0.9	6.1	91	*214	1.5	25.9	149	270	1.4	32.7	140	**84	1.9	10.2	185
NATIONAL ENQUIRER	10336	810	15.0	7.8	118	1957	13.9	18.9	109	2501	13.2	24.2	103	557	12.5	5.4	98
NATIONAL GEOGRAPHIC	9597	458	8.5	4.8	72	1591	11.3	16.6	96	2451	12.9	25.5	109	667	15.0	7.0	127
NATIONAL SUNDAY MAGAZINE PKG	49558	3174	58.9	6.4	96	8675	61.7	17.5	101	12166	64.2	24.5	105	2891	65.0	5.8	106
NATURAL HISTORY	573	**11	0.2	1.9	29	**67	0.5	11.7	67	*208	1.1	36.3	155	**40	0.9	7.0	127
NEW WOMAN	1699	**88	1.6	5.2	78	343	2.4	20.2	116	462	2.4	27.2	116	**129	2.9	7.6	138
NEW YORK INCLUDING CUE	443	**6	0.1	1.4	20	**65	0.5	14.7	85	**91	0.5	20.5	88	**24	0.5	5.4	99
THE NEW YORKER	1270	**50	0.9	3.9	59	*179	1.3	14.1	81	320	1.7	25.2	108	**62	1.4	4.9	89
NEWSWEEK	6277	410	7.6	6.5	98	1066	7.6	17.0	98	1642	8.7	26.2	112	380	8.5	6.1	110
THE N.Y. TIMES DAILY EDITION	1205	**16	0.3	1.3	20	**100	0.7	8.3	48	*232	1.2	19.3	82	**49	1.1	4.1	74
THE N.Y. TIMES MAGAZINE	2081	**82	1.5	3.9	59	*187	1.3	9.0	52	459	2.4	22.1	94	**83	1.9	4.0	73
OMNI	788	**63	1.2	8.0	120	*150	1.1	19.0	110	*258	1.4	32.7	140	**66	1.5	8.4	153
ON CABLE	1158	**78	1.4	6.7	101	*235	1.7	20.3	117	337	1.8	29.1	124	**100	2.2	8.6	157
1001 HOME IDEAS	2852	298	5.5	10.4	157	720	5.1	25.2	145	670	3.5	23.5	100	*288	6.5	10.1	184
ORGANIC GARDENING	1658	**79	1.5	4.8	72	318	2.3	19.2	111	409	2.2	24.7	105	*122	2.7	7.4	134
OUTDOOR LIFE	896	**105	1.9	11.7	176	*199	1.4	22.2	128	275	1.5	30.7	131	**77	1.7	8.6	157
PARADE MAGAZINE	24275	1482	27.5	6.1	92	3905	27.8	16.1	93	5949	31.4	24.5	105	1306	29.4	5.4	98

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BUGLES A '000	BUGLES B % DOWN	BUGLES C % ACROSS	BUGLES D INDX	CHEETOS A '000	CHEETOS B % DOWN	CHEETOS C % ACROSS	CHEETOS D INDX	DORITOS-REGULAR A '000	DORITOS-REGULAR B % DOWN	DORITOS-REGULAR C % ACROSS	DORITOS-REGULAR D INDX	DORITOS-EXTRA CRISPY A '000	DORITOS-EXTRA CRISPY B % DOWN	DORITOS-EXTRA CRISPY C % ACROSS	DORITOS-EXTRA CRISPY D INDX
TOTAL FEMALE HOMEMAKERS	80986	5386	100.0	6.7	100	14055	100.0	17.4	100	18953	100.0	23.4	100	4447	100.0	5.5	100
PARENTS	3845	376	7.0	9.8	147	901	6.4	23.4	135	1108	5.8	28.8	123	307	6.9	8.0	145
PENTHOUSE	831	**116	2.2	14.0	210	*190	1.4	22.9	132	*238	1.3	28.6	122	**120	2.7	14.4	263
PEOPLE	11645	701	13.0	6.0	91	2346	16.7	20.1	116	3134	16.5	26.9	115	764	17.2	6.6	119
PLAYBOY	7006	**121	2.2	6.0	91	373	2.7	18.6	107	538	2.8	26.8	115	*142	3.2	7.1	129
POPULAR HOT RODDING	297	**88	1.6	29.6	446	**56	0.4	18.9	109	**109	0.6	36.7	157	**75	1.7	25.3	460
POPULAR MECHANICS	1018	**83	1.5	8.2	123	**166	1.2	16.3	94	*199	1.0	19.5	84	**109	2.5	10.7	195
POPULAR SCIENCE	878	**73	1.4	8.3	125	*191	1.4	21.8	125	*221	1.2	25.2	108	**73	1.6	8.3	151
PREVENTION	3913	296	5.5	7.6	114	621	4.4	15.9	91	828	4.4	21.2	90	*254	5.7	6.5	118
PSYCHOLOGY TODAY	1710	**56	1.0	3.3	49	329	2.3	19.2	111	494	2.6	28.9	123	*115	2.6	6.7	122
READER'S DIGEST	22204	1521	28.2	6.9	103	4105	29.2	18.5	107	5486	28.9	24.7	106	1440	32.4	6.5	118
REDBOOK	7684	615	11.4	8.0	120	1757	12.5	22.9	132	2083	11.0	27.1	116	586	13.2	7.6	139
ROAD & TRACK	410	**23	0.4	5.6	84	**104	0.7	25.4	146	**144	0.8	35.1	150	**42	0.9	10.2	187
ROLLING STONE	969	**69	1.3	7.1	107	*180	1.3	18.6	107	306	1.6	31.6	135	**70	1.6	7.2	132
RUNNER'S WORLD	298	**25	0.5	8.4	126	**36	0.3	12.1	70	**97	0.5	32.6	139	**72	1.6	24.2	440
SATURDAY EVENING POST	1169	**71	1.3	6.1	91	*187	1.3	16.0	92	275	1.5	23.5	101	**97	2.2	8.3	151
SCIENCE 84	587	**14	0.3	2.4	36	**115	0.8	19.6	113	*164	0.9	27.9	119	**32	0.7	5.5	99
SCIENCE DIGEST	482	**20	0.4	4.1	62	**78	0.6	16.2	93	*137	0.7	28.4	121	**21	0.5	4.4	79
SCIENTIFIC AMERICAN	594	**11	0.2	1.9	28	**50	0.4	8.4	49	*149	0.8	25.1	107	**10	0.2	1.7	31
SELF	2089	*138	2.6	6.6	99	426	3.0	20.4	118	611	3.2	29.2	125	*181	4.1	8.7	158
SEVENTEEN	2411	*233	4.3	9.7	145	477	3.4	19.8	114	683	3.6	28.3	121	*188	4.2	7.8	142
SKI	480	**27	0.5	5.6	85	**71	0.5	14.8	85	*143	0.8	29.8	127	**31	0.7	6.5	118
SMITHSONIAN	2760	**102	1.9	3.7	56	403	2.9	14.6	84	756	4.0	27.4	117	*201	4.5	7.3	133
SOAP OPERA DIGEST	3013	*296	5.5	9.8	148	676	4.8	22.4	129	752	4.0	25.0	107	*227	5.1	7.5	137
SOUTHERN LIVING	4184	460	8.5	11.0	165	756	5.4	18.1	104	1124	5.9	26.9	115	310	7.0	7.4	135
SPORT	559	**45	0.8	8.1	121	*111	0.8	19.9	114	*153	0.8	27.4	117	**54	1.2	9.7	176
THE SPORTING NEWS	436	**59	1.1	13.5	203	**64	0.5	14.7	85	**158	0.8	36.2	155	**39	0.9	8.9	163
SPORTS AFIELD	493	**59	1.1	12.0	180	**101	0.7	20.5	118	*158	0.8	32.0	137	**52	1.2	10.5	192
SPORTS ILLUSTRATED	2758	*222	4.1	8.0	121	642	4.6	23.3	134	867	4.6	31.4	134	*161	3.6	5.8	106
STAR	7456	465	8.6	6.2	94	1395	9.9	18.7	108	1661	8.8	22.3	95	380	8.5	5.1	93
SUNDAY	24936	1408	26.1	5.6	85	3923	27.9	15.7	91	5814	30.7	23.3	100	1532	34.5	6.1	112
SUNSET	2124	**53	1.0	2.5	38	449	3.2	21.1	122	600	3.2	28.2	121	*193	4.3	9.1	165
TV GUIDE	21661	1619	30.1	7.5	112	4001	28.5	18.5	106	5404	28.5	24.9	107	1180	26.5	5.4	99
TENNIS	550	**38	0.7	6.9	104	*151	1.1	27.5	158	*189	1.0	34.4	147	**38	0.9	6.9	126
TIME	8880	485	9.0	5.5	82	1428	10.2	16.1	93	2377	12.5	26.8	114	557	12.5	6.3	114
TOWN & COUNTRY	917	**26	0.5	2.8	43	*127	0.9	13.8	80	*235	1.2	25.6	110	**57	1.3	6.2	113
TRAVEL & LEISURE	972	**32	0.6	3.3	50	*161	1.1	16.6	95	281	1.5	28.9	124	**66	1.5	6.8	124
TRUE STORY	3356	410	7.6	12.2	184	780	5.5	23.2	134	838	4.4	25.0	107	*274	6.2	8.2	149
U.S.NEWS & WORLD REPORT	3410	*194	3.6	5.7	86	516	3.7	15.1	87	940	5.0	27.6	118	*228	5.1	6.7	123
USA TODAY	1759	**139	2.6	7.9	119	356	2.5	20.2	117	519	2.7	29.5	126	**81	1.8	4.6	84
US	1873	**142	2.6	7.6	114	456	3.2	24.3	140	396	2.1	21.1	90	*170	3.8	9.1	165
VOGUE	3909	*217	4.0	5.6	83	562	4.0	14.4	83	1146	6.0	29.3	125	284	6.4	7.3	132
WALL STREET JOURNAL	1886	*129	2.4	6.8	103	249	1.8	13.2	76	488	2.6	25.9	111	**119	2.7	6.3	115
WEIGHT WATCHERS	2120	*187	3.5	8.8	133	439	3.1	20.7	119	663	3.5	31.3	134	*134	3.0	6.3	115
WOMAN'S DAY	14172	1123	20.9	7.9	119	2748	19.6	19.4	112	3706	19.6	26.2	112	1052	23.7	7.4	135
WORKING MOTHER	1146	**56	1.0	4.9	73	362	2.6	31.6	182	465	2.5	40.6	173	**95	2.1	8.3	151
WORKING WOMAN	1322	**77	1.4	5.8	88	340	2.4	25.7	148	441	2.3	33.4	143	*127	2.9	9.6	175
WORLD TENNIS	*163	**4	0.1	2.5	37	**41	0.3	25.2	145	**60	0.3	36.8	157	**17	0.4	10.4	190
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*167	3.1	6.6	99	495	3.5	19.5	113	613	3.2	24.2	103	*204	4.6	8.1	147
BLAIR INSERTS	43657	2689	49.9	6.2	93	7283	51.8	16.7	96	10620	56.0	24.3	104	2505	56.3	5.7	104
DAILY NEWSPAPERS																	
READ ANY	51633	3299	61.3	6.4	96	8699	61.9	16.8	97	12344	65.1	23.9	102	2859	64.3	5.5	101
READ ONE	43463	2772	51.5	6.4	96	7470	53.1	17.2	99	10385	54.8	23.9	102	2360	53.1	5.4	99
READ TWO OR MORE	8170	528	9.8	6.5	97	1230	8.8	15.1	87	1959	10.3	24.0	102	500	11.2	6.1	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3328	61.8	6.3	95	8931	63.5	17.0	98	12945	68.3	24.6	105	3065	68.9	5.8	106
READ ONE	46126	2985	55.4	6.5	97	8082	57.5	17.5	101	11429	60.3	24.8	106	2698	60.7	5.8	107
READ TWO OR MORE	6552	344	6.4	5.3	79	849	6.0	13.0	75	1516	8.0	23.1	99	367	8.3	5.6	102
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.87				29.93				28.80				27.47			
30 DAY REACH	71455	4732	87.9	6.6	100	12836	91.3	18.0	104	16886	89.1	23.6	101	3904	87.8	5.5	99
50 SHWG - 30 DAY AV FREQ	14.56	16.55				15.76				15.08				14.23			
30 DAY REACH	67742	4421	82.1	6.5	98	12188	86.7	18.0	104	16161	85.3	23.9	102	3778	85.0	5.6	102
25 SHWG - 30 DAY AV FREQ	7.94	9.04				8.42				8.10				7.67			
30 DAY REACH	62117	4047	75.1	6.5	98	11369	80.9	18.3	105	15036	79.3	24.2	103	3502	78.7	5.6	103
CABLE TV: HOME WIRED	32077	2064	38.3	6.4	97	5968	42.5	18.6	107	7816	41.2	24.4	104	2037	45.8	6.4	116
HOME NOT WIRED	48909	3323	61.7	6.8	102	8087	57.5	16.5	95	11137	58.8	22.8	97	2410	54.2	4.9	90
HAVE PAY CABLE	15935	1041	19.3	6.5	98	3520	25.0	22.1	127	4577	24.1	28.7	123	1222	27.5	7.7	140

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BUGLES A '000	BUGLES B % DOWN	BUGLES C % ACROSS	BUGLES D INDX	CHEETOS A '000	CHEETOS B % DOWN	CHEETOS C % ACROSS	CHEETOS D INDX	DORITOS-REGULAR A '000	DORITOS-REGULAR B % DOWN	DORITOS-REGULAR C % ACROSS	DORITOS-REGULAR D INDX	DORITOS-EXTRA CRISPY A '000	DORITOS-EXTRA CRISPY B % DOWN	DORITOS-EXTRA CRISPY C % ACROSS	DORITOS-EXTRA CRISPY D INDX
TOTAL FEMALE HOMEMAKERS	80986	5386	100.0	6.7	100	14055	100.0	17.4	100	18953	100.0	23.4	100	4447	100.0	5.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3187	59.2	7.3	109	8106	57.7	18.5	106	11072	58.4	25.2	108	2460	55.3	5.6	102
10:00 AM - 3:00 PM	30659	2116	39.3	6.9	104	5775	41.1	18.8	109	7551	39.8	24.6	105	1799	40.5	5.9	107
3:00 PM - 7:00 PM	31045	2303	42.8	7.4	112	6234	44.4	20.1	116	8324	43.9	26.8	115	1809	40.7	5.8	106
7:00 PM - MIDNIGHT	15767	1341	24.9	8.5	128	3068	21.8	19.5	112	4243	22.4	26.9	115	936	21.0	5.9	108
MIDNIGHT - 6:00 AM	9120	535	9.9	5.9	88	1458	10.4	16.0	92	2186	11.5	24.0	102	594	13.4	6.5	119
6:00 AM - MIDNIGHT	58527	4129	76.7	7.1	106	10924	77.7	18.7	108	14951	78.9	25.5	109	3355	75.4	5.7	104
ENTIRE DAY	59311	4198	77.9	7.1	106	11026	78.4	18.6	107	15040	79.4	25.4	108	3445	77.5	5.8	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1126	20.9	7.0	105	3436	24.4	21.2	122	4304	22.7	26.6	114	1043	23.5	6.4	117
ALL NEWS	2256	**86	1.6	3.8	57	*260	1.8	11.5	66	523	2.8	23.2	99	**68	1.5	3.0	55
AOR/PROGRESSIVE	3874	*230	4.3	5.9	89	773	5.5	20.0	115	1270	6.7	32.8	140	*187	4.2	4.8	88
BEAUTIFUL MUSIC	5660	385	7.1	6.8	102	825	5.9	14.6	84	1257	6.6	22.2	95	*235	5.3	4.2	76
BLACK	2204	*246	4.6	11.2	168	565	4.0	25.6	148	596	3.1	27.0	116	*241	5.4	10.9	199
CLASSICAL	1418	**62	1.2	4.4	66	**143	1.0	10.1	58	368	1.9	26.0	111	**65	1.5	4.6	83
CHR/ROCK	9538	814	15.1	8.5	128	2135	15.2	22.4	129	2694	14.2	28.2	121	619	13.9	6.5	118
COUNTRY	12648	1054	19.6	8.3	125	2653	18.9	21.0	121	3197	16.9	25.3	108	801	18.0	6.3	115
GOLDEN OLDIES	1191	**60	1.1	5.0	76	*208	1.5	17.5	101	*226	1.2	19.0	81	**10	0.2	0.8	15
MOR/NOSTALGIA	4757	277	5.1	5.8	88	768	5.5	16.1	93	1190	6.3	25.0	107	*187	4.2	3.9	72
NEWS/TALK	3863	*170	3.2	4.4	66	499	3.6	12.9	74	979	5.2	25.3	108	*162	3.6	4.2	76
RELIGIOUS	3084	*221	4.1	7.2	108	490	3.5	15.9	92	610	3.2	19.8	85	**153	3.4	5.0	90
SOFT ROCK	521	**56	1.0	10.7	162	**173	1.2	33.2	191	**153	0.8	29.4	125	**69	1.6	13.2	241
URBAN CONTEMPORARY	1585	**140	2.6	8.8	133	337	2.4	21.3	123	363	1.9	22.9	98	**119	2.7	7.5	137
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*244	4.5	7.5	113	718	5.1	22.0	127	890	4.7	27.3	117	*244	5.5	7.5	136
ABC DIRECTION	2316	*214	4.0	9.2	139	532	3.8	23.0	132	647	3.4	27.9	119	*201	4.5	8.7	158
ABC ENTERTAINMENT	4834	477	8.9	9.9	148	1123	8.0	23.2	134	959	5.1	19.8	85	*231	5.2	4.8	87
ABC FM	2202	*234	4.3	10.6	160	512	3.6	23.3	134	639	3.4	29.0	124	*145	3.3	6.6	120
ABC INFORMATION	5425	273	5.1	5.0	76	987	7.0	18.2	105	1474	7.8	27.2	116	303	6.8	5.6	102
ABC ROCK	1677	**108	2.0	6.4	97	328	2.3	19.6	113	551	2.9	32.9	140	**102	2.3	6.1	111
CBS	4430	328	6.1	7.4	111	716	5.1	16.2	93	1077	5.7	24.3	104	*241	5.4	5.4	99
MUTUAL	4992	429	8.0	8.6	129	960	6.8	19.2	111	1350	7.1	27.0	116	*260	5.8	5.2	95
NBC	4679	300	5.6	6.4	96	829	5.9	17.7	102	1202	6.3	25.7	110	338	7.6	7.2	132
RADIORADIO	1994	*177	3.3	8.9	133	542	3.9	27.2	157	645	3.4	32.3	138	**98	2.2	4.9	90
RKO ONE	2298	*214	4.0	9.3	140	536	3.8	23.3	134	624	3.3	27.2	116	*200	4.5	8.7	158
RKO TWO	3311	296	5.5	8.9	134	693	4.9	20.9	121	780	4.1	23.6	101	*191	4.3	5.8	105
THE SOURCE	2114	**139	2.6	6.6	99	416	3.0	19.7	113	574	3.0	27.2	116	**69	1.6	3.3	59
NON-WIRED : BLAIR	8654	724	13.4	8.4	126	1829	13.0	21.1	122	2288	12.1	26.4	113	641	14.4	7.4	135
INTERNET	12025	863	16.0	7.2	108	2468	17.6	20.5	118	3356	17.7	27.9	119	723	16.3	6.0	109
KATZ RADIO GROUP	15359	1079	20.0	7.0	106	2675	19.0	17.4	100	4000	21.1	26.0	111	917	20.6	6.0	109
SUPERNET	10628	805	14.9	7.6	114	2255	16.0	21.2	122	2756	14.5	25.9	111	673	15.1	6.3	115
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	504	9.4	5.8	88	1325	9.4	15.3	88	1820	9.6	21.0	90	435	9.8	5.0	91
MKDAY 9:00 AM - 1:00 PM	12163	832	15.4	6.8	103	2080	14.8	17.1	99	2651	14.0	21.8	93	620	13.9	5.1	93
MKDAY 1:00 PM - 4:30 PM	16150	1142	21.2	7.1	106	2834	20.2	17.5	101	3516	18.6	21.8	93	858	19.3	5.3	97
MKDAY 4:30 PM - 7:30 PM	22463	1397	25.9	6.2	94	3390	24.1	15.1	87	4684	24.7	20.9	89	1099	24.7	4.9	89
MKDAY 7:30 PM - 8:00 PM	31795	1897	35.2	6.0	90	5194	37.0	16.3	94	6922	36.5	21.8	93	1562	35.1	4.9	89
MKDAY 11:00 PM - 11:30 PM	23977	1597	29.7	6.7	100	4309	30.7	18.0	104	5770	30.4	24.1	103	1371	30.8	5.7	104
MKDAY 11:30 PM - 1:00 AM	7703	567	10.5	7.4	111	1485	10.6	19.3	111	1929	10.2	25.0	107	500	11.2	6.5	118
M-SAT 8-11 PM+SUN 7-11 PM	33800	2175	40.4	6.4	97	5935	42.2	17.6	101	7881	41.6	23.3	100	1760	39.6	5.2	95
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	427	7.9	6.5	98	1098	7.8	16.8	97	1412	7.5	21.6	92	331	7.4	5.1	92
ANOTHER WORLD N	4620	352	6.5	7.6	115	764	5.4	16.5	95	932	4.9	20.2	86	290	6.5	6.3	114
AS THE WORLD TURNS C	5614	438	8.1	7.8	117	1075	7.6	19.1	110	1236	6.5	22.0	94	348	7.8	6.2	113
CAPITOL C	3396	267	5.0	7.9	118	687	4.9	20.2	117	793	4.2	23.4	100	192	4.3	5.7	103
CBS MORN. NEWS 1 C	1446	*78	1.4	5.4	81	187	1.3	12.9	75	258	1.4	17.8	76	**53	1.2	3.7	67
CBS MORN. NEWS 2 C	1207	*74	1.4	6.1	92	174	1.2	14.4	83	195	1.0	16.2	69	**53	1.2	4.4	80
DAYS OF OUR LIVES N	5877	458	8.5	7.8	117	959	6.8	16.3	94	1285	6.8	21.9	93	331	7.4	5.6	103
FACTS OF LIFE - DAYTIME N	2290	185	3.4	8.1	121	380	2.7	16.6	96	472	2.5	20.6	88	*109	2.5	4.8	87
FAMILY FEUD A	3023	180	3.3	6.0	90	532	3.8	17.6	101	647	3.4	21.4	91	130	2.9	4.3	78
GENERAL HOSPITAL A	6097	412	7.6	6.8	102	969	6.9	15.9	92	1219	6.4	20.0	85	318	7.2	5.2	95
GOOD MORNING, AMERICA-730 A	3515	231	4.3	6.6	99	580	4.1	16.5	95	753	4.0	21.4	92	206	4.6	5.9	107
GOOD MORNING, AMERICA-830 A	2818	146	2.7	5.2	78	471	3.4	16.7	96	692	3.7	24.6	105	143	3.2	5.1	92
GUIDING LIGHT C	5339	408	7.6	7.6	115	1017	7.2	19.0	110	1273	6.7	23.8	102	263	5.9	4.9	90
ONE LIFE TO LIVE A	4478	325	6.0	7.3	109	801	5.7	17.9	103	999	5.3	22.3	95	245	5.5	5.5	100
PRESS YOUR LUCK C	2244	140	2.6	6.2	94	404	2.9	18.0	104	633	3.3	28.2	121	*126	2.8	5.6	102
PRICE IS RIGHT 1 C	4348	322	6.0	7.4	111	660	4.7	15.2	87	1061	5.6	24.4	104	206	4.6	4.7	86
PRICE IS RIGHT 2 C	5014	421	7.8	8.4	126	779	5.5	15.5	90	1272	6.7	25.4	108	281	6.3	5.6	102
RYAN'S HOPE A	3150	181	3.4	5.7	86	534	3.8	17.0	98	726	3.8	23.0	98	134	3.0	4.3	77
SALE OF THE CENTURY N	2695	222	4.1	8.2	124	416	3.0	15.4	89	562	3.0	20.9	89	*112	2.5	4.2	76
SEARCH FOR TOMORROW N	2319	*197	3.7	8.5	128	333	2.4	14.4	83	478	2.5	20.6	88	*116	2.6	5.0	91
TODAY SHOW 1 N	2693	143	2.7	5.3	80	403	2.9	15.0	86	490	2.6	18.2	78	*124	2.8	4.6	84
TODAY SHOW 2 N	2498	134	2.5	5.4	81	323	2.3	12.9	75	370	2.0	14.8	63	*81	1.8	3.2	59
$25,000 PYRAMID C	2753	183	3.4	6.6	100	440	3.1	16.0	92	704	3.7	25.6	109	*113	2.5	4.1	75
WHEEL OF FORTUNE N	4388	296	5.5	6.7	101	867	6.2	19.8	114	957	5.0	21.8	93	192	4.3	4.4	80
YOUNG AND THE RESTLESS C	5695	430	8.0	7.6	114	1085	7.7	19.1	110	1259	6.6	22.1	94	327	7.4	5.7	105
WEEKEND DAYTIME NTWK.PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*56	1.0	3.2	48	226	1.6	12.8	74	387	2.0	22.0	94	*80	1.8	4.5	83
NBA PLAYOFF GAME -1 C	1136	**49	0.9	4.3	65	*116	0.8	10.2	59	287	1.5	25.3	108	**29	0.7	2.6	46
NBC MAJOR LEAGUE PRE-GAME N	953	**46	0.9	4.8	73	*186	1.3	19.5	112	*165	0.9	17.3	74	**54	1.2	5.7	103
SPORTSWORLD - SUN N	1233	**64	1.2	5.2	78	212	1.5	17.2	99	349	1.8	28.3	121	**47	1.1	3.8	69
SUNDAY MORNING C	1611	*80	1.5	5.0	75	197	1.4	12.2	70	266	1.4	16.5	71	**68	1.5	4.2	77

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

0403
P-22

		TOTAL U.S.	BUGLES				CHEETOS				DORITOS-REGULAR				DORITOS-EXTRA CRISPY			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	5386	100.0	6.7	100	14055	100.0	17.4	100	18953	100.0	23.4	100	4447	100.0	5.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1606	29.8	6.2	93	3856	27.4	14.8	85	5075	26.8	19.5	83	1279	28.8	4.9	89
NETWORK AFFILIATES - LATE		20261	1377	25.6	6.8	102	3694	26.3	18.2	105	4951	26.1	24.4	104	1187	26.7	5.9	107
INDEPENDENTS - LATE		2076	93	1.7	4.5	67	251	1.8	12.1	70	485	2.6	23.4	100	*77	1.7	3.7	68
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	709	13.2	6.8	102	2046	14.6	19.6	113	2755	14.5	26.4	113	557	12.5	5.3	97
ABC MONDAY NIGHT MOVIE	A	6412	462	8.6	7.2	108	1099	7.8	17.1	99	1587	8.4	24.8	106	357	8.0	5.6	101
ABC SUNDAY NIGHT MOVIE	A	12607	702	13.0	5.7	85	2072	14.7	16.7	96	3049	16.1	24.6	105	698	15.7	5.6	102
ABC WORLD NEWS TONIGHT	A	6176	371	6.9	6.0	90	829	5.9	13.4	77	1117	5.9	18.1	77	312	7.0	5.1	92
AFTERMASH	C	5863	487	9.0	8.3	125	1176	8.4	20.1	116	1435	7.6	24.5	105	*207	4.7	3.5	64
ALICE	C	9594	677	12.6	7.1	106	1719	12.2	17.9	103	2126	11.2	22.2	95	442	9.9	4.6	84
AMERICAN PARADE	C	6622	442	8.2	6.7	100	963	6.9	14.5	84	1412	7.5	21.3	91	329	7.4	5.0	90
BENSON	A	10886	549	10.2	5.0	76	1648	11.7	15.1	87	2332	12.3	21.4	92	576	13.0	5.3	96
BLUE THUNDER	A	5036	293	5.4	5.8	87	935	6.7	18.6	107	1187	6.3	23.6	101	*246	5.5	4.9	89
CAGNEY & LACEY	C	9965	639	11.9	6.4	96	2049	14.6	20.6	118	2421	12.8	24.3	104	534	12.0	5.4	98
CBS EVENING NEWS-DEAN	C	3491	*155	2.9	4.4	67	361	2.6	10.3	60	593	3.1	17.0	73	*195	4.4	5.6	102
CBS EVENING NEWS-RATHER	C	7123	443	8.2	6.2	94	983	7.0	13.8	80	1447	7.6	20.3	87	307	6.9	4.3	78
CBS SAT. NEWS-SCHIEFFER	C	3621	230	4.3	6.4	96	505	3.6	13.9	80	652	3.4	18.0	77	125	2.8	3.5	63
CBS SATURDAY NIGHT MOVIE	C	5436	441	8.2	8.1	122	963	6.9	17.7	102	1374	7.2	25.3	108	314	7.1	5.8	105
CBS WEDNESDAY NIGHT MOVIE	C	6100	497	9.2	8.1	123	1080	7.7	17.7	102	1436	7.6	23.5	101	310	7.0	5.1	93
CHEERS	N	8889	429	8.0	4.8	73	1731	12.3	19.5	112	2414	12.7	27.2	116	380	8.5	4.3	78
DALLAS	C	22109	1611	29.9	7.3	110	4155	29.6	18.8	108	5255	27.7	23.8	102	1177	26.5	5.3	97
DIFF'RENT STROKES	N	6940	511	9.5	7.4	111	1055	7.5	15.2	88	1649	8.7	23.8	102	354	8.0	5.1	93
DOUBLE TROUBLE	N	7223	526	9.8	7.3	109	1489	10.6	20.6	119	1891	10.0	26.2	112	498	11.2	6.9	126
DUCK FACTORY	N	5595	277	5.1	5.0	74	1089	7.7	19.5	112	1527	8.1	27.3	117	285	6.4	5.1	93
DUKES OF HAZZARD	C	5768	579	10.8	10.0	151	1038	7.4	18.0	104	1348	7.1	23.4	100	397	8.9	6.9	125
DYNASTY	A	20053	1347	25.0	6.7	101	3644	25.9	18.2	105	4443	23.4	22.2	95	989	22.2	4.9	90
FACTS OF LIFE	N	8087	654	12.1	8.1	122	1534	10.9	19.0	109	2105	11.1	26.0	111	546	12.3	6.8	123
FALCON CREST	C	20046	1520	28.2	7.6	114	3648	26.0	18.2	105	4588	24.2	22.9	98	1058	23.8	5.3	96
FALL GUY	A	9084	645	12.0	7.1	107	1829	13.0	20.1	116	2016	10.6	22.2	95	456	10.3	5.0	91
FAMILY TIES	N	7964	588	10.9	7.4	111	1621	11.5	20.4	117	2024	10.7	25.4	109	396	8.9	5.0	91
FANTASY ISLAND	A	7687	491	9.1	6.4	96	1245	8.9	16.2	93	1679	8.9	21.8	93	330	7.4	4.3	78
FOULUPS,BLEEPS & BLUNDERS	A	8861	530	9.8	6.0	90	1489	10.6	16.8	97	2049	10.8	23.1	99	427	9.6	4.8	88
FOUR SEASONS	C	5095	354	6.6	6.9	104	1033	7.3	20.3	117	1326	7.0	26.0	111	*184	4.1	3.6	66
GIMME A BREAK	N	8838	687	12.8	7.8	117	1594	11.3	18.0	104	2090	11.0	23.6	101	469	10.5	5.3	97
HART TO HART	A	8978	551	10.2	6.1	92	1625	11.6	18.1	104	2121	11.2	23.6	101	448	10.1	5.0	91
HILL STREET BLUES	N	8590	620	11.5	7.2	109	1701	12.1	19.8	114	2474	13.1	28.8	123	652	14.7	7.6	138
HOTEL	A	14085	1011	18.8	7.2	108	2577	18.3	18.3	105	3201	16.9	22.7	97	787	17.7	5.6	102
JEFFERSONS	C	9360	753	14.0	8.0	121	1788	12.7	19.1	110	2107	11.1	22.5	96	408	9.2	4.4	79
JENNIFER SLEPT HERE	N	5841	403	7.5	6.9	104	1023	7.3	17.5	101	1522	8.0	26.1	111	290	6.5	5.0	90
KATE & ALLIE	C	9206	569	10.6	6.2	93	1653	11.8	18.0	103	2285	12.1	24.8	106	392	8.8	4.3	78
KNIGHT RIDER	N	7076	546	10.1	7.7	116	1470	10.5	20.8	120	1697	9.0	24.0	102	352	7.9	5.0	91
LOVE BOAT	A	12219	771	14.3	6.3	95	2140	15.2	17.5	101	2629	13.9	21.5	92	488	11.0	4.0	73
MAGNUM PI	C	11199	812	15.1	7.3	109	2195	15.6	19.6	113	2771	14.6	24.7	106	665	15.0	5.9	108
MAMA'S FAMILY	N	6057	400	7.4	6.6	99	846	6.0	14.0	80	1133	6.0	18.7	80	301	6.8	5.0	91
MASTER, THE	N	3598	*218	4.0	6.1	91	709	5.0	19.7	114	903	4.8	25.1	107	*177	4.0	4.9	90
MATT HOUSTON	A	6344	399	7.4	6.3	95	1174	8.4	18.5	107	1600	8.4	25.2	108	350	7.9	5.5	100
NBC MONDAY NIGHT MOVIE	N	11994	871	16.2	7.3	109	2252	16.0	18.8	108	3092	16.3	25.8	110	620	13.9	5.2	94
NBC NIGHTLY NEWS	N	5132	290	5.4	5.7	85	751	5.3	14.6	84	1096	5.8	21.4	91	254	5.7	4.9	90
NBC NIGHTLY NEWS-SAT	N	3375	*165	3.1	4.9	74	498	3.5	14.8	85	655	3.5	19.4	83	**148	3.3	4.4	80
NBC NIGHTLY NEWS-SUN	N	3130	*251	4.7	8.0	121	429	3.1	13.7	79	645	3.4	20.6	88	*179	4.0	5.7	104
NBC SUNDAY NIGHT MOVIE	N	8284	536	10.0	6.5	97	1543	11.0	18.6	107	2026	10.7	24.5	105	493	11.1	6.0	108
NEWHART	C	9240	585	10.9	6.3	95	1858	13.2	20.1	116	2230	11.8	24.1	103	407	9.2	4.4	80
ONE DAY AT A TIME	C	7288	437	8.1	6.0	90	1402	10.0	19.2	111	1904	10.0	26.1	112	418	9.4	5.7	104
PEOPLE ARE FUNNY	N	4855	317	5.9	6.5	98	744	5.3	15.3	88	959	5.1	19.8	84	*192	4.3	4.0	72
REAL PEOPLE	N	8869	590	11.0	6.7	100	1487	10.6	16.8	97	2187	11.5	24.7	105	470	10.6	5.3	97
REMINGTON STEELE	N	7743	576	10.7	7.4	112	1429	10.2	18.5	106	1980	10.4	25.6	109	512	11.5	6.6	120
RIPLEY'S BELIEVE IT - NOT	A	5345	322	6.0	6.0	91	1013	7.2	19.0	109	1282	6.8	24.0	102	253	5.7	4.7	86
RIPTIDE	N	6988	547	10.2	7.8	118	1506	10.7	21.6	124	1913	10.1	27.4	117	466	10.5	6.7	121
SCARECROW & MRS. KING	C	10002	763	14.2	7.6	115	1859	13.2	18.6	107	2322	12.3	23.2	99	563	12.7	5.6	103
SIMON & SIMON	C	10638	850	15.8	8.0	120	1927	13.7	18.1	104	2627	13.9	24.7	106	609	13.7	5.7	104
60 MINUTES	C	13293	771	14.3	5.8	87	1890	13.4	14.2	82	2562	13.5	19.3	82	739	16.6	5.6	101
ST. ELSEWHERE	N	7017	499	9.3	7.1	107	1338	9.5	19.1	110	2074	10.9	29.6	126	523	11.8	7.5	136
THREE'S COMPANY	A	10917	596	11.1	5.5	82	2121	15.1	19.4	112	2744	14.5	25.1	107	523	11.8	4.8	87
T.J. HOOKER	A	9204	675	12.5	7.3	110	1505	10.7	16.4	94	1709	9.0	18.6	79	373	8.4	4.1	74
TONIGHT SHOW	N	2372	188	3.5	7.9	119	398	2.8	16.8	97	541	2.9	22.8	97	158	3.6	6.7	121
TRAPPER JOHN, M.D.	C	9846	635	11.8	6.4	97	1782	12.7	18.1	104	2012	10.6	20.4	87	466	10.5	4.7	86
TV BLOOPERS & PRAC. JOKES	N	9105	598	11.1	6.6	99	1659	11.8	18.2	105	2178	11.5	23.9	102	446	10.0	4.9	89
20/20	A	9387	505	9.4	5.4	81	1543	11.0	16.4	95	2160	11.4	23.0	98	365	8.2	3.9	71
WEBSTER	A	11067	586	10.9	5.3	80	1807	12.9	16.3	94	2418	12.8	21.8	93	561	12.6	5.1	92
WORLD NEWS - SUN	A	3062	*109	2.0	3.6	54	368	2.6	12.0	69	472	2.5	15.4	66	*190	4.3	6.2	113
YELLOW ROSE	N	4978	351	6.5	7.1	106	886	6.3	17.8	103	1256	6.6	25.2	108	307	6.9	6.2	112
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*504	9.4	5.7	85	1844	13.1	20.8	120	2494	13.2	28.1	120	573	12.9	6.5	118
BASKETBALL - COLLEGE GAMES		4080	*299	5.6	7.3	110	718	5.1	17.6	101	1216	6.4	29.8	127	**210	4.7	5.1	94
BASKETBALL - PRO GAMES		3607	**244	4.5	6.8	102	619	4.4	17.2	99	1069	5.6	29.6	127	*220	4.9	6.1	111
BOWLING		3883	**188	3.5	4.8	73	729	5.2	18.8	108	769	4.1	19.8	85	*323	7.3	8.3	151
BOXING		3928	*280	5.2	7.1	107	684	4.9	17.4	100	1007	5.3	25.6	110	**197	4.4	5.0	91
FOOTBALL - COLLEGE GAMES		6366	667	12.4	10.5	158	1341	9.5	21.1	121	1975	10.4	31.0	133	*511	11.5	8.0	146
FOOTBALL - PRO GAMES		11300	653	12.1	5.8	87	2571	18.3	22.8	131	3394	17.9	30.0	128	583	13.1	5.2	94
GOLF		3378	**146	2.7	4.3	65	*470	3.3	13.9	80	777	4.1	23.0	98	**215	4.8	6.4	116
POST-SEASON COLL. FOOTBALL		4906	*278	5.2	5.7	85	906	6.4	18.5	106	1597	8.4	32.6	139	*328	7.4	6.7	122
POST-SEASON PRO FOOTBALL		6120	*396	7.4	6.5	97	1534	10.9	25.1	144	1715	9.0	28.0	120	*331	7.4	5.4	98
TENNIS		3033	**151	2.8	5.0	75	*461	3.3	15.2	88	793	4.2	26.1	112	**196	4.4	6.5	118
WRESTLING - PROFESSIONAL		3344	*387	7.2	11.6	174	772	5.5	23.1	133	1001	5.3	29.9	128	*299	6.7	8.9	163

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S.	DORITOS NACHO CHEESE				DORITOS TACO				DORITOS CRISPY LIGHTS-REGULAR				DORITOS CRISPY LIGHTS-NACHO CHEESE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	23599	100.0	29.1	100	6828	100.0	8.4	100	3640	100.0	4.5	100	3452	100.0	4.3	100
18 - 24	9282	3757	15.9	40.5	139	1082	15.8	11.7	138	*663	18.2	7.1	159	*514	14.9	5.5	130
25 - 34	19072	7599	32.2	39.8	137	2082	30.5	10.9	129	1268	34.8	6.6	148	1104	32.0	5.8	136
35 - 44	14591	5382	22.8	36.9	127	1561	22.9	10.7	127	760	20.9	5.2	116	818	23.7	5.6	132
45 - 54	11345	3362	14.2	29.6	102	889	13.0	7.8	93	*400	11.0	3.5	78	*456	13.2	4.0	94
55 - 64	11635	2075	8.8	17.8	61	662	9.7	5.7	67	*344	9.5	3.0	66	*325	9.4	2.8	66
65 OR OLDER	15061	1423	6.0	9.4	32	553	8.1	3.7	44	**205	5.6	1.4	30	*236	6.8	1.6	37
18 - 34	28354	11356	48.1	40.1	137	3164	46.3	11.2	132	1931	53.0	6.8	152	1618	46.9	5.7	134
18 - 49	48339	18562	78.7	38.4	132	5298	77.6	11.0	130	2950	81.0	6.1	136	2687	77.8	5.6	130
25 - 54	45008	16343	69.3	36.3	125	4532	66.4	10.1	119	2429	66.7	5.4	120	2378	68.9	5.3	124
35 - 49	19985	7206	30.5	36.1	124	2134	31.3	10.7	127	1019	28.0	5.1	113	1069	31.0	5.3	125
50 OR OLDER	32647	5036	21.3	15.4	53	1530	22.4	4.7	56	690	19.0	2.1	47	765	22.2	2.3	55
GRADUATED COLLEGE	11155	3360	14.2	30.1	103	868	12.7	7.8	92	696	19.1	6.2	139	691	20.0	6.2	145
ATTENDED COLLEGE	13682	4969	21.1	36.3	125	1333	19.5	9.7	116	778	21.4	5.7	127	676	19.6	4.9	116
GRADUATED HIGH SCHOOL	33880	10712	45.4	31.6	109	3257	47.7	9.6	114	1601	44.0	4.7	105	1358	39.3	4.0	94
DID NOT GRADUATE HIGH SCHOOL	22270	4558	19.3	20.5	70	1370	20.1	6.2	73	*565	15.5	2.5	56	727	21.1	3.3	77
EMPLOYED	40306	13693	58.0	34.0	117	3737	54.7	9.3	110	2126	58.4	5.3	117	1921	55.6	4.8	112
EMPLOYED FULL-TIME	32850	11179	47.4	34.0	117	3011	44.1	9.2	109	1753	48.2	5.3	119	1560	45.2	4.7	111
EMPLOYED PART-TIME	7456	2514	10.7	33.7	116	726	10.6	9.7	115	*374	10.3	5.0	112	*361	10.5	4.8	114
NOT EMPLOYED	40680	9906	42.0	24.4	84	3091	45.3	7.6	90	1514	41.6	3.7	83	1531	44.4	3.8	88
PROFESSIONAL/MANAGER	10392	3351	14.2	32.2	111	794	11.6	7.6	91	*550	15.1	5.3	118	*564	16.3	5.4	127
TECH/CLERICAL/SALES	17574	6387	27.1	36.3	125	1740	25.5	9.9	117	1168	32.1	6.6	148	809	23.4	4.6	108
PRECISION/CRAFT	985	*256	1.1	26.0	89	**91	1.3	9.2	110	**41	1.1	4.2	93	**11	0.3	1.1	26
OTHER EMPLOYED	11354	3700	15.7	32.6	112	1113	16.3	9.8	116	*367	10.1	3.2	72	536	15.5	4.7	111
SINGLE	9863	3023	12.8	30.6	105	978	14.3	9.9	118	614	16.9	6.2	139	*469	13.6	4.8	112
MARRIED	51375	16485	69.9	32.1	110	4535	66.4	8.8	105	2448	67.3	4.8	106	2267	65.7	4.4	104
DIVORCED/SEPARATED/WIDOWED	19748	4091	17.3	20.7	71	1315	19.3	6.7	79	579	15.9	2.9	65	717	20.8	3.6	85
PARENTS	32590	13384	56.7	41.1	141	3708	54.3	11.4	135	1850	50.8	5.7	126	1952	56.5	6.0	141
WHITE	70416	20817	88.2	29.6	101	6005	87.9	8.5	101	3345	91.9	4.8	106	3010	87.2	4.3	100
BLACK	8778	2170	9.2	24.7	85	660	9.7	7.5	89	*260	7.1	3.0	66	390	11.3	4.4	104
OTHER	1791	*612	2.6	34.2	117	**163	2.4	9.1	108	**35	1.0	2.0	43	**53	1.5	3.0	69
NORTHEAST-CENSUS	17786	3631	15.4	20.4	70	976	14.3	5.5	65	*466	12.8	2.6	58	*494	14.3	2.8	65
NORTH CENTRAL	20741	7595	32.2	36.6	126	2279	33.4	11.0	130	1019	28.0	4.9	109	1013	29.3	4.9	115
SOUTH	27775	7566	32.1	27.2	93	2248	32.9	8.1	96	1431	39.3	5.2	115	1083	31.4	3.9	91
WEST	14683	4807	20.4	32.7	112	1326	19.4	9.0	107	724	19.9	4.9	110	862	25.0	5.9	138
NORTHEAST-MKTG.	17961	3565	15.1	19.8	68	1155	16.9	6.4	76	*462	12.7	2.6	57	488	14.1	2.7	64
EAST CENTRAL	11885	3846	16.3	32.4	111	950	13.9	8.0	95	*443	12.2	3.7	83	423	12.3	3.6	83
WEST CENTRAL	14090	5210	22.1	37.0	127	1697	24.9	12.0	143	750	20.6	5.3	118	764	22.1	5.4	127
SOUTH	24081	6806	28.8	28.3	97	1902	27.9	7.9	94	1342	36.9	5.6	124	1003	29.1	4.2	98
PACIFIC	12969	4171	17.7	32.2	110	1124	16.5	8.7	103	*644	17.7	5.0	110	775	22.5	6.0	140
COUNTY SIZE A	32439	8289	35.1	25.6	88	2365	34.6	7.3	86	1354	37.2	4.2	93	1372	39.7	4.2	99
COUNTY SIZE B	24915	7956	33.7	31.9	110	2234	32.7	9.0	106	1455	40.0	5.8	130	1257	36.4	5.0	118
COUNTY SIZE C	12930	4181	17.7	32.3	111	1106	16.2	8.6	101	*465	12.8	3.6	80	514	14.9	4.0	93
COUNTY SIZE D	10703	3174	13.4	29.7	102	1123	16.4	10.5	124	*367	10.1	3.4	76	*310	9.0	2.9	68
METRO CENTRAL CITY	24518	6401	27.1	26.1	90	1952	28.6	8.0	94	1228	33.7	5.0	111	1247	36.1	5.1	119
METRO SUBURBAN	35919	11214	47.5	31.2	107	3028	44.3	8.4	100	1777	48.8	4.9	110	1597	46.3	4.4	104
NON METRO	20549	5983	25.4	29.1	100	1848	27.1	9.0	107	636	17.5	3.1	69	609	17.6	3.0	70
TOP 5 ADI'S	18341	4259	18.0	23.2	80	1169	17.1	6.4	76	670	18.4	3.7	81	742	21.5	4.0	95
TOP 10 ADI'S	25378	5963	25.3	23.5	81	1679	24.6	6.6	78	1075	29.5	4.2	94	1116	32.3	4.4	103
TOP 20 ADI'S	36488	9332	39.5	25.6	88	2660	39.0	7.3	86	1559	42.8	4.3	95	1581	45.8	4.3	102
HSHLD INC. $50,000 OR MORE	6612	2298	9.7	34.8	119	*581	8.5	8.8	104	*405	11.1	6.1	136	*427	12.4	6.5	152
$40,000 OR MORE	12659	4371	18.5	34.5	118	1102	16.1	8.7	103	700	19.2	5.5	123	692	20.0	5.5	128
$30,000 OR MORE	24698	8638	36.6	35.0	120	2271	33.3	9.2	109	1533	42.1	6.2	138	1332	38.6	5.4	127
$25,000 OR MORE	32077	11345	48.1	35.4	121	2914	42.7	9.1	108	1979	54.4	6.2	137	1754	50.8	5.5	128
$20,000 - $24,999	9144	2939	12.5	32.1	110	1007	14.7	11.0	131	*427	11.7	4.7	104	*350	10.1	3.8	90
$15,000 - $19,999	8728	2534	10.7	29.0	100	701	10.3	8.0	95	*273	7.5	3.1	70	*410	11.9	4.7	110
$10,000 - $14,999	12562	3320	14.1	26.4	91	1015	14.9	8.1	96	*448	12.3	3.6	79	*417	12.1	3.3	78
UNDER $10,000	18475	3460	14.7	18.7	64	1191	17.4	6.4	76	*514	14.1	2.8	62	521	15.1	2.8	66
HOUSEHOLD OF 1 PERSON	11987	1677	7.1	14.0	48	555	8.1	4.6	55	*285	7.8	2.4	53	*247	7.2	2.1	48
2 PEOPLE	26577	5910	25.0	22.2	76	1982	29.0	7.5	88	1038	28.5	3.9	87	1013	29.3	3.8	89
3 OR 4 PEOPLE	30617	11007	46.6	36.0	123	2829	41.4	9.2	110	1644	45.2	5.4	119	1468	42.5	4.8	112
5 OR MORE PEOPLE	11804	5004	21.2	42.4	145	1463	21.4	12.4	147	*674	18.5	5.7	127	*724	21.0	6.1	144
NO CHILD IN HSHLD	46165	9462	40.1	20.5	70	2917	42.7	6.3	75	1604	44.1	3.5	77	1339	38.8	2.9	68
CHILD(REN) UNDER 2 YRS	5325	2150	9.1	40.4	139	*494	7.2	9.3	110	*326	9.0	6.1	136	*280	8.1	5.3	123
2 - 5 YEARS	14221	5912	25.1	41.6	143	1548	22.7	10.9	129	990	27.2	7.0	155	781	22.6	5.5	129
6 - 11 YEARS	15117	6253	26.5	41.4	142	1975	28.9	13.1	155	852	23.4	5.6	125	869	25.2	5.7	135
12 - 17 YEARS	16611	6886	29.2	41.5	142	2144	31.4	12.9	153	891	24.5	5.4	119	1084	31.4	6.5	153
RESIDENCE OWNED	55884	16376	69.4	29.3	101	4691	68.7	8.4	100	2460	67.6	4.4	98	2472	71.6	4.4	104
VALUE: $50,000 OR MORE	31744	9608	40.7	30.3	104	2752	40.3	8.7	103	1645	45.2	5.2	115	1620	46.9	5.1	120
VALUE: UNDER $50,000	24140	6768	28.7	28.0	96	1939	28.4	8.0	95	816	22.4	3.4	75	853	24.7	3.5	83

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	DORITOS NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX	DORITOS TACO A '000	B % DOWN	C % ACROSS	D INDX	DORITOS CRISPY LIGHTS-REGULAR A '000	B % DOWN	C % ACROSS	D INDX	DORITOS CRISPY LIGHTS-NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	23599	100.0	29.1	100	6828	100.0	8.4	100	3640	100.0	4.5	100	3452	100.0	4.3	100
MAGAZINES	QUINTILE 1	15799	5679	24.1	35.9	123	1620	23.7	10.3	122	910	25.0	5.8	128	843	24.4	5.3	125
	QUINTILE 2	17259	5527	23.4	32.0	110	1445	21.2	8.4	99	879	24.1	5.1	113	821	23.8	4.8	112
	QUINTILE 3	13545	4077	17.3	30.1	103	1148	16.8	8.5	101	613	16.8	4.5	101	671	19.4	5.0	116
	QUINTILE 4	15133	3943	16.7	26.1	89	1201	17.6	7.9	94	602	16.5	4.0	89	602	17.4	4.0	93
	QUINTILE 5	19250	4373	18.5	22.7	78	1415	20.7	7.4	87	*637	17.5	3.3	74	517	15.0	2.7	63
NEWSPAPERS	QUINTILE 1	12413	3209	13.6	25.9	89	893	13.1	7.2	85	*574	15.8	4.6	103	519	15.0	4.2	98
	QUINTILE 2	24116	7334	31.1	30.4	104	1989	29.1	8.2	98	1066	29.3	4.4	98	1072	31.1	4.4	104
	QUINTILE 3	11261	3225	13.7	28.6	98	935	13.7	8.3	98	*447	12.3	4.0	88	*507	14.7	4.5	106
	QUINTILE 4	20255	6367	27.0	31.4	108	1955	28.6	9.7	114	1021	28.0	5.0	112	904	26.2	4.5	105
	QUINTILE 5	12940	3464	14.7	26.8	92	1056	15.5	8.2	97	*533	14.6	4.1	92	*451	13.1	3.5	82
OUTDOOR	QUINTILE 1	14852	4977	21.1	33.5	115	1210	17.7	8.1	97	687	18.9	4.6	103	592	17.1	4.0	94
	QUINTILE 2	15725	4729	20.0	30.1	103	1484	21.7	9.4	112	954	26.2	6.1	135	678	19.6	4.3	101
	QUINTILE 3	16330	5272	22.3	32.3	111	1228	18.0	7.5	89	747	20.5	4.6	102	803	23.3	4.9	115
	QUINTILE 4	16744	4282	18.1	25.6	88	1441	21.1	8.6	102	626	17.2	3.7	83	732	21.2	4.4	103
	QUINTILE 5	17334	4339	18.4	25.0	86	1466	21.5	8.5	100	*626	17.2	3.6	80	647	18.7	3.7	88
RADIO-DRIVE TIME	QUINTILE 1	15911	4889	20.7	30.7	105	1530	22.4	9.6	114	826	22.7	5.2	116	801	23.2	5.0	118
	QUINTILE 2	14837	4642	19.7	31.3	107	1404	20.6	9.5	112	886	24.3	6.0	133	738	21.4	5.0	117
	QUINTILE 3	15339	4573	19.4	29.8	102	1198	17.5	7.8	93	743	20.4	4.8	108	567	16.4	3.7	87
	QUINTILE 4	16723	5093	21.6	30.5	105	1495	21.9	8.9	106	713	19.6	4.3	95	707	20.5	4.2	99
	QUINTILE 5	18176	4401	18.6	24.2	83	1201	17.6	6.6	78	*473	13.0	2.6	58	641	18.6	3.5	83
RADIO-MID-DAY	TERCILE 1	21020	6364	27.0	30.3	104	1889	27.7	9.0	107	986	27.1	4.7	104	983	28.5	4.7	110
	TERCILE 2	21610	6787	28.8	31.4	108	2100	30.8	9.7	115	935	25.7	4.3	96	945	27.4	4.4	103
	TERCILE 3	38355	10448	44.3	27.2	93	2839	41.6	7.4	88	1719	47.2	4.5	100	1525	44.2	4.0	93
RADIO-TOTAL	QUINTILE 1	15988	5033	21.3	31.5	108	1602	23.5	10.0	119	757	20.8	4.7	105	724	21.0	4.5	106
	QUINTILE 2	15626	4785	20.3	30.6	105	1452	21.3	9.3	110	859	23.6	5.5	122	748	21.7	4.8	112
	QUINTILE 3	16723	5125	21.7	30.6	105	1340	19.6	8.0	95	931	25.6	5.6	124	761	22.0	4.6	107
	QUINTILE 4	16342	4913	20.8	30.1	103	1296	19.0	7.9	94	566	15.5	3.5	77	540	15.6	3.3	78
	QUINTILE 5	16306	3743	15.9	23.0	79	1139	16.7	7.0	83	528	14.5	3.2	72	679	19.7	4.2	98
TV-PRIME TIME	QUINTILE 1	15953	4110	17.4	25.8	88	999	14.6	6.3	74	481	13.2	3.0	67	529	15.3	3.3	78
	QUINTILE 2	16137	4879	20.7	30.2	104	1412	20.7	8.8	104	900	24.7	5.6	124	667	19.3	4.1	97
	QUINTILE 3	16420	5150	21.8	31.4	108	1648	24.1	10.0	119	791	21.7	4.8	107	800	23.2	4.9	114
	QUINTILE 4	16687	5089	21.6	30.5	105	1292	18.9	7.7	92	670	18.4	4.0	89	738	21.4	4.4	104
	QUINTILE 5	15789	4372	18.5	27.7	95	1478	21.6	9.4	111	798	21.9	5.1	112	718	20.8	4.5	107
TV-DAYTIME	TERCILE 1	27736	7887	33.4	28.4	98	2025	29.7	7.3	87	967	26.6	3.5	78	1014	29.4	3.7	86
	TERCILE 2	26489	8052	34.1	30.4	104	2663	39.0	10.1	119	1460	40.1	5.5	123	1327	38.4	5.0	118
	TERCILE 3	26761	7660	32.5	28.6	98	2140	31.3	8.0	95	1213	33.3	4.5	101	1111	32.2	4.2	97
TV-TOTAL	QUINTILE 1	16345	4376	18.5	26.8	92	1081	15.8	6.6	78	638	17.5	3.9	87	681	19.7	4.2	98
	QUINTILE 2	16447	4129	17.5	25.1	86	1351	19.8	8.2	97	595	16.3	3.6	80	653	18.9	4.0	93
	QUINTILE 3	15980	5158	21.9	32.3	111	1498	21.9	9.4	111	719	19.8	4.5	100	572	16.6	3.6	84
	QUINTILE 4	15887	4932	20.9	31.0	107	1513	22.2	9.5	113	791	21.7	5.0	111	701	20.3	4.4	104
	QUINTILE 5	16326	5004	21.2	30.7	105	1385	20.3	8.5	101	898	24.7	5.5	122	845	24.5	5.2	121
MAGAZINES-NEWSPAPERS: DUAL		20721	6554	27.8	31.6	109	1668	24.4	8.0	95	1021	28.0	4.9	110	905	26.2	4.4	102
MAGAZINE IMPERATIVE		19186	6817	28.9	35.5	122	2054	30.1	10.7	127	1077	29.6	5.6	125	1087	31.5	5.7	133
NEWSPAPER IMPERATIVE		21899	5493	23.3	25.1	86	1691	24.8	7.7	92	840	23.1	3.8	85	859	24.9	3.9	92
MAGAZINES-OUTDOOR: DUAL		15451	5542	23.5	35.9	123	1390	20.4	9.0	107	845	23.2	5.5	122	669	19.4	4.3	102
MAGAZINE IMPERATIVE		25953	7869	33.3	30.3	104	2349	34.4	9.1	107	1238	34.0	4.8	106	1350	39.1	5.2	122
OUTDOOR IMPERATIVE		24400	6846	29.0	28.1	96	1917	28.1	7.9	93	1147	31.5	4.7	105	945	27.4	3.9	91
MAGAZINES-RADIO: DUAL		18049	6277	26.6	34.8	119	1871	27.4	10.4	123	1055	29.0	5.8	130	941	27.3	5.2	122
MAGAZINE IMPERATIVE		23571	7476	31.7	31.7	109	1914	28.0	8.1	96	1122	30.8	4.8	106	1127	32.6	4.8	112
RADIO IMPERATIVE		23278	6427	27.2	27.6	95	2037	29.8	8.8	104	1089	29.9	4.7	104	905	26.2	3.9	91
MAGAZINES-TELEVISION: DUAL		15459	4735	20.1	30.6	105	1311	19.2	8.5	101	731	20.1	4.7	105	717	20.8	4.6	109
MAGAZINE IMPERATIVE		25829	9052	38.4	35.0	120	2496	36.6	9.7	115	1466	40.3	5.7	126	1392	40.3	5.4	126
TELEVISION IMPERATIVE		26039	6221	26.4	23.9	82	1806	26.4	6.9	82	858	23.6	3.3	73	844	24.4	3.2	76
NEWSPAPERS-OUTDOOR: DUAL		16605	5255	22.3	31.6	109	1318	19.3	7.9	94	767	21.1	4.6	103	791	22.9	4.8	112
NEWSPAPER IMPERATIVE		26834	7217	30.6	26.9	92	2151	31.5	8.0	95	1119	30.7	4.2	93	1161	33.6	4.3	102
OUTDOOR IMPERATIVE		23346	7562	32.0	32.4	111	2178	31.9	9.3	111	1285	35.3	5.5	122	1045	30.3	4.5	105
NEWSPAPERS-RADIO: DUAL		17133	5330	22.6	31.1	107	1564	22.9	9.1	108	908	24.9	5.3	118	925	26.8	5.4	127
NEWSPAPER IMPERATIVE		25892	7069	30.0	27.3	94	1847	27.1	7.1	85	994	27.3	3.8	85	957	27.7	3.7	87
RADIO IMPERATIVE		23167	7459	31.6	32.2	110	2240	32.8	9.7	115	1234	33.9	5.3	119	991	28.7	4.3	100
NEWSPAPERS-TELEVISION: DUAL		17159	4316	18.3	25.2	86	1358	19.9	7.9	94	697	19.1	4.1	90	566	16.4	3.3	77
NEWSPAPER IMPERATIVE		26214	8209	34.8	31.3	107	2117	31.0	8.1	96	1248	34.3	4.8	106	1199	34.7	4.6	107
TELEVISION IMPERATIVE		23412	6687	28.3	28.6	98	1839	26.9	7.9	93	925	25.4	4.0	88	1051	30.4	4.5	105
OUTDOOR-RADIO: DUAL		15303	5076	21.5	33.2	114	1535	22.5	10.0	119	977	26.8	6.4	142	661	19.1	4.3	101
OUTDOOR IMPERATIVE		24901	7724	32.7	31.0	106	1782	26.1	7.2	85	1090	29.9	4.4	97	1007	29.2	4.0	95
RADIO IMPERATIVE		26492	7724	32.7	29.2	100	2290	33.5	8.6	103	1152	31.6	4.3	97	1216	35.2	4.6	108
OUTDOOR-TELEVISION: DUAL		14794	4581	19.4	31.0	106	1173	17.2	7.9	94	750	20.6	5.1	113	654	18.9	4.4	104
OUTDOOR IMPERATIVE		25437	8460	35.8	33.3	114	2339	34.3	9.2	109	1364	37.5	5.4	119	988	28.6	3.9	91
TELEVISION IMPERATIVE		27877	6909	29.3	24.8	85	2142	31.4	7.7	91	897	24.6	3.2	72	1109	32.1	4.0	93
RADIO-TELEVISION: DUAL		15996	4640	19.7	29.0	100	1355	19.8	8.5	100	725	19.9	4.5	101	672	19.5	4.2	99
RADIO IMPERATIVE		25478	8310	35.2	32.6	112	2564	37.6	10.1	119	1432	39.3	5.6	125	1202	34.8	4.7	111
TELEVISION IMPERATIVE		26573	6918	29.3	26.0	89	1879	27.5	7.1	84	935	25.7	3.5	78	942	27.3	3.5	83

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	DORITOS NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX	DORITOS TACO A '000	B % DOWN	C % ACROSS	D INDX	DORITOS CRISPY LIGHTS-REGULAR A '000	B % DOWN	C % ACROSS	D INDX	DORITOS CRISPY LIGHTS-NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23599	100.0	29.1	100	6828	100.0	8.4	100	3640	100.0	4.5	100	3452	100.0	4.3	100
ATLANTIC MONTHLY	415	**92	0.4	22.2	76	**40	0.6	9.6	114	**23	0.6	5.5	123	**39	1.1	9.4	220
BARRON'S	453	**135	0.6	29.8	102	**12	0.2	2.6	31	**19	0.5	4.2	93	**16	0.5	3.5	83
BETTER HOMES & GARDENS	16256	5415	22.9	33.3	114	1581	23.2	9.7	115	671	18.4	4.1	92	767	22.2	4.7	111
BON APPETIT	2535	661	2.8	26.1	89	*283	4.1	11.2	132	**124	3.4	4.9	109	**90	2.6	3.6	83
BUSINESS WEEK	1278	364	1.5	28.5	98	*128	1.9	10.0	119	**46	1.3	3.6	80	**32	0.9	2.5	59
CAR AND DRIVER	378	**82	0.3	21.7	74	**31	0.5	8.2	97	**19	0.5	5.0	112	**5	0.1	1.3	31
CBS MAGAZINE NETWORK (GROSS)	1498	519	2.2	34.6	119	*152	2.2	10.1	120	**88	2.4	5.9	131	**61	1.8	4.1	96
CHANGING TIMES	1505	411	1.7	27.3	94	*130	1.9	8.6	102	**79	2.2	5.2	117	**88	2.5	5.8	137
COLONIAL HOMES	1231	384	1.6	31.2	107	*167	2.4	13.6	161	**144	4.0	11.7	260	**114	3.3	9.3	217
CONDE NAST MAG. PKG. (GROSS)	14146	4861	20.6	34.4	118	1252	18.3	8.9	105	763	21.0	5.4	120	790	22.9	5.6	131
CONSUMERS DIGEST	1323	460	1.9	34.8	119	*150	2.2	11.3	134	**65	1.8	4.9	109	**54	1.6	4.1	96
COSMOPOLITAN	7102	2448	10.4	34.5	118	732	10.7	10.3	122	433	11.9	6.1	136	388	11.2	5.5	128
COUNTRY LIVING	2481	921	3.9	37.1	127	269	3.9	10.8	129	*195	5.4	7.9	175	*228	6.6	9.2	216
CUISINE	1472	342	1.4	23.2	80	**98	1.4	6.7	79	**78	2.1	5.3	118	**51	1.5	3.5	81
CYCLE WORLD	425	**133	0.6	31.3	107	**50	0.7	11.8	140	**31	0.9	7.3	162	**16	0.5	3.8	88
DCI:CREATIVE IDEAS FOR LIV	2510	824	3.5	32.8	113	423	6.2	16.9	200	*130	3.6	5.2	115	*167	4.8	6.7	156
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2103	8.9	31.4	108	802	11.7	12.0	142	395	10.9	5.9	131	416	12.1	6.2	146
DISCOVER	894	327	1.4	36.6	126	*128	1.9	14.3	170	**94	2.6	10.5	234	**66	1.9	7.4	173
EBONY	3507	1028	4.4	29.3	101	322	4.7	9.2	109	*138	3.8	3.9	88	196	5.7	5.6	131
ESQUIRE	1083	339	1.4	31.3	107	**107	1.6	9.9	117	**18	0.5	1.7	37	**17	0.5	1.6	37
ESSENCE	1830	609	2.6	33.3	114	*214	3.1	11.7	139	**78	2.1	4.3	95	**64	1.9	3.5	82
FAMILY CIRCLE	15930	5261	22.3	33.0	113	1590	23.3	10.0	118	926	25.4	5.8	129	847	24.5	5.3	125
THE FAMILY HANDYMAN	1126	357	1.5	31.7	109	*131	1.9	11.6	138	**61	1.7	5.4	121	**29	0.8	2.6	60
FAMILY WEEKLY	11468	3612	15.3	31.5	108	952	13.9	8.3	98	456	12.5	4.0	88	553	16.0	4.8	113
FIELD & STREAM	2234	919	3.9	41.1	141	310	4.5	13.9	165	**89	2.4	4.0	89	**47	1.4	2.1	49
FOOD & WINE	579	*152	0.6	26.3	90	**43	0.6	7.4	88	**15	0.4	2.6	58	**30	0.9	5.2	122
FORBES	728	*199	0.8	27.3	94	**33	0.5	4.5	54	**54	1.5	7.4	165	**25	0.7	3.4	81
FORTUNE	906	337	1.4	37.2	128	**79	1.2	8.7	103	**56	1.5	6.2	138	**31	0.9	3.4	80
GENTLEMEN'S QUARTERLY	791	292	1.2	36.9	127	**92	1.3	11.6	138	**41	1.1	5.2	115	**17	0.5	2.1	50
GLAMOUR	5265	1928	8.2	36.6	126	493	7.2	9.4	111	368	10.1	7.0	156	297	8.6	5.6	132
GOLF DIGEST	636	*257	1.1	40.4	139	**70	1.0	11.0	131	**33	0.9	5.2	115	**41	1.2	6.4	151
GOLF DIGEST/TENNIS (GROSS)	1186	402	1.7	33.9	116	**121	1.8	10.2	121	**68	1.9	5.7	128	**58	1.7	4.9	115
GOLF MAGAZINE	441	**132	0.6	29.9	103	**34	0.5	7.7	91	**8	0.2	1.8	40	**8	0.2	1.8	43
GOLF MAGAZINE/SKI (GROSS)	922	292	1.2	31.7	109	**104	1.5	11.3	134	**36	1.0	3.9	87	**39	1.1	4.2	99
GOOD HOUSEKEEPING	16487	5258	22.3	31.9	109	1477	21.6	9.0	106	860	23.6	5.2	116	826	23.9	5.0	118
HARPER'S BAZAAR	2423	808	3.4	33.3	114	*199	2.9	8.2	97	*137	3.8	5.7	126	*104	3.0	4.3	101
HEALTH	1994	683	2.9	34.3	118	*257	3.8	12.9	153	**114	3.1	5.7	127	**127	3.7	6.4	149
HEARST MAG CORP. BUY (GROSS)	44101	14653	62.1	33.2	114	4355	63.8	9.9	117	2535	69.6	5.7	128	2470	71.6	5.6	131
HEARST MAN POWER (GROSS)	1993	822	3.5	41.2	142	*256	3.7	12.8	152	**145	4.0	7.3	162	**94	2.7	4.7	111
HEARST WOMAN POWER (GROSS)	31274	10415	44.1	33.3	114	2994	43.8	9.6	114	1672	45.9	5.3	119	1714	49.7	5.5	129
HOUSE BEAUTIFUL	3623	1027	4.4	28.3	97	369	5.4	10.2	121	*180	4.9	5.0	111	*176	5.1	4.9	114
INC.	283	**102	0.4	36.0	124	**11	0.2	3.9	46	**11	0.3	3.9	86	**0	0.0	0.0	0
JET	2928	848	3.6	29.0	99	301	4.4	10.3	122	*131	3.6	4.5	100	*164	4.8	5.6	131
LADIES' HOME JOURNAL	11918	3768	16.0	31.6	108	953	14.0	8.0	95	607	16.7	5.1	113	501	14.5	4.2	99
LHJ FAMILY GRP COMBO(GROSS)	16764	5586	23.7	33.3	114	1584	23.2	9.4	112	864	23.7	5.2	115	790	22.9	4.7	111
LIFE	4254	1413	6.0	33.2	114	438	6.4	10.3	122	313	8.6	7.4	164	232	6.7	5.5	128
L.A. TIMES HOME MAGAZINE	1145	*254	1.1	22.2	76	**23	0.3	2.0	24	**30	0.8	2.6	58	**37	1.1	3.2	76
MADEMOISELLE	2884	945	4.0	32.8	112	*228	3.3	7.9	94	*129	3.5	4.5	100	*169	4.9	5.9	137
MC CALL'S	13460	4307	18.3	32.0	110	1165	17.1	8.7	103	672	18.5	5.0	111	639	18.5	4.7	111
MC CALL'S/MRK MOTHER (GROSS)	14606	4743	20.1	32.5	111	1336	19.6	9.1	108	819	22.5	5.6	125	724	21.0	5.0	116
MECHANIX ILLUSTRATED	772	*252	1.1	32.6	112	**48	0.7	6.2	74	**103	2.8	13.3	297	**37	1.1	4.8	112
METROPOLITAN HOME	967	250	1.1	25.9	89	**62	0.9	6.4	76	**70	1.9	7.2	161	**78	2.3	8.1	189
MONEY	1588	501	2.1	31.5	108	**101	1.5	6.4	75	**57	1.6	3.6	80	**91	2.6	5.7	134
MOTHER EARTH NEWS	1002	404	1.7	40.3	138	**88	1.3	8.8	104	**72	2.0	7.2	160	**87	2.5	8.7	204
MS.	825	250	1.1	30.3	104	**107	1.6	13.0	154	**61	1.7	7.4	165	**41	1.2	5.0	117
NATIONAL ENQUIRER	10336	3089	13.1	29.9	103	872	12.8	8.4	100	419	11.5	4.1	90	467	13.5	4.5	106
NATIONAL GEOGRAPHIC	9597	2862	12.1	29.8	102	712	10.4	7.4	88	544	14.9	5.7	126	476	13.8	5.0	116
NATIONAL SUNDAY MAGAZINE PKG	49558	14788	62.7	29.8	102	4209	61.6	8.5	101	2464	67.7	5.0	111	2143	62.1	4.3	101
NATURAL HISTORY	573	**95	0.4	16.6	57	**36	0.5	6.3	75	**33	0.9	5.8	128	**41	1.2	7.2	168
NEW WOMAN	1699	629	2.7	37.0	127	*195	2.9	11.5	136	**169	4.6	9.9	221	*135	3.9	7.9	186
NEW YORK INCLUDING CUE	443	**91	0.4	20.5	70	**29	0.4	6.5	78	**18	0.5	4.1	90	**10	0.3	2.3	53
THE NEW YORKER	1270	330	1.4	26.0	89	*136	2.0	10.7	127	**57	1.6	4.5	100	**42	1.2	3.3	78
NEWSWEEK	6277	1994	8.4	31.8	109	535	7.8	8.5	101	360	9.9	5.7	128	377	10.9	6.0	141
THE N.Y. TIMES DAILY EDITION	1205	264	1.1	21.9	75	**67	1.0	5.6	66	**47	1.3	3.9	87	**42	1.2	3.5	82
THE N.Y. TIMES MAGAZINE	2081	397	1.7	19.1	65	**109	1.6	5.2	62	**66	1.8	3.2	71	**65	1.9	3.1	73
OMNI	788	230	1.0	29.2	100	**92	1.3	11.7	138	**45	1.2	5.7	127	**18	0.5	2.3	54
ON CABLE	1158	375	1.6	32.4	111	**113	1.7	9.8	116	**34	0.9	2.9	65	**71	2.1	6.1	144
1001 HOME IDEAS	2852	1135	4.8	39.8	137	374	5.5	13.1	156	*144	4.0	5.0	112	**162	4.7	5.7	133
ORGANIC GARDENING	1658	502	2.1	30.3	104	*228	3.3	13.8	163	**85	2.3	5.1	114	**64	1.9	3.9	91
OUTDOOR LIFE	896	340	1.4	37.9	130	*151	2.2	16.9	200	**82	2.3	9.2	204	**40	1.2	4.5	105
PARADE MAGAZINE	24275	6977	29.6	28.7	99	1937	28.4	8.0	95	1151	31.6	4.7	105	974	28.2	4.0	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

0407
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	TOTAL U.S. '000	DORITOS NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX	DORITOS TACO A '000	B % DOWN	C % ACROSS	D INDX	DORITOS CRISPY LIGHTS-REGULAR A '000	B % DOWN	C % ACROSS	D INDX	DORITOS CRISPY LIGHTS-NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23599	100.0	29.1	100	6828	100.0	8.4	100	3640	100.0	4.5	100	3452	100.0	4.3	100
PARENTS	3845	1547	6.6	40.2	138	414	6.1	10.8	128	*241	6.6	6.3	139	273	7.9	7.1	167
PENTHOUSE	831	*308	1.3	37.1	127	**160	2.3	19.3	228	**45	1.2	5.4	120	**47	1.4	5.7	133
PEOPLE	11645	4254	18.0	36.5	125	1111	16.3	9.5	113	772	21.2	6.6	147	655	19.0	5.6	132
PLAYBOY	2006	663	2.8	33.1	113	*163	2.4	8.1	96	**113	3.1	5.6	125	**106	3.1	5.3	124
POPULAR HOT RODDING	297	**109	0.5	36.7	126	**48	0.7	16.2	192	**25	0.7	8.4	187	**22	0.6	7.4	174
POPULAR MECHANICS	1018	425	1.8	41.7	143	**121	1.8	11.9	141	**89	2.4	8.7	195	**79	2.3	7.8	182
POPULAR SCIENCE	878	*203	0.9	23.1	79	**63	0.9	7.2	85	**121	3.3	13.8	307	**30	0.9	3.4	80
PREVENTION	3913	954	4.0	24.4	84	268	3.9	6.8	81	*148	4.1	3.8	84	**138	4.0	3.5	83
PSYCHOLOGY TODAY	1710	582	2.5	34.0	117	*161	2.4	9.4	112	**66	1.8	3.9	86	**43	1.2	2.5	59
READER'S DIGEST	22204	6837	29.0	30.8	106	1789	26.2	8.1	96	1106	30.4	5.0	111	1026	29.7	4.6	108
REDBOOK	7684	2710	11.5	35.3	121	785	11.5	10.2	121	379	10.4	4.9	110	500	14.5	6.5	153
ROAD & TRACK	410	**165	0.7	40.2	138	**68	1.0	16.6	197	**12	0.3	2.9	65	**11	0.3	2.7	63
ROLLING STONE	969	395	1.7	40.8	140	*151	2.2	15.6	185	**111	3.0	11.5	255	**70	2.0	7.2	169
RUNNER'S WORLD	298	**150	0.6	50.3	173	**68	1.0	22.8	271	**19	0.5	6.4	142	**13	0.4	4.4	102
SATURDAY EVENING POST	1169	326	1.4	27.9	96	**103	1.5	8.8	105	**97	2.7	8.3	185	**32	0.9	2.7	64
SCIENCE 84	587	*242	1.0	41.2	141	**55	0.8	9.4	111	**43	1.2	7.3	163	**25	0.7	4.3	100
SCIENCE DIGEST	482	*146	0.6	30.3	104	**17	0.2	3.5	42	**28	0.8	5.8	129	**5	0.1	1.0	24
SCIENTIFIC AMERICAN	594	*139	0.6	23.4	80	**51	0.7	8.6	102	**38	1.0	6.4	142	**25	0.7	4.2	99
SELF	2089	855	3.6	40.9	140	*275	4.0	13.2	156	**105	2.9	5.0	112	**130	3.8	6.2	146
SEVENTEEN	2411	830	3.5	34.4	118	*205	3.0	8.5	101	**165	4.5	6.8	152	*181	5.2	7.5	176
SKI	480	*160	0.7	33.3	114	**70	1.0	14.6	173	**28	0.8	5.8	130	**31	0.9	6.5	152
SMITHSONIAN	2760	622	2.6	22.5	77	*227	3.3	8.2	98	*149	4.1	5.4	120	*237	6.9	8.6	201
SOAP OPERA DIGEST	3013	1199	5.1	39.8	137	465	6.8	15.4	183	**139	3.8	4.6	103	**84	2.4	2.8	65
SOUTHERN LIVING	4184	1279	5.4	30.6	105	378	5.5	9.0	107	265	7.3	6.3	141	*249	7.2	6.0	140
SPORT	559	*163	0.7	29.2	100	**53	0.8	9.5	112	**36	1.0	6.4	143	**20	0.6	3.6	84
THE SPORTING NEWS	436	*244	1.0	56.0	192	**37	0.5	8.5	101	**19	0.5	4.4	97	**11	0.3	2.5	59
SPORTS AFIELD	493	*251	1.1	50.9	175	**118	1.7	23.9	284	**28	0.8	5.7	126	**10	0.3	2.0	48
SPORTS ILLUSTRATED	2758	1141	4.8	41.4	142	330	4.8	12.0	142	*148	4.1	5.4	119	*142	4.1	5.1	121
STAR	7456	2078	8.8	27.9	96	649	9.5	8.7	103	312	8.6	4.2	93	274	7.9	3.7	86
SUNDAY	24936	7527	31.9	30.2	104	2214	32.4	8.9	105	1298	35.7	5.2	116	1028	29.8	4.1	97
SUNSET	2124	726	3.1	34.2	117	*215	3.1	10.1	120	**121	3.3	5.7	127	**174	5.0	8.2	192
TV GUIDE	21661	6999	29.7	32.3	111	1834	26.9	8.5	100	827	22.7	3.8	85	926	26.8	4.3	100
TENNIS	550	*145	0.6	26.4	90	**51	0.7	9.3	110	**34	0.9	6.2	138	**17	0.5	3.1	73
TIME	8880	2964	12.6	33.4	115	777	11.4	8.8	104	406	11.2	4.6	102	562	16.3	6.3	148
TOWN & COUNTRY	917	236	1.0	25.7	88	**81	1.2	8.8	105	**54	1.5	5.9	131	**39	1.1	4.3	100
TRAVEL & LEISURE	972	284	1.2	29.2	100	**71	1.0	7.3	87	**67	1.8	6.9	153	**41	1.2	4.2	99
TRUE STORY	3356	1100	4.7	32.8	112	367	5.4	10.9	130	**165	4.5	4.9	109	*138	4.0	4.1	96
U.S.NEWS & WORLD REPORT	3410	956	4.1	28.0	96	285	4.2	8.4	99	*278	7.6	8.2	181	*191	5.5	5.6	131
USA TODAY	1759	540	2.3	30.7	105	*208	3.0	11.8	140	**93	2.6	5.3	118	**96	2.8	5.5	128
US	1873	780	3.3	41.6	143	*190	2.8	10.1	120	**99	2.7	5.3	118	**115	3.3	6.1	144
VOGUE	3909	1133	4.8	29.0	99	256	3.7	6.5	78	*160	4.4	4.1	91	*194	5.6	5.0	116
WALL STREET JOURNAL	1886	593	2.5	31.4	108	*160	2.3	8.5	101	**102	2.8	5.4	120	**87	2.5	4.6	108
WEIGHT WATCHERS	2120	727	3.1	34.3	118	*141	2.1	6.7	79	*126	3.5	5.9	132	*211	6.1	10.0	233
WOMAN'S DAY	14172	4462	18.9	31.5	108	1667	24.4	11.8	140	748	20.5	5.3	117	768	22.2	5.4	127
WORKING MOTHER	1146	436	1.8	38.0	131	*172	2.5	15.0	178	**147	4.0	12.8	285	**85	2.5	7.4	174
WORKING WOMAN	1322	422	1.8	31.9	110	*121	1.8	9.2	109	**75	2.1	5.7	126	**82	2.4	6.2	146
WORLD TENNIS	*163	**15	0.1	9.2	32	**15	0.2	9.2	109	**24	0.7	14.7	328	**13	0.4	8.0	187
ZIFF-DAVIS MAG NETWK (GROSS)	2532	798	3.4	31.5	108	325	4.8	12.8	152	*148	4.1	5.8	130	**107	3.1	4.2	99
BLAIR INSERTS	43657	12728	53.9	29.2	100	3667	53.7	8.4	100	2141	58.8	4.9	109	1865	54.0	4.3	100
DAILY NEWSPAPERS																	
READ ANY	51633	14925	63.2	28.9	99	4179	61.2	8.1	96	2201	60.5	4.3	95	2247	65.1	4.4	102
READ ONE	43463	12745	54.0	29.3	101	3597	52.7	8.3	98	1813	49.8	4.2	93	1924	55.7	4.4	104
READ TWO OR MORE	8170	2179	9.2	26.7	92	582	8.5	7.1	84	388	10.7	4.7	106	323	9.4	4.0	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	15565	66.0	29.5	101	4399	64.4	8.4	99	2502	68.7	4.7	106	2340	67.8	4.4	104
READ ONE	46126	13864	58.7	30.1	103	3959	58.0	8.6	102	2216	60.9	4.8	107	2018	58.5	4.4	103
READ TWO OR MORE	6552	1701	7.2	26.0	89	440	6.4	6.7	80	287	7.9	4.4	97	322	9.3	4.9	115
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	30.31				28.85				30.24				27.16			
30 DAY REACH	71455	21121	89.5	29.6	101	5927	86.8	8.3	98	3227	88.7	4.5	100	3063	88.7	4.3	101
50 SHMG - 30 DAY AV FREQ	14.56	15.89				15.13				15.74				14.18			
30 DAY REACH	67742	20157	85.4	29.8	102	5647	82.7	8.3	99	3097	85.1	4.6	102	2941	85.2	4.3	102
25 SHMG - 30 DAY AV FREQ	7.94	8.48				8.17				8.21				7.69			
30 DAY REACH	62117	18921	80.2	30.5	105	5236	76.7	8.4	100	2966	81.5	4.8	106	2718	78.7	4.4	103
CABLE TV: HOME WIRED	32077	10318	43.7	32.2	110	2850	41.7	8.9	105	1510	41.5	4.7	105	1596	46.2	5.0	117
HOME NOT WIRED	48909	13280	56.3	27.2	93	3978	58.3	8.1	96	2131	58.5	4.4	97	1857	53.8	3.8	89
HAVE PAY CABLE	15935	6071	25.7	38.1	131	1611	23.6	10.1	120	837	23.0	5.3	117	769	22.3	4.8	113

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

0408
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	TOTAL U.S.	DORITOS NACHO CHEESE				DORITOS TACO				DORITOS CRISPY LIGHTS-REGULAR				DORITOS CRISPY LIGHTS-NACHO CHEESE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	23599	100.0	29.1	100	6828	100.0	8.4	100	3640	100.0	4.5	100	3452	100.0	4.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13536	57.4	30.8	106	4036	59.1	9.2	109	2242	61.6	5.1	114	2015	58.4	4.6	108
10:00 AM - 3:00 PM	30659	9572	40.6	31.2	107	2862	41.9	9.3	111	1393	38.3	4.5	101	1369	39.7	4.5	105
3:00 PM - 7:00 PM	31045	10189	43.2	32.8	113	3014	44.1	9.7	115	1831	50.3	5.9	131	1456	42.2	4.7	110
7:00 PM - MIDNIGHT	15767	5128	21.7	32.5	112	1605	23.5	10.2	121	838	23.0	5.3	118	747	21.6	4.7	111
MIDNIGHT - 6:00 AM	9120	2976	12.6	32.6	112	682	10.0	7.5	89	518	14.2	5.7	126	351	10.2	3.8	90
6:00 AM - MIDNIGHT	58527	18293	77.5	31.3	107	5321	77.9	9.1	108	2949	81.0	5.0	112	2611	75.6	4.5	105
ENTIRE DAY	59311	18481	78.3	31.2	107	5340	78.2	9.0	107	2985	82.0	5.0	112	2653	76.9	4.5	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5354	22.7	33.1	114	1615	23.7	10.0	118	860	23.6	5.3	118	838	24.3	5.2	122
ALL NEWS	2256	440	1.9	19.5	67	**82	1.2	3.6	43	**77	2.1	3.4	76	**78	2.3	3.5	81
AOR/PROGRESSIVE	3874	1313	5.6	33.9	116	441	6.5	11.4	135	*303	8.3	7.8	174	*198	5.7	5.1	120
BEAUTIFUL MUSIC	5660	1607	6.8	28.4	97	445	6.5	7.9	93	351	9.6	6.2	138	*164	4.8	2.9	68
BLACK	2204	573	2.4	26.0	89	*201	2.9	9.1	108	**118	3.2	5.4	119	*154	4.5	7.0	164
CLASSICAL	1418	448	1.9	31.6	108	**98	1.4	6.9	82	**51	1.4	3.6	80	**37	1.1	2.6	61
CHR/ROCK	9538	3641	15.4	38.2	131	821	12.0	8.6	102	463	12.7	4.9	108	376	10.9	3.9	92
COUNTRY	12648	4368	18.5	34.5	119	1254	18.4	9.9	118	632	17.4	5.0	111	665	19.3	5.3	123
GOLDEN OLDIES	1191	*341	1.4	28.6	98	**55	0.8	4.6	55	**31	0.9	2.6	58	**27	0.8	2.3	53
MOR/NOSTALGIA	4757	1312	5.6	27.6	95	345	5.1	7.3	86	*227	6.2	4.8	106	*161	4.7	3.4	79
NEWS/TALK	3863	952	4.0	24.6	85	*256	3.7	6.6	79	*213	5.9	5.5	123	**98	2.8	2.5	60
RELIGIOUS	3084	878	3.7	28.5	98	*302	4.4	9.8	116	**100	2.7	3.2	72	**91	2.6	3.0	69
SOFT ROCK	521	*193	0.8	37.0	127	**95	1.4	18.2	216	**25	0.7	4.8	107	**3	0.1	0.6	14
URBAN CONTEMPORARY	1585	447	1.9	28.2	97	*150	2.2	9.5	112	**83	2.3	5.2	117	**123	3.6	7.8	182
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1039	4.4	31.9	109	422	6.2	12.9	153	**130	3.6	4.0	89	**143	4.1	4.4	103
ABC DIRECTION	2316	679	2.9	29.3	101	*230	3.4	9.9	118	**83	2.3	3.6	80	**134	3.9	5.8	136
ABC ENTERTAINMENT	4834	1435	6.1	29.7	102	420	6.2	8.7	103	*226	6.2	4.7	104	*212	6.1	4.4	103
ABC FM	2202	846	3.6	38.4	132	*205	3.0	9.3	110	**97	2.7	4.4	98	**143	4.1	6.5	152
ABC INFORMATION	5425	1647	7.0	30.4	104	492	7.2	9.1	108	367	10.1	6.8	151	260	7.5	4.8	112
ABC ROCK	1677	563	2.4	33.6	115	*169	2.5	10.1	120	*132	3.6	7.9	175	**65	1.9	3.9	91
CBS	4430	1170	5.0	26.4	91	319	4.7	7.2	85	*218	6.0	4.9	109	*150	4.3	3.4	79
MUTUAL	4992	1592	6.7	31.9	109	525	7.7	10.5	125	*270	7.4	5.4	120	*226	6.5	4.5	106
NBC	4679	1394	5.9	29.8	102	415	6.1	8.9	105	*248	6.8	5.3	118	**117	3.4	2.5	59
RADIORADIO	1994	677	2.9	34.0	117	*176	2.6	8.8	105	**69	1.9	3.5	77	**71	2.1	3.6	84
RKO ONE	2298	912	3.9	39.7	136	*227	3.3	9.9	117	**120	3.3	5.2	116	**104	3.0	4.5	106
RKO TWO	3311	1046	4.4	31.6	108	315	4.6	9.5	113	**127	3.5	3.8	85	**154	4.5	4.7	109
THE SOURCE	2114	803	3.4	38.0	130	*150	2.2	7.1	84	**103	2.8	4.9	108	**61	1.8	2.9	68
NON-HIRED : BLAIR	8654	3178	13.5	36.7	126	939	13.8	10.9	129	452	12.4	5.2	116	416	12.1	4.8	113
INTERNET	12025	4163	17.6	34.6	119	1135	16.6	9.4	112	687	18.9	5.7	127	735	21.3	6.1	143
KATZ RADIO GROUP	15359	4434	18.8	28.9	99	1188	17.4	7.7	92	765	21.0	5.0	111	564	16.3	3.7	86
SUPERNET	10628	3456	14.6	32.5	112	1054	15.4	9.9	118	578	15.9	5.4	121	467	13.5	4.4	103
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2193	9.3	25.3	87	640	9.4	7.4	88	334	9.2	3.9	86	399	11.6	4.6	108
MKDAY 9:00 AM - 1:00 PM	12163	3454	14.6	28.4	97	890	13.0	7.3	87	416	11.4	3.4	76	518	15.0	4.3	100
MKDAY 1:00 PM - 4:30 PM	16150	4553	19.3	28.2	97	1259	18.4	7.8	92	633	17.4	3.9	87	667	19.3	4.1	97
MKDAY 4:30 PM - 7:30 PM	22463	5736	24.3	25.5	88	1644	24.1	7.3	87	830	22.8	3.7	82	775	22.5	3.5	81
MKDAY 7:30 PM - 8:00 PM	31795	8491	36.0	26.7	92	2362	34.6	7.4	88	1206	33.1	3.8	84	1194	34.6	3.8	88
MKDAY 11:00 PM - 11:30 PM	23977	7117	30.2	29.7	102	2016	29.5	8.4	100	1009	27.7	4.2	94	1030	29.8	4.3	101
MKDAY 11:30 PM - 1:00 AM	7703	2356	10.0	30.6	105	756	11.1	9.8	116	378	10.4	4.9	109	386	11.2	5.0	118
M-SAT 8-11 PM+SUN 7-11 PM	33800	9655	40.9	28.6	98	2712	39.7	8.0	95	1440	39.6	4.3	95	1364	39.5	4.0	95
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1958	8.3	29.9	103	605	8.9	9.3	110	333	9.1	5.1	113	254	7.4	3.9	91
ANOTHER WORLD N	4620	1212	5.1	26.2	90	367	5.4	7.9	94	197	5.4	4.3	95	194	5.6	4.2	99
AS THE WORLD TURNS C	5614	1533	6.5	27.3	94	355	5.2	6.3	75	167	4.6	3.0	66	201	5.8	3.6	84
CAPITOL C	3396	888	3.8	26.1	90	270	4.0	8.0	94	*136	3.7	4.0	89	*120	3.5	3.5	83
CBS MORN. NEWS 1 C	1446	327	1.4	22.6	78	*94	1.4	6.5	77	**37	1.0	2.6	57	**43	1.2	3.0	70
CBS MORN. NEWS 2 C	1207	238	1.0	19.7	68	*65	1.0	5.4	64	**30	0.8	2.5	55	**26	0.8	2.2	51
DAYS OF OUR LIVES N	5877	1715	7.3	29.2	100	546	8.0	9.3	110	232	6.4	3.9	88	241	7.0	4.1	96
FACTS OF LIFE - DAYTIME N	2290	770	3.3	33.6	115	180	2.6	7.9	93	*62	1.7	2.7	60	*104	3.0	4.5	107
FAMILY FEUD A	3023	747	3.2	24.7	85	205	3.0	6.8	80	*97	2.7	3.2	71	175	5.1	5.8	136
GENERAL HOSPITAL A	6097	1721	7.3	28.2	97	551	8.1	9.0	107	284	7.8	4.7	104	311	9.0	5.1	120
GOOD MORNING, AMERICA-730 A	3515	930	3.9	26.5	91	324	4.7	9.2	109	157	4.3	4.5	99	240	7.0	6.8	160
GOOD MORNING, AMERICA-830 A	2818	725	3.1	25.7	88	239	3.5	8.5	101	119	3.3	4.2	94	211	6.1	7.5	176
GUIDING LIGHT C	5339	1443	6.1	27.0	93	320	4.7	6.0	71	*159	4.4	3.0	66	184	5.3	3.4	81
ONE LIFE TO LIVE A	4478	1298	5.5	29.0	99	422	6.2	9.4	112	216	5.9	4.8	107	256	7.4	5.7	134
PRESS YOUR LUCK C	2244	695	2.9	31.0	106	146	2.1	6.5	77	*112	3.1	5.0	111	*100	2.9	4.5	105
PRICE IS RIGHT 1 C	4348	1126	4.8	25.9	89	313	4.6	7.2	85	184	5.1	4.2	94	141	4.1	3.2	76
PRICE IS RIGHT 2 C	5014	1347	5.7	26.9	92	395	5.8	7.9	93	220	6.0	4.4	98	185	5.4	3.7	87
RYAN'S HOPE A	3150	870	3.7	27.6	95	284	4.2	9.0	107	*176	4.8	5.6	124	129	3.7	4.1	96
SALE OF THE CENTURY N	2695	767	3.3	28.5	98	169	2.5	6.3	74	*70	1.9	2.6	58	*134	3.9	5.0	117
SEARCH FOR TOMORROW N	2319	443	1.9	19.1	66	*136	2.0	5.9	70	*140	3.8	6.0	134	*111	3.2	4.8	112
TODAY SHOW 1 N	2693	699	3.0	26.0	89	165	2.4	6.1	73	*72	2.0	2.7	59	*99	2.9	3.7	86
TODAY SHOW 2 N	2498	528	2.2	21.1	73	128	1.9	5.1	61	*66	1.8	2.6	59	*69	2.0	2.8	65
$25,000 PYRAMID C	2753	675	2.9	24.5	84	150	2.2	5.4	65	*98	2.7	3.6	79	*131	3.8	4.8	112
WHEEL OF FORTUNE N	4388	1260	5.3	28.7	99	271	4.0	6.2	73	*109	3.0	2.5	55	188	5.4	4.3	101
YOUNG AND THE RESTLESS C	5695	1727	7.3	30.3	104	411	6.0	7.2	86	192	5.3	3.4	75	164	4.8	2.9	68
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	436	1.8	24.8	85	147	2.2	8.4	99	**49	1.3	2.8	62	**52	1.5	3.0	69
NBA PLAYOFF GAME -1 C	1136	282	1.2	24.8	85	**87	1.3	7.7	91	**61	1.7	5.4	119	**33	1.0	2.9	68
NBC MAJOR LEAGUE PRE-GAME N	953	*269	1.1	28.2	97	**96	1.4	10.1	119	**88	2.4	9.2	205	**29	0.8	3.0	71
SPORTSWORLD - SUN N	1233	423	1.8	34.3	118	**69	1.0	5.6	66	**41	1.1	3.3	74	**63	1.8	5.1	120
SUNDAY MORNING C	1611	417	1.8	25.9	89	*79	1.2	4.9	58	**58	1.6	3.6	80	**50	1.4	3.1	73

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.$. '000	DORITOS NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX	DORITOS TACO A '000	B % DOWN	C % ACROSS	D INDX	DORITOS CRISPY LIGHTS-REGULAR A '000	B % DOWN	C % ACROSS	D INDX	DORITOS CRISPY LIGHTS-NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	23599	100.0	29.1	100	6828	100.0	8.4	100	3640	100.0	4.5	100	3452	100.0	4.3	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6149	26.1	23.6	81	1887	27.6	7.2	86	886	24.3	3.4	76	955	27.7	3.7	86
NETWORK AFFILIATES - LATE		20261	6011	25.5	29.7	102	1729	25.3	8.5	101	869	23.9	4.3	95	912	26.4	4.5	106
INDEPENDENTS - LATE		2076	445	1.9	21.4	74	127	1.9	6.1	73	*63	1.7	3.0	68	*79	2.3	3.8	89
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3222	13.7	30.8	106	854	12.5	8.2	97	469	12.9	4.5	100	393	11.4	3.8	88
ABC MONDAY NIGHT MOVIE	A	6412	1860	7.9	29.0	100	546	8.0	8.5	101	411	11.3	6.4	143	255	7.4	4.0	93
ABC SUNDAY NIGHT MOVIE	A	12407	3517	14.9	28.3	97	990	14.5	8.0	95	522	14.3	4.2	94	619	17.9	5.0	117
ABC WORLD NEWS TONIGHT	A	6176	1368	5.8	22.2	76	462	6.8	7.5	89	257	7.1	4.2	93	302	8.7	4.9	115
AFTERMASH	C	5863	1675	7.1	28.6	98	415	6.1	7.1	84	*231	6.3	3.9	88	*177	5.1	3.0	71
ALICE	C	9594	2724	11.5	28.4	97	723	10.6	7.5	89	450	12.4	4.7	104	392	11.4	4.1	96
AMERICAN PARADE	C	6622	1582	6.7	23.9	82	483	7.1	7.3	87	*208	5.7	3.1	70	283	8.2	4.3	100
BENSON	A	10886	2875	12.2	26.4	91	892	13.1	8.2	97	520	14.3	4.8	106	479	13.9	4.4	103
BLUE THUNDER	A	5036	1514	6.4	30.1	103	404	5.9	8.0	95	*224	6.2	4.4	99	*215	6.2	4.3	100
CAGNEY & LACEY	C	9965	3040	12.9	30.5	105	728	10.7	7.3	87	573	15.7	5.8	128	488	14.1	4.9	115
CBS EVENING NEWS-DEAN	C	3491	748	3.2	21.4	74	*260	3.8	7.4	88	**85	2.3	2.4	54	**104	3.0	3.0	70
CBS EVENING NEWS-RATHER	C	7123	1553	6.6	21.8	75	505	7.4	7.1	84	214	5.9	3.0	67	214	6.2	3.0	70
CBS SAT. NEWS-SCHIEFFER	C	3621	839	3.6	23.2	80	264	3.9	7.3	86	*84	2.3	2.3	52	78	2.3	2.2	51
CBS SATURDAY NIGHT MOVIE	C	5436	1672	7.1	30.8	106	422	6.2	7.8	92	288	7.9	5.3	118	271	7.9	5.0	117
CBS WEDNESDAY NIGHT MOVIE	C	6100	1721	7.3	28.2	97	461	6.8	7.6	90	148	4.1	2.4	54	157	4.5	2.6	60
CHEERS	N	8889	3047	12.9	34.3	118	691	10.1	7.8	92	378	10.4	4.3	95	329	9.5	3.7	87
DALLAS	C	22109	6465	27.4	29.2	100	1849	27.1	8.4	99	1106	30.4	5.0	111	939	27.2	4.2	100
DIFF'RENT STROKES	N	6940	1818	7.7	26.2	90	434	6.4	6.3	74	*253	7.0	3.6	81	304	8.8	4.4	103
DOUBLE TROUBLE	N	7223	2434	10.3	33.7	116	626	9.2	8.7	103	330	9.1	4.6	102	363	10.5	5.0	118
DUCK FACTORY	N	5595	1935	8.2	34.6	119	408	6.0	7.3	86	*245	6.7	4.4	97	*195	5.6	3.5	82
DUKES OF HAZZARD	C	5768	1490	6.3	25.8	89	453	6.6	7.9	93	*223	6.1	3.9	86	336	9.7	5.8	137
DYNASTY	A	20053	5949	25.2	29.7	102	1613	23.6	8.0	95	913	25.1	4.6	101	748	21.7	3.7	88
FACTS OF LIFE	N	8087	2577	10.9	31.9	109	698	10.2	8.6	102	410	11.3	5.1	113	396	11.5	4.9	115
FALCON CREST	C	20046	5647	23.9	28.2	97	1590	23.3	7.9	94	971	26.7	4.8	108	770	22.3	3.8	90
FALL GUY	A	9084	2559	10.8	28.2	97	690	10.1	7.6	90	306	8.4	3.4	75	365	10.6	4.0	94
FAMILY TIES	N	7964	2451	10.4	30.8	106	578	8.5	7.3	86	*326	9.0	4.1	91	*271	7.9	3.4	80
FANTASY ISLAND	A	7687	2070	8.8	26.9	92	579	8.5	7.5	89	333	9.1	4.3	96	240	7.0	3.1	73
FOULUPS,BLEEPS & BLUNDERS	A	8861	2475	10.5	27.9	96	899	13.2	10.1	120	419	11.5	4.7	105	369	10.7	4.2	98
FOUR SEASONS	C	5095	1454	6.2	28.5	98	*322	4.7	6.3	75	*200	5.5	3.9	87	**155	4.5	3.0	71
GIMME A BREAK	N	8838	2491	10.6	28.2	97	572	8.4	6.5	77	*280	7.7	3.2	70	326	9.4	3.7	87
HART TO HART	A	8978	2513	10.6	28.0	96	691	10.1	7.7	91	497	13.7	5.5	123	398	11.5	4.4	104
HILL STREET BLUES	N	8590	3040	12.9	35.4	121	822	12.0	9.6	113	480	13.2	5.6	124	462	13.4	5.4	126
HOTEL	A	14085	4069	17.2	28.9	99	1301	19.1	9.2	110	774	21.3	5.5	122	651	18.9	4.6	108
JEFFERSONS	C	9360	2602	11.0	27.8	95	670	9.8	7.2	85	438	12.0	4.7	104	368	10.7	3.9	92
JENNIFER SLEPT HERE	N	5841	1771	7.5	30.3	104	381	5.6	6.5	77	*242	6.6	4.1	92	*265	7.7	4.5	106
KATE & ALLIE	C	9206	2630	11.1	28.6	98	781	11.4	8.5	101	373	10.2	4.1	90	380	11.0	4.1	97
KNIGHT RIDER	N	7076	2045	8.7	28.9	99	615	9.0	8.7	103	*299	8.2	4.2	94	424	12.3	6.0	141
LOVE BOAT	A	12219	3219	13.6	26.3	90	769	11.3	6.3	75	451	12.4	3.7	82	446	12.9	3.7	86
MAGNUM PI	C	11199	3338	14.1	29.8	102	1019	14.9	9.1	108	466	12.8	4.2	93	434	12.6	3.9	91
MAMA'S FAMILY	N	6057	1635	6.9	27.0	93	401	5.9	6.6	79	*252	6.9	4.2	93	*234	6.8	3.9	91
MASTER, THE	N	3598	1104	4.7	30.7	105	320	4.7	8.9	105	*155	4.3	4.3	96	*181	5.2	5.0	118
MATT HOUSTON	A	6344	1980	8.4	31.2	107	516	7.6	8.1	96	280	7.7	4.4	98	*273	7.9	4.3	101
NBC MONDAY NIGHT MOVIE	N	11994	3776	16.0	31.5	108	1049	15.4	8.7	104	504	13.8	4.2	93	445	12.9	3.7	87
NBC NIGHTLY NEWS	N	5132	1241	5.3	24.2	83	347	5.1	6.8	80	170	4.7	3.3	74	141	4.1	2.7	64
NBC NIGHTLY NEWS-SAT	N	3375	697	3.0	20.7	71	*313	4.6	9.3	110	**78	2.1	2.3	51	**117	3.4	3.5	81
NBC NIGHTLY NEWS-SUN	N	3130	740	3.1	23.6	81	*271	4.0	8.7	103	**147	4.0	4.7	104	**146	4.2	4.7	109
NBC SUNDAY NIGHT MOVIE	N	8284	2623	11.1	31.7	109	774	11.3	9.3	111	*359	9.9	4.3	96	390	11.3	4.7	110
NEWHART	C	9240	2770	11.7	30.0	103	699	10.2	7.6	90	421	11.6	4.6	101	491	14.2	5.3	125
ONE DAY AT A TIME	C	7288	2307	9.8	31.7	109	649	9.5	8.9	106	429	11.8	5.9	131	345	10.0	4.7	111
PEOPLE ARE FUNNY	N	4855	1259	5.3	25.9	89	293	4.3	6.0	72	*163	4.5	3.4	75	*168	4.9	3.5	81
REAL PEOPLE	N	8869	2533	10.7	28.6	98	722	10.6	8.1	97	330	9.1	3.7	83	404	11.7	4.6	107
REMINGTON STEELE	N	7743	2283	9.7	29.5	101	755	11.1	9.8	116	415	11.4	5.4	119	413	12.0	5.3	125
RIPLEY'S BELIEVE IT - NOT	A	5345	1704	7.2	31.9	109	554	8.1	10.4	123	268	7.4	5.0	112	291	8.4	5.4	128
RIPTIDE	N	6988	2418	10.2	34.6	119	637	9.3	9.1	108	304	8.4	4.4	97	347	10.1	5.0	116
SCARECROW & MRS. KING	C	10002	2899	12.3	29.0	99	811	11.9	8.1	96	490	13.5	4.9	109	376	10.9	3.8	88
SIMON & SIMON	C	10638	3131	13.3	29.4	101	944	13.8	8.9	105	449	12.3	4.2	94	366	10.6	3.4	81
60 MINUTES	C	13293	3316	14.1	24.9	86	1020	14.9	7.7	91	535	14.7	4.0	90	511	14.8	3.8	90
ST. ELSEWHERE	N	7017	2434	10.3	34.7	119	528	7.7	7.5	89	277	7.6	3.9	88	333	9.6	4.7	111
THREE'S COMPANY	A	10917	3306	14.0	30.3	104	1011	14.8	9.3	110	553	15.2	5.1	113	466	13.5	4.3	100
T.J. HOOKER	A	9204	2418	10.2	26.3	90	752	11.0	8.2	97	361	9.9	3.9	87	360	10.4	3.9	92
TONIGHT SHOW	N	2372	671	2.8	28.3	97	193	2.8	8.1	97	124	3.4	5.2	116	116	3.4	4.9	115
TRAPPER JOHN, M.D.	C	9846	2833	12.0	28.8	99	663	9.7	6.7	80	403	11.1	4.1	91	345	10.0	3.5	82
TV BLOOPERS & PRAC. JOKES	N	9105	2700	11.4	29.7	102	667	9.8	7.3	87	349	9.6	3.8	85	309	9.0	3.4	80
20/20	A	9387	2493	10.6	26.6	91	670	9.8	7.1	85	401	11.0	4.3	95	331	9.6	3.5	83
WEBSTER	A	11067	2994	12.7	27.1	93	885	13.0	8.0	95	565	15.5	5.1	114	463	13.4	4.2	98
WORLD NEWS - SUN	A	3062	727	3.1	23.7	81	*317	4.6	10.4	123	**84	2.3	2.7	61	*155	4.5	5.1	119
YELLOW ROSE	N	4978	1564	6.6	31.4	108	362	5.3	7.3	86	*214	5.9	4.3	96	239	6.9	4.8	113
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2998	12.7	33.8	116	790	11.6	8.9	106	*452	12.4	5.1	113	*469	13.6	5.3	124
BASKETBALL - COLLEGE GAMES		4080	1501	6.4	36.8	126	*343	5.0	8.4	100	**195	5.4	4.8	106	**186	5.4	4.6	107
BASKETBALL - PRO GAMES		3607	1126	4.8	31.2	107	*282	4.1	7.8	93	**224	6.2	6.2	138	**194	5.6	5.4	126
BOWLING		3883	1259	5.3	32.4	111	*271	4.0	7.0	83	**159	4.4	4.1	91	**243	7.0	6.3	147
BOXING		3928	1018	4.3	25.9	89	*345	5.1	8.8	104	**93	2.6	2.4	53	**169	4.9	4.3	101
FOOTBALL - COLLEGE GAMES		6366	2215	9.4	34.8	119	635	9.3	10.0	118	*420	11.5	6.6	147	*310	9.0	4.9	114
FOOTBALL - PRO GAMES		11300	4677	19.8	41.4	142	1071	15.7	9.5	112	631	17.3	5.6	124	*542	15.7	4.8	113
GOLF		3378	965	4.1	28.6	98	*297	4.3	8.8	104	**144	4.0	4.3	95	**108	3.1	3.2	75
POST-SEASON COLL. FOOTBALL		4906	1702	7.2	34.7	119	525	7.7	10.7	127	*327	9.0	6.7	148	**167	4.8	3.4	80
POST-SEASON PRO FOOTBALL		6120	2699	11.4	44.1	151	667	9.8	10.9	129	*345	9.5	5.6	125	*340	9.8	5.6	130
TENNIS		3033	1041	4.4	34.3	118	*358	5.2	11.8	140	**83	2.3	2.7	61	**160	4.6	5.3	124
WRESTLING - PROFESSIONAL		3344	1256	5.3	37.6	129	*449	6.6	13.4	159	**165	4.5	4.9	110	**169	4.9	5.1	119

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	FRITOS-REGULAR A '000	B % DOWN	C % ACROSS	D INDX	FRITOS DIP CHIPS (KING SIZE) A '000	B % DOWN	C % ACROSS	D INDX	FRITOS-BBQ FLAVOR A '000	B % DOWN	C % ACROSS	D INDX	FRITOS LIGHTS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	22372	100.0	27.6	100	6873	100.0	8.5	100	4897	100.0	6.0	100	3809	100.0	4.7	100
18 - 24	9282	2714	12.1	29.2	106	774	11.3	8.3	98	860	17.6	9.3	153	*468	12.3	5.0	107
25 - 34	19072	6435	28.8	33.7	122	2288	33.3	12.0	141	1339	27.3	7.0	116	1290	33.9	6.8	144
35 - 44	14591	5158	23.1	35.4	128	1461	21.3	10.0	118	790	16.1	5.4	90	779	20.5	5.3	114
45 - 54	11345	3298	14.7	29.1	105	1026	14.9	9.0	107	885	18.1	7.8	129	*509	13.4	4.5	95
55 - 64	11635	2742	12.3	23.6	85	792	11.5	6.8	80	*555	11.3	4.8	79	*480	12.6	4.1	88
65 OR OLDER	15061	2026	9.1	13.5	49	532	7.7	3.5	42	*468	9.6	3.1	51	**283	7.4	1.9	40
18 - 34	28354	9149	40.9	32.3	117	3062	44.6	10.8	127	2198	44.9	7.8	128	1759	46.2	6.2	132
18 - 49	48339	16055	71.8	33.2	120	5158	75.0	10.7	126	3496	71.4	7.2	120	2845	74.7	5.9	125
25 - 54	45008	14892	66.6	33.1	120	4775	69.5	10.6	125	3014	61.5	6.7	111	2578	67.7	5.7	122
35 - 49	19985	6906	30.9	34.6	125	2096	30.5	10.5	124	1297	26.5	6.5	107	1086	28.5	5.4	116
50 OR OLDER	32647	6317	28.2	19.3	70	1715	25.0	5.3	62	1401	28.6	4.3	71	964	25.3	3.0	63
GRADUATED COLLEGE	11155	3246	14.5	29.1	105	894	13.0	8.0	94	*405	8.3	3.6	60	*561	14.7	5.0	107
ATTENDED COLLEGE	13682	4459	19.9	32.6	118	1484	21.6	10.8	128	638	13.0	4.7	77	882	23.2	6.4	137
GRADUATED HIGH SCHOOL	33880	10453	46.7	30.9	112	2960	43.1	8.7	103	2264	46.2	6.7	111	1650	43.3	4.9	104
DID NOT GRADUATE HIGH SCHOOL	22270	4214	18.8	18.9	68	1536	22.3	6.9	81	1590	32.5	7.1	118	717	18.8	3.2	68
EMPLOYED	40306	12780	57.1	31.7	115	3922	57.1	9.7	115	2503	51.1	6.2	103	2268	59.5	5.6	120
EMPLOYED FULL-TIME	32850	10231	45.7	31.1	113	3257	47.4	9.9	117	2072	42.3	6.3	104	1838	48.3	5.6	119
EMPLOYED PART-TIME	7456	2550	11.4	34.2	124	665	9.7	8.9	105	*431	8.8	5.8	96	*430	11.3	5.8	123
NOT EMPLOYED	40680	9592	42.9	23.6	85	2952	43.0	7.3	86	2394	48.9	5.9	97	1541	40.5	3.8	81
PROFESSIONAL/MANAGER	10392	3116	13.9	30.0	109	800	11.6	7.7	91	*363	7.4	3.5	58	*495	13.0	4.8	101
TECH/CLERICAL/SALES	17574	5992	26.8	34.1	123	1968	28.6	11.2	132	1192	24.3	6.8	112	1213	31.8	6.9	147
PRECISION/CRAFT	985	*258	1.2	26.2	95	**42	0.6	4.3	50	**31	0.6	3.1	52	**105	2.8	10.7	227
OTHER EMPLOYED	11354	3415	15.3	30.1	109	1112	16.2	9.8	115	917	18.7	8.1	134	*455	11.9	4.0	85
SINGLE	9863	2265	10.1	23.0	83	827	12.0	8.4	99	585	11.9	5.9	98	*473	12.4	4.8	102
MARRIED	51375	16060	71.8	31.3	113	4740	69.0	9.2	109	3378	69.0	6.6	109	2740	71.9	5.3	113
DIVORCED/SEPARATED/WIDOWED	19748	4047	18.1	20.5	74	1306	19.0	6.6	78	933	19.1	4.7	78	595	15.6	3.0	64
PARENTS	32590	11754	52.5	36.1	131	3549	51.6	10.9	128	2536	51.8	7.8	129	1988	52.2	6.1	130
WHITE	70416	20080	89.8	28.5	103	6114	89.0	8.7	102	3862	78.9	5.5	91	3184	83.6	4.5	96
BLACK	8778	1782	8.0	20.3	73	612	8.9	7.0	82	975	19.9	11.1	184	*491	12.9	5.6	119
OTHER	1791	**511	2.3	28.5	103	**147	2.1	8.2	97	**59	1.2	3.3	54	**134	3.5	7.5	159
NORTHEAST-CENSUS	17786	3839	17.2	21.6	78	851	12.4	4.8	56	524	10.7	2.9	49	*345	9.1	1.9	41
NORTH CENTRAL	20741	6233	27.9	30.1	109	1493	21.7	7.2	85	1295	26.4	6.2	103	734	19.3	3.5	75
SOUTH	27775	8151	36.4	29.3	106	3048	44.3	11.0	129	2362	48.2	8.5	141	1496	39.3	5.4	115
WEST	14683	4149	18.5	28.3	102	1481	21.5	10.1	119	715	14.6	4.9	81	1235	32.4	8.4	179
NORTHEAST-MKTG.	17961	3824	17.1	21.3	77	942	13.7	5.2	62	633	12.9	3.5	58	*370	9.7	2.1	44
EAST CENTRAL	11885	3442	15.4	29.0	105	776	11.3	6.5	77	763	15.6	6.4	106	523	13.7	4.4	94
WEST CENTRAL	14090	4197	18.8	29.8	108	1083	15.8	7.7	91	788	16.1	5.6	92	526	13.8	3.7	79
SOUTH	24081	7346	32.8	30.5	110	2806	40.8	11.7	137	2037	41.6	8.5	140	1314	34.5	5.5	116
PACIFIC	12969	3563	15.9	27.5	99	1268	18.4	9.8	115	675	13.8	5.2	86	1076	28.2	8.3	176
COUNTY SIZE A	32439	8396	37.5	25.9	94	2621	38.1	8.1	95	1503	30.7	4.6	77	1381	36.3	4.3	91
COUNTY SIZE B	24915	7562	33.8	30.4	110	2419	35.2	9.7	114	1792	36.6	7.2	119	1454	38.2	5.8	124
COUNTY SIZE C	12930	3596	16.1	27.8	101	999	14.5	7.7	91	831	17.0	6.4	106	587	15.4	4.5	97
COUNTY SIZE D	10703	2818	12.6	26.3	95	834	12.1	7.8	92	770	15.7	7.2	119	*387	10.2	3.6	77
METRO CENTRAL CITY	24518	6384	28.5	26.0	94	2400	34.9	9.8	115	1506	30.8	6.1	102	1197	31.4	4.9	104
METRO SUBURBAN	35919	10537	47.1	29.3	106	2886	42.0	8.0	95	2009	41.0	5.6	92	1863	48.9	5.2	110
NON METRO	20549	5451	24.4	26.5	96	1588	23.1	7.7	91	1382	28.2	6.7	111	749	19.7	3.6	77
TOP 5 ADI'S	18341	4441	19.9	24.2	88	1256	18.3	6.8	81	704	14.4	3.8	63	657	17.2	3.6	76
TOP 10 ADI'S	25378	6295	28.1	24.8	90	2102	30.6	8.3	98	1075	22.0	4.2	70	1005	26.4	4.0	84
TOP 20 ADI'S	36488	9276	41.5	25.4	92	2858	41.6	7.8	92	1654	33.8	4.5	75	1372	36.0	3.8	80
HSHLD INC. $50,000 OR MORE	6612	2206	9.9	33.4	121	654	9.5	9.9	117	*344	7.0	5.2	86	*412	10.8	6.2	132
$40,000 OR MORE	12659	4042	18.1	31.9	116	1181	17.2	9.3	110	669	13.7	5.3	87	937	24.6	7.4	157
$30,000 OR MORE	24698	7967	35.6	32.3	117	2498	36.3	10.1	119	1312	26.8	5.3	88	1631	42.8	6.6	140
$25,000 OR MORE	32077	10390	46.4	32.4	117	3212	46.7	10.0	118	1723	35.2	5.4	89	2094	55.0	6.5	139
$20,000 - $24,999	9144	2960	13.2	32.4	117	859	12.5	9.4	111	*495	10.1	5.4	90	*446	11.7	4.9	104
$15,000 - $19,999	8728	2480	11.1	28.4	103	763	11.1	8.7	103	547	11.2	6.3	104	*299	7.8	3.4	73
$10,000 - $14,999	12562	3296	14.7	26.2	95	951	13.8	7.6	89	918	18.7	7.3	121	544	14.3	4.3	92
UNDER $10,000	18475	3246	14.5	17.6	64	1089	15.8	5.9	69	1212	24.7	6.6	108	*426	11.2	2.3	49
HOUSEHOLD OF 1 PERSON	11987	1736	7.8	14.5	52	580	8.4	4.8	57	364	7.4	3.0	50	*193	5.1	1.6	34
2 PEOPLE	26577	6253	28.0	23.5	85	1907	27.7	7.2	85	1397	28.5	5.3	87	1060	27.8	4.0	85
3 OR 4 PEOPLE	30617	10131	45.3	33.1	120	3159	46.0	10.3	122	2262	46.2	7.4	122	1616	42.4	5.3	112
5 OR MORE PEOPLE	11804	4253	19.0	36.0	130	1227	17.9	10.4	122	873	17.8	7.4	122	940	24.7	8.0	169
NO CHILD IN HSHLD	46165	9924	44.4	21.5	78	3085	44.9	6.7	79	2193	44.8	4.8	79	1673	43.9	3.6	77
CHILD(REN) UNDER 2 YRS	5325	1729	7.7	32.5	118	*502	7.3	9.4	111	*363	7.4	6.8	113	*369	9.7	6.9	147
2 - 5 YEARS	14221	4891	21.9	34.4	125	1816	26.4	12.8	150	1143	23.3	8.0	133	933	24.5	6.6	139
6 - 11 YEARS	15117	5542	24.8	36.7	133	1709	24.9	11.3	133	1221	24.9	8.1	134	1035	27.2	6.8	146
12 - 17 YEARS	16611	6282	28.1	37.8	137	1566	22.8	9.4	111	1286	26.3	7.7	128	1011	26.5	6.1	129
RESIDENCE OWNED	55884	16342	73.0	29.2	106	4762	69.3	8.5	100	3327	67.9	6.0	98	2791	73.3	5.0	106
VALUE: $50,000 OR MORE	31744	9498	42.5	29.9	108	2674	38.9	8.4	99	1698	34.7	5.3	88	1783	46.8	5.6	119
VALUE: UNDER $50,000	24140	6844	30.6	28.4	103	2088	30.4	8.6	102	1629	33.3	6.7	112	1008	26.5	4.2	89

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

0411
P-22

		TOTAL U.S. '000	FRITOS-REGULAR A '000	FRITOS-REGULAR B % DOWN	FRITOS-REGULAR C % ACROSS	FRITOS-REGULAR D INDX	FRITOS DIP CHIPS (KING SIZE) A '000	FRITOS DIP CHIPS (KING SIZE) B % DOWN	FRITOS DIP CHIPS (KING SIZE) C % ACROSS	FRITOS DIP CHIPS (KING SIZE) D INDX	FRITOS-BBQ FLAVOR A '000	FRITOS-BBQ FLAVOR B % DOWN	FRITOS-BBQ FLAVOR C % ACROSS	FRITOS-BBQ FLAVOR D INDX	FRITOS LIGHTS A '000	FRITOS LIGHTS B % DOWN	FRITOS LIGHTS C % ACROSS	FRITOS LIGHTS D INDX
TOTAL FEMALE HOMEMAKERS		80986	22372	100.0	27.6	100	6873	100.0	8.5	100	4897	100.0	6.0	100	3809	100.0	4.7	100
MAGAZINES	QUINTILE 1	15799	5476	24.5	34.7	125	1780	25.9	11.3	133	1140	23.3	7.2	119	956	25.1	6.1	129
	QUINTILE 2	17259	5164	23.1	29.9	108	1586	23.1	9.2	108	1131	23.1	6.6	108	1005	26.4	5.8	124
	QUINTILE 3	13545	3800	17.0	28.1	102	1117	16.3	8.2	97	633	12.9	4.7	77	696	18.3	5.1	109
	QUINTILE 4	15133	3935	17.6	26.0	94	1018	14.8	6.7	79	833	17.0	5.5	91	*434	11.4	2.9	61
	QUINTILE 5	19250	3997	17.9	20.8	75	1373	20.0	7.1	84	1160	23.7	6.0	100	718	18.9	3.7	79
NEWSPAPERS	QUINTILE 1	12413	3360	15.0	27.1	98	861	12.5	6.9	82	640	13.1	5.2	85	*553	14.5	4.5	95
	QUINTILE 2	24116	6876	30.7	28.5	103	2098	30.5	8.7	103	1215	24.8	5.0	83	1173	30.8	4.9	103
	QUINTILE 3	11261	3527	15.8	31.3	113	974	14.2	8.6	102	768	15.7	6.8	113	*511	13.4	4.5	96
	QUINTILE 4	20255	5745	25.7	28.4	103	1939	28.2	9.6	113	1207	24.6	6.0	99	954	25.0	4.7	100
	QUINTILE 5	12940	2865	12.8	22.1	80	1001	14.6	7.7	91	1067	21.8	8.2	136	618	16.2	4.8	102
OUTDOOR	QUINTILE 1	14852	4441	19.9	29.9	108	1348	19.6	9.1	107	827	16.9	5.6	92	569	14.9	3.8	81
	QUINTILE 2	15725	4803	21.5	30.5	111	1482	21.6	9.4	111	1065	21.7	6.8	112	829	21.8	5.3	112
	QUINTILE 3	16330	4704	21.0	28.8	104	1718	25.0	10.5	124	1071	21.9	6.6	108	976	25.6	6.0	127
	QUINTILE 4	16744	4037	18.0	24.1	87	1176	17.1	7.0	83	1042	21.3	6.2	103	617	16.2	3.7	78
	QUINTILE 5	17334	4387	19.6	25.3	92	1149	16.7	6.6	78	892	18.2	5.1	85	818	21.5	4.7	100
RADIO-DRIVE TIME	QUINTILE 1	15911	4783	21.4	30.1	109	1475	21.5	9.3	109	1094	22.3	6.9	114	933	24.5	5.9	125
	QUINTILE 2	14837	4134	18.5	27.9	101	1414	20.6	9.5	112	1120	22.9	7.5	125	808	21.2	5.4	116
	QUINTILE 3	15339	4558	20.4	29.7	108	1368	19.9	8.9	105	903	18.4	5.9	97	723	19.0	4.7	100
	QUINTILE 4	16723	4729	21.1	28.3	102	1358	19.8	8.1	96	958	19.6	5.7	95	695	18.2	4.2	88
	QUINTILE 5	18176	4169	18.6	22.9	83	1257	18.3	6.9	81	822	16.8	4.5	75	650	17.1	3.6	76
RADIO-MID-DAY	TERCILE 1	21020	6083	27.2	28.9	105	1872	27.2	8.9	105	1257	25.7	6.0	99	1278	33.6	6.1	129
	TERCILE 2	21610	6321	28.3	29.3	106	1921	27.9	8.9	105	1544	31.5	7.1	118	1086	28.5	5.0	107
	TERCILE 3	38355	9969	44.6	26.0	94	3080	44.8	8.0	95	2095	42.8	5.5	90	1445	37.9	3.8	80
RADIO-TOTAL	QUINTILE 1	15988	4830	21.6	30.2	109	1461	21.3	9.1	108	1151	23.5	7.2	119	902	23.7	5.6	120
	QUINTILE 2	15626	4458	19.9	28.5	103	1495	21.8	9.6	113	1156	23.6	7.4	122	881	23.1	5.6	120
	QUINTILE 3	16723	4663	20.8	27.9	101	1629	23.7	9.7	115	1032	21.1	6.2	102	906	23.8	5.4	115
	QUINTILE 4	16342	4803	21.5	29.4	106	1149	16.7	7.0	83	862	17.6	5.3	87	636	16.7	3.9	83
	QUINTILE 5	16306	3618	16.2	22.2	80	1139	16.6	7.0	82	696	14.2	4.3	71	*485	12.7	3.0	63
TV-PRIME TIME	QUINTILE 1	15953	4444	19.9	27.9	101	1394	20.3	8.7	103	936	19.1	5.9	97	719	18.9	4.5	96
	QUINTILE 2	16137	4592	20.5	28.5	103	1479	21.5	9.2	108	1089	22.2	6.7	112	589	15.5	3.6	78
	QUINTILE 3	16420	4845	21.7	29.5	107	1063	15.5	6.5	76	1116	22.8	6.8	112	784	20.6	4.8	102
	QUINTILE 4	16687	4599	20.6	27.6	100	1585	23.1	9.5	112	836	17.1	5.0	83	780	20.5	4.7	99
	QUINTILE 5	15789	3892	17.4	24.7	89	1352	19.7	8.6	101	920	18.8	5.8	96	938	24.6	5.9	126
TV-DAYTIME	TERCILE 1	27736	6973	31.2	25.1	91	2207	32.1	8.0	94	1786	36.5	6.4	106	1097	28.8	4.0	84
	TERCILE 2	26489	7715	34.5	29.1	105	2083	30.3	7.9	93	1509	30.8	5.7	94	1309	34.4	4.9	105
	TERCILE 3	26761	7685	34.4	28.7	104	2584	37.6	9.7	114	1602	32.7	6.0	99	1403	36.8	5.2	111
TV-TOTAL	QUINTILE 1	16345	3954	17.7	24.2	88	1175	17.1	7.2	85	1061	21.7	6.5	107	644	16.9	3.9	84
	QUINTILE 2	16447	4443	19.9	27.0	98	1557	22.7	9.5	112	901	18.4	5.5	91	641	16.8	3.9	83
	QUINTILE 3	15980	4869	21.8	30.5	110	1230	17.9	7.7	91	1075	22.0	6.7	111	697	18.3	4.4	93
	QUINTILE 4	15887	4577	20.5	28.8	104	1440	21.0	9.1	107	886	18.1	5.6	92	929	24.4	5.8	124
	QUINTILE 5	16326	4529	20.2	27.7	100	1472	21.4	9.0	106	974	19.9	6.0	99	899	23.6	5.5	117
MAGAZINES-NEWSPAPERS: DUAL		20721	6424	28.7	31.0	112	1864	27.1	9.0	106	1254	25.6	6.1	100	1140	29.9	5.5	117
MAGAZINE IMPERATIVE		19186	5184	27.6	32.2	117	2056	29.9	10.7	126	1371	28.0	7.1	118	1211	31.8	6.3	136
NEWSPAPER IMPERATIVE		21899	5492	24.5	25.1	91	1569	22.8	7.2	84	966	19.7	4.4	73	839	22.0	3.8	81
MAGAZINES-OUTDOOR: DUAL		15451	5126	22.9	33.2	120	1626	23.7	10.5	124	1074	21.9	7.0	115	854	22.4	5.5	118
MAGAZINE IMPERATIVE		25953	7737	34.6	29.8	108	2329	33.9	9.0	106	1541	31.5	5.9	98	1491	39.1	5.7	122
OUTDOOR IMPERATIVE		24400	6458	28.9	26.5	96	1989	28.9	8.2	96	1318	26.9	5.4	89	961	25.2	3.9	84
MAGAZINES-RADIO: DUAL		18049	5861	26.2	32.5	118	1899	27.6	10.5	124	1329	27.1	7.4	122	1205	31.6	6.7	142
MAGAZINE IMPERATIVE		23571	7252	32.4	30.8	111	2090	30.4	8.9	104	1282	26.2	5.4	90	1158	30.4	4.9	104
RADIO IMPERATIVE		23278	5910	26.4	25.4	92	1898	27.6	8.2	96	1523	31.1	6.5	108	1078	28.3	4.6	98
MAGAZINES-TELEVISION: DUAL		15455	4641	20.7	30.0	109	1664	24.2	10.8	127	971	19.8	6.3	104	706	18.5	4.6	97
MAGAZINE IMPERATIVE		25829	8356	37.4	32.4	117	2415	35.1	9.3	110	1716	35.0	6.6	110	1648	43.3	6.4	136
TELEVISION IMPERATIVE		24039	6071	27.1	23.3	84	1717	25.0	6.6	78	1429	29.2	5.5	91	866	22.7	3.3	71
NEWSPAPERS-OUTDOOR: DUAL		16605	5180	23.2	31.2	113	1398	20.3	8.4	99	939	19.2	5.7	94	918	24.1	5.5	118
NEWSPAPER IMPERATIVE		26834	7168	32.0	26.7	97	2040	29.7	7.6	90	1346	27.5	5.0	83	1135	29.8	4.2	90
OUTDOOR IMPERATIVE		23346	6853	30.6	29.4	106	2395	34.8	10.3	121	1673	34.2	7.2	119	1208	31.7	5.2	110
NEWSPAPERS-RADIO: DUAL		17133	4763	21.3	27.8	101	1621	23.6	9.5	111	1061	21.7	6.2	102	913	24.0	5.3	113
NEWSPAPER IMPERATIVE		25892	7372	33.0	28.5	103	1907	27.7	7.4	87	1233	25.2	4.8	79	1086	28.5	4.2	89
RADIO IMPERATIVE		23167	6928	31.0	29.9	108	2292	33.3	9.9	117	1899	38.8	8.2	136	1342	35.2	5.8	123
NEWSPAPERS-TELEVISION: DUAL		17159	4660	20.8	27.2	98	1418	20.6	8.3	97	875	17.9	5.1	84	673	17.7	3.9	83
NEWSPAPER IMPERATIVE		26214	7761	34.7	29.6	107	2181	31.7	8.3	98	1416	28.9	5.4	89	1407	36.9	5.4	114
TELEVISION IMPERATIVE		23412	6142	27.5	26.2	95	1913	27.8	8.2	96	1658	33.9	7.1	117	908	23.8	3.9	82
OUTDOOR-RADIO: DUAL		15303	4841	21.6	31.6	115	1560	22.7	10.2	120	1062	21.7	6.9	115	849	22.3	5.5	118
OUTDOOR IMPERATIVE		24901	7024	31.4	28.2	102	2241	32.6	9.0	106	1323	27.0	5.3	88	1021	26.8	4.1	87
RADIO IMPERATIVE		26492	7241	32.4	27.3	99	2290	33.3	8.6	102	1830	37.4	6.9	114	1523	40.0	5.7	122
OUTDOOR-TELEVISION: DUAL		14794	4512	20.2	30.5	110	1459	21.2	9.9	116	947	19.3	6.4	106	635	16.7	4.3	91
OUTDOOR IMPERATIVE		25437	7762	34.7	30.5	110	2371	34.5	9.3	110	1590	32.5	6.3	103	1341	35.2	5.3	112
TELEVISION IMPERATIVE		27877	6915	30.9	24.8	90	2108	30.7	7.6	89	1666	34.0	6.0	99	1039	27.3	3.7	79
RADIO-TELEVISION: DUAL		15996	4620	20.7	28.9	105	1509	22.0	9.4	111	1216	24.8	7.6	126	711	18.7	4.4	95
RADIO IMPERATIVE		25478	7533	33.7	29.6	107	2461	35.8	9.7	114	1788	36.5	7.0	116	1574	41.3	6.2	131
TELEVISION IMPERATIVE		26573	6687	29.9	25.2	91	1957	28.5	7.4	87	1326	27.1	5.0	83	918	24.1	3.5	73

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	FRITOS-REGULAR A '000	FRITOS-REGULAR B % DOWN	FRITOS-REGULAR C % ACROSS	FRITOS-REGULAR D INDX	FRITOS DIP CHIPS (KING SIZE) A '000	FRITOS DIP CHIPS (KING SIZE) B % DOWN	FRITOS DIP CHIPS (KING SIZE) C % ACROSS	FRITOS DIP CHIPS (KING SIZE) D INDX	FRITOS-BBQ FLAVOR A '000	FRITOS-BBQ FLAVOR B % DOWN	FRITOS-BBQ FLAVOR C % ACROSS	FRITOS-BBQ FLAVOR D INDX	FRITOS LIGHTS A '000	FRITOS LIGHTS B % DOWN	FRITOS LIGHTS C % ACROSS	FRITOS LIGHTS D INDX
TOTAL FEMALE HOMEMAKERS	80986	22372	100.0	27.6	100	6873	100.0	8.5	100	4897	100.0	6.0	100	3809	100.0	4.7	100
ATLANTIC MONTHLY	415	**86	0.4	20.7	75	**41	0.6	9.9	116	**26	0.5	6.3	104	**18	0.5	4.3	92
BARRON'S	453	**164	0.7	36.2	131	**57	0.8	12.6	148	**16	0.3	3.5	58	**12	0.3	2.6	56
BETTER HOMES & GARDENS	16256	5371	24.0	33.0	120	1656	24.1	10.2	120	1011	20.6	6.2	103	847	22.2	5.2	111
BON APPETIT	2535	736	3.3	29.0	105	*242	3.5	9.5	112	**135	2.8	5.3	88	**64	1.7	2.5	54
BUSINESS WEEK	1278	340	1.5	26.6	96	*137	2.0	10.7	126	**36	0.7	2.8	47	**40	1.1	3.1	67
CAR AND DRIVER	378	**119	0.5	31.5	114	**14	0.2	3.7	44	**37	0.8	9.8	162	**6	0.2	1.6	34
CBS MAGAZINE NETWORK (GROSS)	1498	545	2.4	36.4	132	**155	2.3	10.3	122	**137	2.8	9.1	151	**170	4.5	11.3	241
CHANGING TIMES	1505	495	2.2	32.9	119	**144	2.1	9.6	113	**102	2.1	6.8	112	**78	2.0	5.2	110
COLONIAL HOMES	1231	463	2.1	37.6	136	*183	2.7	14.9	175	*171	3.5	13.9	230	**117	3.1	9.5	202
CONDE NAST MAG. PKG. (GROSS)	14146	4781	21.4	33.8	122	1524	22.2	10.8	127	882	18.0	6.2	103	907	23.8	6.4	136
CONSUMERS DIGEST	1923	419	1.9	31.7	115	**131	1.9	9.9	117	**75	1.5	5.7	94	**139	3.6	10.5	223
COSMOPOLITAN	7102	2154	9.6	30.3	110	772	11.2	10.9	128	484	9.9	6.8	113	450	11.8	6.3	135
COUNTRY LIVING	2481	966	4.3	38.9	141	221	3.2	8.9	105	*170	3.5	6.9	113	*149	3.9	6.0	128
CUISINE	1472	440	2.0	29.9	108	*185	2.7	12.6	148	**72	1.5	4.9	81	**22	0.6	1.5	32
CYCLE WORLD	425	*200	0.9	47.1	170	**43	0.6	10.1	119	**41	0.8	9.6	160	**16	0.4	3.8	80
DCI:CREATIVE IDEAS FOR LIV	2510	846	3.8	33.7	122	*311	4.5	12.4	146	*191	3.9	7.6	126	**134	3.5	5.3	114
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2372	10.6	35.4	128	877	12.8	13.1	154	464	9.5	6.9	115	372	9.8	5.6	118
DISCOVER	894	297	1.3	33.2	120	**91	1.3	10.2	120	**52	1.1	5.8	96	**20	0.5	2.2	48
EBONY	3507	851	3.8	24.3	88	239	3.5	6.8	80	452	9.2	12.9	213	*218	5.7	6.2	132
ESQUIRE	1083	*204	0.9	18.8	68	**101	1.5	9.3	110	**54	1.1	5.0	82	**30	0.8	2.8	59
ESSENCE	1830	466	2.1	25.5	92	*144	2.1	7.9	93	268	5.5	14.6	242	**91	2.4	5.0	106
FAMILY CIRCLE	15930	5400	24.1	33.9	123	1432	20.8	9.0	106	1010	20.6	6.3	105	1065	28.0	6.7	142
THE FAMILY HANDYMAN	1126	460	2.1	40.9	148	**122	1.8	10.8	128	**87	1.8	7.7	128	**33	0.9	2.9	62
FAMILY WEEKLY	11468	3648	16.3	31.8	115	1178	17.1	10.3	121	686	14.0	6.0	99	596	15.6	5.2	110
FIELD & STREAM	2234	765	3.4	34.2	124	*273	4.0	12.2	144	*213	4.3	9.5	158	**89	2.3	4.0	85
FOOD & WINE	579	*185	0.8	32.0	116	**41	0.6	7.1	83	**36	0.7	6.2	103	**22	0.6	3.8	81
FORBES	728	*211	0.9	29.0	105	**81	1.2	11.1	131	**27	0.6	3.7	61	**34	0.9	4.7	99
FORTUNE	906	*289	1.3	31.9	115	**106	1.5	11.7	138	**69	1.4	7.6	126	**36	0.9	4.0	84
GENTLEMEN'S QUARTERLY	791	*259	1.2	32.7	119	**76	1.1	9.6	113	**131	2.7	16.6	274	**39	1.0	4.9	105
GLAMOUR	5265	1824	8.2	34.6	125	592	8.6	11.2	132	366	7.5	7.0	115	372	9.8	7.1	150
GOLF DIGEST	636	*145	0.6	22.8	83	**44	0.6	6.9	82	**6	0.1	0.9	16	**20	0.5	3.1	67
GOLF DIGEST/TENNIS (GROSS)	1186	313	1.4	26.4	96	**95	1.4	8.0	94	**71	1.4	6.0	99	**38	1.0	3.2	68
GOLF MAGAZINE	441	**78	0.3	17.7	64	**38	0.6	8.6	102	**16	0.3	3.6	60	**18	0.5	4.1	87
GOLF MAGAZINE/SKI (GROSS)	922	*260	1.2	28.2	102	**95	1.4	10.3	121	**53	1.1	5.7	95	**84	2.2	9.1	194
GOOD HOUSEKEEPING	16487	5177	23.1	31.4	114	1640	23.9	9.9	117	987	20.2	6.0	99	910	23.9	5.5	117
HARPER'S BAZAAR	2423	807	3.6	33.3	121	281	4.1	11.6	137	*206	4.2	8.5	141	**185	4.9	7.6	162
HEALTH	1994	534	2.4	26.8	97	*309	4.5	15.5	183	**118	2.4	5.9	98	**113	3.0	5.7	120
HEARST MAG CORP. BUY (GROSS)	44101	14554	65.1	33.0	119	4608	67.0	10.4	123	3011	61.5	6.8	113	2513	66.0	5.7	121
HEARST MAN POWER (GROSS)	1993	720	3.2	36.1	131	*240	3.5	12.0	142	*142	2.9	7.1	118	**48	1.3	2.4	51
HEARST WOMAN POWER (GROSS)	31274	10175	45.5	32.5	118	3182	46.3	10.2	120	2041	41.7	6.5	108	1809	47.5	5.8	123
HOUSE BEAUTIFUL	3623	1168	5.2	32.2	117	413	6.0	11.4	134	*231	4.7	6.4	105	**178	4.7	4.9	104
INC.	283	**85	0.4	30.0	109	**47	0.7	16.6	196	**19	0.4	6.7	111	**13	0.3	4.6	98
JET	2928	810	3.6	27.7	100	246	3.6	8.4	99	401	8.2	13.7	226	*149	3.9	5.1	108
LADIES' HOME JOURNAL	11918	4006	17.9	33.6	122	1239	18.0	10.4	122	763	15.6	6.4	106	790	20.7	6.6	141
LHJ FAMILY GRP COMBO(GROSS)	16764	5634	25.2	33.6	122	1963	28.6	11.7	138	1130	23.1	6.7	111	1039	27.3	6.2	132
LIFE	4254	1234	5.5	29.0	105	462	6.7	10.9	128	310	6.3	7.3	121	*234	6.1	5.5	117
L.A. TIMES HOME MAGAZINE	1145	373	1.7	32.6	118	**155	2.3	13.5	160	**29	0.6	2.5	42	**70	1.8	6.1	130
MADEMOISELLE	2884	1005	4.5	34.8	126	353	5.1	12.2	144	*157	3.2	5.4	90	*179	4.7	6.2	132
MC CALL'S	13460	4487	20.1	33.3	121	1470	21.4	10.9	129	915	18.7	6.8	112	783	20.6	5.8	124
MC CALL'S/WRK MOTHER (GROSS)	14606	4889	21.9	33.5	121	1594	23.2	10.9	129	1048	21.4	7.2	119	941	24.7	6.4	137
MECHANIX ILLUSTRATED	772	*213	1.0	27.6	100	**96	1.4	12.4	147	**77	1.6	10.0	165	**23	0.6	3.0	63
METROPOLITAN HOME	967	307	1.4	31.7	115	**110	1.6	11.4	134	**55	1.1	5.7	94	**30	0.8	3.1	66
MONEY	1588	450	2.0	28.3	103	*182	2.6	11.5	135	**72	1.5	4.5	75	**59	1.5	3.7	79
MOTHER EARTH NEWS	1002	276	1.2	27.5	100	**89	1.3	8.9	105	**62	1.3	6.2	102	**87	2.3	8.7	185
MS.	825	305	1.4	37.0	134	**72	1.0	8.7	103	**59	1.2	7.2	118	**58	1.5	7.0	149
NATIONAL ENQUIRER	10336	3144	14.1	30.4	110	871	12.7	8.4	99	755	15.4	7.3	121	441	11.6	4.3	91
NATIONAL GEOGRAPHIC	9597	3122	14.0	32.5	118	782	11.4	8.1	96	507	10.4	5.3	87	461	12.1	4.8	102
NATIONAL SUNDAY MAGAZINE PKG	49558	14425	64.5	29.1	105	4393	63.9	8.9	104	2694	55.0	5.4	90	2487	65.3	5.0	107
NATURAL HISTORY	573	**149	0.7	26.0	94	**32	0.5	5.6	66	**13	0.3	2.3	38	**19	0.5	3.3	71
NEW WOMAN	1699	514	2.3	30.3	110	*192	2.8	11.3	133	**96	2.0	5.7	93	**84	2.2	4.9	105
NEW YORK INCLUDING CUE	443	**90	0.4	20.3	74	**40	0.6	9.0	106	**10	0.2	2.3	37	**5	0.1	1.1	24
THE NEW YORKER	1270	357	1.6	28.1	102	**91	1.3	7.2	84	**60	1.2	4.7	78	**29	0.8	2.3	49
NEWSWEEK	6277	1956	8.7	31.2	113	562	8.2	9.0	105	370	7.6	5.9	97	*303	8.0	4.8	103
THE N.Y. TIMES DAILY EDITION	1205	*220	1.0	18.3	66	**41	0.6	3.4	40	**62	1.3	5.1	85	**17	0.4	1.4	30
THE N.Y. TIMES MAGAZINE	2081	364	1.6	17.5	63	**104	1.5	5.0	59	**79	1.6	3.8	63	**17	0.4	0.8	17
OMNI	788	*203	0.9	25.8	93	**84	1.2	10.7	126	**86	1.8	10.9	180	**62	1.6	7.9	167
ON CABLE	1158	353	1.6	30.5	110	**103	1.5	8.9	105	**111	2.3	9.6	159	**130	3.4	11.2	239
1001 HOME IDEAS	2852	1094	4.9	38.4	139	416	6.1	14.6	172	*249	5.1	8.7	144	**136	3.6	4.8	101
ORGANIC GARDENING	1658	498	2.2	30.0	109	*152	2.2	9.2	108	**123	2.5	7.4	123	**113	3.0	6.8	145
OUTDOOR LIFE	896	347	1.6	38.7	140	**105	1.5	11.7	138	**85	1.7	9.5	157	**32	0.8	3.6	76
PARADE MAGAZINE	24275	6800	30.4	28.0	101	2030	29.5	8.4	99	1324	27.0	5.5	90	1317	34.6	5.4	115

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	FRITOS-REGULAR A '000	FRITOS-REGULAR B % DOWN	FRITOS-REGULAR C % ACROSS	FRITOS-REGULAR D INDX	FRITOS DIP CHIPS (KING SIZE) A '000	FRITOS DIP CHIPS (KING SIZE) B % DOWN	FRITOS DIP CHIPS (KING SIZE) C % ACROSS	FRITOS DIP CHIPS (KING SIZE) D INDX	FRITOS-BBQ FLAVOR A '000	FRITOS-BBQ FLAVOR B % DOWN	FRITOS-BBQ FLAVOR C % ACROSS	FRITOS-BBQ FLAVOR D INDX	FRITOS LIGHTS A '000	FRITOS LIGHTS B % DOWN	FRITOS LIGHTS C % ACROSS	FRITOS LIGHTS D INDX
TOTAL FEMALE HOMEMAKERS	80986	22372	100.0	27.6	100	6873	100.0	8.5	100	4897	100.0	6.0	100	3809	100.0	4.7	100
PARENTS	3845	1574	7.0	40.9	148	486	7.1	12.6	149	293	6.0	7.6	126	*233	6.1	6.1	129
PENTHOUSE	831	*291	1.3	35.0	127	**148	2.2	17.8	210	**154	3.1	18.5	306	**52	1.4	6.3	133
PEOPLE	11645	3696	16.5	31.7	115	1303	19.0	11.2	132	836	17.1	7.2	119	905	23.8	7.8	165
PLAYBOY	2006	636	2.8	31.7	115	289	4.2	14.4	170	**128	2.6	6.4	106	**94	2.5	4.7	100
POPULAR HOT RODDING	297	**125	0.6	42.1	152	**26	0.4	8.8	103	**57	1.2	19.2	317	**14	0.4	4.7	100
POPULAR MECHANICS	1018	*363	1.6	35.7	129	**148	2.2	14.5	171	**69	1.4	6.8	112	**28	0.7	2.8	58
POPULAR SCIENCE	878	*266	1.2	30.3	110	**41	0.6	4.7	55	**26	0.5	3.0	49	**46	1.2	5.2	111
PREVENTION	3913	940	4.2	24.0	87	400	5.8	10.2	120	*169	3.5	4.3	71	*159	4.2	4.1	86
PSYCHOLOGY TODAY	1710	608	2.7	35.6	129	*231	3.4	13.5	159	*149	3.0	8.7	144	**158	4.1	9.2	196
READER'S DIGEST	22204	6835	30.6	30.8	111	2092	30.4	9.4	111	1386	28.3	6.2	103	1162	30.5	5.2	111
REDBOOK	7684	2844	12.7	37.0	134	770	11.2	10.0	118	570	11.6	7.4	123	449	11.8	5.8	124
ROAD & TRACK	410	*207	0.9	50.5	183	**31	0.5	7.6	89	**40	0.8	9.8	161	**9	0.2	2.2	47
ROLLING STONE	969	423	1.9	43.7	158	*175	2.5	18.1	213	*161	3.3	16.6	275	**80	2.1	8.3	176
RUNNER'S WORLD	298	**129	0.6	43.3	157	**80	1.2	26.8	316	**41	0.8	13.8	228	**49	1.3	16.4	350
SATURDAY EVENING POST	1169	338	1.5	28.9	105	**87	1.3	7.4	88	**85	1.7	7.3	120	**110	2.9	9.4	200
SCIENCE 84	587	*166	0.7	28.3	102	**20	0.3	3.4	40	**12	0.2	2.0	34	**15	0.4	2.6	54
SCIENCE DIGEST	482	*192	0.9	39.8	144	**44	0.6	9.1	108	**12	0.2	2.5	41	**15	0.4	3.1	66
SCIENTIFIC AMERICAN	594	*155	0.7	26.1	94	**36	0.5	6.1	71	**18	0.4	3.0	50	**9	0.2	1.5	32
SELF	2089	757	3.4	36.2	131	*227	3.3	10.9	128	*171	3.5	8.2	135	**156	4.1	7.5	159
SEVENTEEN	2411	779	3.5	32.3	117	*193	2.8	8.0	94	*159	3.2	6.6	109	**136	3.6	5.6	120
SKI	480	*182	0.8	37.9	137	**57	0.8	11.9	140	**37	0.8	7.7	127	**65	1.7	13.5	288
SMITHSONIAN	2760	605	2.7	21.9	79	*211	3.1	7.6	90	**104	2.1	3.8	62	**130	3.4	4.7	100
SOAP OPERA DIGEST	3013	1092	4.9	36.2	131	316	4.6	10.5	124	353	7.2	11.7	194	*153	4.0	5.1	108
SOUTHERN LIVING	4184	1526	6.8	36.5	132	566	8.2	13.5	159	*273	5.6	6.5	108	*238	6.2	5.7	121
SPORT	559	*216	1.0	38.6	140	**51	0.7	9.1	108	**74	1.5	13.2	219	**39	1.0	7.0	148
THE SPORTING NEWS	436	**211	0.9	48.4	175	**45	0.7	10.3	122	**114	2.3	26.1	432	**21	0.6	4.8	102
SPORTS AFIELD	493	*165	0.7	33.5	121	**47	0.7	9.5	112	**61	1.2	12.4	205	**6	0.2	1.2	26
SPORTS ILLUSTRATED	2758	1074	4.8	38.9	141	269	3.9	9.8	115	*265	5.4	9.6	159	**119	3.1	4.3	92
STAR	7456	2116	9.5	28.4	103	599	8.7	8.0	95	613	12.5	8.2	136	330	8.7	4.4	94
SUNDAY	24936	6852	30.6	27.5	99	2121	30.9	8.5	100	1341	27.4	5.4	89	1215	31.9	4.9	104
SUNSET	2124	744	3.3	35.0	127	*241	3.5	11.3	134	**120	2.5	5.6	93	**202	5.3	9.5	202
TV GUIDE	21661	6629	29.6	30.6	111	1999	29.1	9.2	109	1429	29.2	6.6	109	1243	32.6	5.7	122
TENNIS	550	*168	0.8	30.5	111	**51	0.7	9.3	109	**65	1.3	11.8	195	**18	0.5	3.3	70
TIME	8880	2774	12.4	31.2	113	871	12.7	9.8	116	349	7.1	3.9	65	459	12.1	5.2	110
TOWN & COUNTRY	917	*212	0.9	23.1	84	**74	1.1	8.1	95	**37	0.8	4.0	67	**24	0.6	2.6	56
TRAVEL & LEISURE	972	266	1.2	27.4	99	**69	1.0	7.1	84	**56	1.1	5.8	95	**37	1.0	3.8	81
TRUE STORY	3356	1105	4.9	32.9	119	301	4.4	9.0	106	427	8.7	12.7	210	**159	4.2	4.7	101
U.S.NEWS & WORLD REPORT	3410	930	4.2	27.3	99	219	3.2	6.4	76	*195	4.0	5.7	95	*182	4.8	5.3	113
USA TODAY	1759	604	2.7	34.3	124	*137	2.0	7.8	92	*139	2.8	7.9	131	**84	2.2	4.8	102
US	1873	724	3.2	38.7	140	289	4.2	15.4	182	*159	3.2	8.5	140	**163	4.3	8.7	185
VOGUE	3909	1195	5.3	30.6	111	352	5.1	9.0	106	*187	3.8	4.8	79	*200	5.3	5.1	109
WALL STREET JOURNAL	1886	550	2.5	29.2	106	*214	3.1	11.3	134	**131	2.7	6.9	115	**54	1.4	2.9	61
WEIGHT WATCHERS	2120	757	3.4	35.7	129	315	4.6	14.9	175	*212	4.3	10.0	165	*162	4.3	7.6	162
WOMAN'S DAY	14172	4580	20.5	32.3	117	1478	21.5	10.4	123	879	17.9	6.2	103	800	21.0	5.6	120
WORKING MOTHER	1146	402	1.8	35.1	127	**124	1.8	10.8	127	**134	2.7	11.7	193	**158	4.1	13.8	293
WORKING WOMAN	1322	406	1.8	30.7	111	*175	2.5	13.2	156	*120	2.5	9.1	150	**112	2.9	8.5	180
WORLD TENNIS	*163	**39	0.2	23.9	87	**28	0.4	17.2	202	**19	0.4	11.7	193	**19	0.5	11.7	248
ZIFF-DAVIS MAG NETWK (GROSS)	2532	746	3.3	29.5	107	305	4.4	12.0	142	*230	4.7	9.1	150	*116	3.0	4.6	97
BLAIR INSERTS	43657	12230	54.7	28.0	101	3654	53.2	8.4	99	2340	47.8	5.4	89	2098	55.1	4.8	102
DAILY NEWSPAPERS																	
READ ANY	51633	14720	65.8	28.5	103	4199	61.1	8.1	96	2844	58.1	5.5	91	2351	61.7	4.6	97
READ ONE	43463	12415	55.5	28.6	103	3612	52.6	8.3	98	2471	50.5	5.7	94	1959	51.4	4.5	96
READ TWO OR MORE	8170	2305	10.3	28.2	102	587	8.5	7.2	85	373	7.6	4.6	76	392	10.3	4.8	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	15171	67.8	28.8	104	4620	67.2	8.8	103	2859	58.4	5.4	90	2545	66.8	4.8	103
READ ONE	46126	13279	59.4	28.8	104	4180	60.8	9.1	107	2471	50.5	5.4	89	2304	60.5	5.0	106
READ TWO OR MORE	6552	1892	8.5	28.9	105	440	6.4	6.7	79	388	7.9	5.9	98	*241	6.3	3.7	78
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.80				29.09				27.50				26.25			
30 DAY REACH	71455	20041	89.6	28.0	102	6301	91.7	8.8	104	4460	91.1	6.2	103	3277	86.0	4.6	98
50 SHWG - 30 DAY AV FREQ	14.56	15.66				15.04				14.46				13.43			
30 DAY REACH	67742	19111	85.4	28.2	102	6095	88.7	9.0	106	4255	86.9	6.3	104	3206	84.2	4.7	101
25 SHWG - 30 DAY AV FREQ	7.94	8.50				8.11				7.81				7.26			
30 DAY REACH	62117	17620	78.8	28.4	103	5636	82.0	9.1	107	3934	80.3	6.3	105	2961	77.7	4.8	101
CABLE TV: HOME WIRED	32077	9838	44.0	30.7	111	3317	48.3	10.3	122	1913	39.1	6.0	99	1784	46.8	5.6	118
HOME NOT WIRED	48909	12534	56.0	25.6	93	3556	51.7	7.3	86	2983	60.9	6.1	101	2026	53.2	4.1	88
HAVE PAY CABLE	15935	5549	24.8	34.8	126	1837	26.7	11.5	136	1099	22.4	6.9	114	1079	28.3	6.8	144

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

0414
P-22

	TOTAL U.S. '000	FRITOS-REGULAR A '000	FRITOS-REGULAR B % DOWN	FRITOS-REGULAR C % ACROSS	FRITOS-REGULAR D INDX	FRITOS DIP CHIPS (KING SIZE) A '000	FRITOS DIP CHIPS (KING SIZE) B % DOWN	FRITOS DIP CHIPS (KING SIZE) C % ACROSS	FRITOS DIP CHIPS (KING SIZE) D INDX	FRITOS-BBQ FLAVOR A '000	FRITOS-BBQ FLAVOR B % DOWN	FRITOS-BBQ FLAVOR C % ACROSS	FRITOS-BBQ FLAVOR D INDX	FRITOS LIGHTS A '000	FRITOS LIGHTS B % DOWN	FRITOS LIGHTS C % ACROSS	FRITOS LIGHTS D INDX
TOTAL FEMALE HOMEMAKERS	80986	22372	100.0	27.6	100	6873	100.0	8.5	100	4897	100.0	6.0	100	3809	100.0	4.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	12907	57.7	29.4	106	3939	57.3	9.0	106	2855	58.3	6.5	108	2284	60.0	5.2	111
10:00 AM - 3:00 PM	30659	8937	39.9	29.1	106	2700	39.3	8.8	104	1923	39.3	6.3	104	1793	47.1	5.8	124
3:00 PM - 7:00 PM	31045	9500	42.5	30.6	111	2969	43.2	9.6	113	2240	45.7	7.2	119	1783	46.8	5.7	122
7:00 PM - MIDNIGHT	15767	4537	20.3	28.8	104	1563	22.7	9.9	117	1229	25.1	7.8	129	809	21.2	5.1	109
MIDNIGHT - 6:00 AM	9120	2476	11.1	27.1	98	843	12.3	9.2	109	636	13.0	7.0	115	511	13.4	5.6	119
6:00 AM - MIDNIGHT	58527	17225	77.0	29.4	107	5219	75.9	8.9	105	3799	77.6	6.5	107	3009	79.0	5.1	109
ENTIRE DAY	59311	17376	77.7	29.3	106	5263	76.6	8.9	105	3876	79.2	6.5	108	3067	80.5	5.2	110
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4849	21.7	30.0	109	1672	24.3	10.3	122	945	19.3	5.8	97	917	24.1	5.7	121
ALL NEWS	2256	539	2.4	23.9	86	*196	2.9	8.7	102	**101	2.1	4.5	74	**45	1.2	2.0	42
AOR/PROGRESSIVE	3874	1010	4.5	26.1	94	317	4.6	8.2	96	*246	5.0	6.4	105	*183	4.8	4.7	100
BEAUTIFUL MUSIC	5660	1719	7.7	30.4	110	444	6.5	7.8	92	410	8.4	7.2	120	*310	8.1	5.5	116
BLACK	2204	630	2.8	28.6	103	*200	2.9	9.1	107	301	6.1	13.7	226	**91	2.4	4.1	88
CLASSICAL	1418	424	1.9	29.9	108	**79	1.1	5.6	66	**122	2.5	8.6	142	**37	1.0	2.6	55
CHR/ROCK	9538	3368	15.1	35.3	128	1021	14.9	10.7	126	653	13.3	6.8	113	470	12.3	4.9	105
COUNTRY	12648	4236	18.9	33.5	121	1217	17.7	9.6	113	1029	21.0	8.1	135	650	17.1	5.1	109
GOLDEN OLDIES	1191	*287	1.3	24.1	87	**146	2.1	12.3	144	**55	1.1	4.6	76	**57	1.5	4.8	102
MOR/NOSTALGIA	4757	1250	5.6	26.3	95	383	5.6	8.1	95	*259	5.3	5.4	90	*281	7.4	5.9	126
NEWS/TALK	3863	872	3.9	22.6	82	*241	3.5	6.2	74	*129	2.6	3.3	55	*269	7.1	7.0	148
RELIGIOUS	3084	701	3.1	22.7	82	*253	3.7	8.2	97	*157	3.2	5.1	84	*175	4.6	5.7	121
SOFT ROCK	521	*233	1.0	44.7	162	**62	0.9	11.9	140	**102	2.1	19.6	324	**86	2.3	16.5	351
URBAN CONTEMPORARY	1585	372	1.7	23.5	85	**99	1.4	6.2	74	*161	3.3	10.2	168	**72	1.9	4.5	97
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1081	4.8	33.1	120	*255	3.7	7.8	92	*246	5.0	7.5	125	**159	4.2	4.9	104
ABC DIRECTION	2316	680	3.0	29.4	106	*240	3.5	10.4	122	*232	4.7	10.0	166	**188	4.9	8.1	173
ABC ENTERTAINMENT	4834	1496	6.7	30.9	112	433	6.3	9.0	106	*314	6.4	6.5	107	*214	5.6	4.4	94
ABC FM	2202	743	3.3	33.7	122	*298	4.3	13.5	159	*171	3.5	7.8	128	**111	2.9	5.0	107
ABC INFORMATION	5425	1400	6.3	25.8	93	494	7.2	9.1	107	300	6.1	5.5	91	374	9.8	6.9	147
ABC ROCK	1677	520	2.3	31.0	112	**109	1.6	6.5	77	**150	3.1	8.9	148	**62	1.6	3.7	79
CBS	4430	1244	5.6	28.1	102	457	6.6	10.3	122	292	6.0	6.6	109	*206	5.4	4.7	99
MUTUAL	4992	1603	7.2	32.1	116	385	5.6	7.7	91	*243	5.0	4.9	81	*253	6.6	5.1	108
NBC	4679	1363	6.1	29.1	105	355	5.2	7.6	89	277	5.7	5.9	98	*256	6.7	5.5	116
RADIORADIO	1994	714	3.2	35.8	130	*162	2.4	8.1	96	*141	2.9	7.1	117	**103	2.7	5.2	110
RKO ONE	2298	764	3.4	33.2	120	*212	3.1	9.2	109	*199	4.1	8.7	143	**72	1.9	3.1	67
RKO TWO	3311	1006	4.5	30.4	110	308	4.5	9.3	110	*272	5.6	8.2	136	*173	4.5	5.2	111
THE SOURCE	2114	520	2.3	24.6	89	*142	2.1	6.7	79	*135	2.8	6.4	106	**115	3.0	5.4	116
NON-WIRED : BLAIR	8654	2659	11.9	30.7	111	989	14.4	11.4	135	610	12.5	7.0	117	665	17.5	7.7	163
INTERNET	12025	3702	16.5	30.8	111	1327	19.3	11.0	130	896	18.3	7.5	123	784	20.6	6.5	139
KATZ RADIO GROUP	15359	4558	20.4	29.7	107	1287	18.7	8.4	99	908	18.5	5.9	98	802	21.1	5.2	111
SUPERNET	10628	3232	14.4	30.4	110	941	13.7	8.9	104	840	17.2	7.9	131	510	13.4	4.8	102
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2251	10.1	26.0	94	790	11.5	9.1	108	559	11.4	6.5	107	336	8.8	3.9	83
MKDAY 9:00 AM - 1:00 PM	12163	3051	13.6	25.1	91	977	14.2	8.0	95	814	16.6	6.7	111	447	11.7	3.7	78
MKDAY 1:00 PM - 4:30 PM	16150	4074	18.2	25.2	91	1268	18.4	7.9	93	1081	22.1	6.7	111	632	16.6	3.9	83
MKDAY 4:30 PM - 7:30 PM	22463	5565	24.9	24.8	90	1646	23.9	7.3	86	1277	26.1	5.7	94	899	23.6	4.0	85
MKDAY 7:30 PM - 8:00 PM	31795	8231	36.8	25.9	94	2586	37.6	8.1	96	1940	39.6	6.1	101	1276	33.5	4.0	85
MKDAY 11:00 PM - 11:30 PM	23977	6859	30.7	28.6	104	2135	31.1	8.9	105	1426	29.1	5.9	98	1048	27.5	4.4	93
MKDAY 11:30 PM - 1:00 AM	7703	2310	10.3	30.0	109	821	11.9	10.7	126	481	9.8	6.2	103	364	9.6	4.7	100
M-SAT 8-11 PM+SUN 7-11 PM	33800	9492	42.4	28.1	102	2896	42.1	8.6	101	2098	42.8	6.2	103	1479	38.8	4.4	93
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1858	8.3	28.4	103	634	9.2	9.7	114	520	10.6	8.0	132	277	7.3	4.2	90
ANOTHER WORLD N	4620	1125	5.0	24.4	88	331	4.8	7.2	84	320	6.5	6.9	115	156	4.1	3.4	72
AS THE WORLD TURNS C	5614	1353	6.0	24.1	87	501	7.3	8.9	105	443	9.0	7.9	131	264	6.9	4.7	100
CAPITOL C	3396	709	3.2	20.9	76	326	4.7	9.6	113	222	4.5	6.5	108	*156	4.1	4.6	98
CBS MORN. NEWS 1 C	1446	384	1.7	26.6	96	142	2.1	9.8	116	130	2.7	9.0	149	*39	1.0	2.7	57
CBS MORN. NEWS 2 C	1207	295	1.3	24.4	88	*84	1.2	7.0	82	*76	1.6	6.3	104	**38	1.0	3.1	67
DAYS OF OUR LIVES N	5877	1564	7.0	26.6	96	445	6.5	7.6	89	294	6.0	5.0	83	201	5.3	3.4	73
FACTS OF LIFE - DAYTIME N	2290	511	2.3	22.3	81	148	2.2	6.5	76	174	3.6	7.6	126	*43	1.1	1.9	40
FAMILY FEUD A	3023	789	3.5	26.1	94	203	3.0	6.7	79	196	4.0	6.5	107	*101	2.7	3.3	71
GENERAL HOSPITAL A	6097	1595	7.1	26.2	95	439	6.4	7.2	85	433	8.8	7.1	117	235	6.2	3.9	82
GOOD MORNING, AMERICA-730 A	3515	914	4.1	26.0	94	348	5.1	9.9	117	222	4.5	6.3	104	176	4.6	5.0	106
GOOD MORNING, AMERICA-830 A	2818	787	3.5	27.9	101	246	3.6	8.7	103	167	3.4	5.9	98	154	4.0	5.5	116
GUIDING LIGHT C	5339	1275	5.7	23.9	86	397	5.8	7.4	88	419	8.6	7.8	130	298	7.8	5.6	119
ONE LIFE TO LIVE A	4478	1319	5.9	29.5	107	410	6.0	9.2	108	364	7.4	8.1	134	162	4.3	3.6	77
PRESS YOUR LUCK C	2244	643	2.9	28.7	104	179	2.6	8.0	94	123	2.5	5.5	91	*110	2.9	4.9	104
PRICE IS RIGHT 1 C	4348	1079	4.8	24.8	90	350	5.1	8.0	95	261	5.3	6.0	99	206	5.4	4.7	101
PRICE IS RIGHT 2 C	5014	1252	5.6	25.0	90	423	6.2	8.4	99	326	6.7	6.5	108	247	6.5	4.9	105
RYAN'S HOPE A	3150	933	4.2	29.6	107	196	2.9	6.2	73	202	4.1	6.4	106	*116	3.0	3.7	78
SALE OF THE CENTURY N	2695	676	3.0	25.1	91	141	2.1	5.2	62	198	4.0	7.3	122	*55	1.4	2.0	43
SEARCH FOR TOMORROW N	2319	549	2.5	23.7	86	163	2.4	7.0	83	*139	2.8	6.0	99	*82	2.2	3.5	75
TODAY SHOW 1 N	2693	614	2.7	22.8	83	237	3.4	8.8	104	215	4.4	8.0	132	*104	2.7	3.9	82
TODAY SHOW 2 N	2498	532	2.4	21.3	77	153	2.2	6.1	72	164	3.3	6.6	109	*77	2.0	3.1	66
$25,000 PYRAMID C	2753	701	3.1	25.5	92	234	3.4	8.5	100	227	4.6	8.2	136	*116	3.0	4.2	90
WHEEL OF FORTUNE N	4388	1076	4.8	24.5	89	345	5.0	7.9	93	320	6.5	7.3	121	131	3.4	3.0	63
YOUNG AND THE RESTLESS C	5695	1307	5.8	22.9	83	461	6.7	8.1	95	409	8.4	7.2	119	197	5.2	3.5	74
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	460	2.1	26.1	95	146	2.1	8.3	98	*67	1.4	3.8	63	*101	2.7	5.7	122
NBA PLAYOFF GAME -1 C	1136	259	1.2	22.8	83	**81	1.2	7.1	84	**67	1.4	5.9	98	**106	2.8	9.3	198
NBC MAJOR LEAGUE PRE-GAME N	953	*233	1.0	24.4	89	**45	0.7	4.7	56	**27	0.6	2.8	47	**25	0.7	2.6	56
SPORTSWORLD - SUN N	1233	422	1.9	34.2	124	*142	2.1	11.5	136	**89	1.8	7.2	119	**93	2.4	7.5	160
SUNDAY MORNING C	1611	347	1.6	21.5	78	*184	2.7	11.4	135	*124	2.5	7.7	127	**79	2.1	4.9	104

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

		TOTAL U.S.	FRITOS-REGULAR				FRITOS DIP CHIPS (KING SIZE)				FRITOS-BBQ FLAVOR				FRITOS LIGHTS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	22372	100.0	27.6	100	6873	100.0	8.5	100	4897	100.0	6.0	100	3809	100.0	4.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6328	28.3	24.3	88	1853	27.0	7.1	84	1529	31.2	5.9	97	972	25.5	3.7	79
NETWORK AFFILIATES - LATE		20261	5814	26.0	28.7	104	1809	26.3	8.9	105	1122	22.9	5.5	92	929	24.4	4.6	97
INDEPENDENTS - LATE		2076	522	2.3	25.1	91	141	2.1	6.8	80	98	2.0	4.7	78	*57	1.5	2.7	58
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3353	15.0	32.1	116	900	13.1	8.6	101	746	15.2	7.1	118	488	12.8	4.7	99
ABC MONDAY NIGHT MOVIE	A	6412	1749	7.8	27.3	99	512	7.4	8.0	94	342	7.0	5.3	88	369	9.7	5.8	122
ABC SUNDAY NIGHT MOVIE	A	12407	3485	15.6	28.1	102	984	14.3	7.9	93	739	15.1	6.0	99	645	16.9	5.2	111
ABC WORLD NEWS TONIGHT	A	6176	1397	6.2	22.6	82	468	6.8	7.6	89	311	6.4	5.0	83	334	8.8	5.4	115
AFTERMASH	C	5863	1539	6.9	26.2	95	564	8.2	9.6	113	441	9.0	7.5	124	*255	6.7	4.3	92
ALICE	C	9594	2404	10.7	25.1	91	859	12.5	9.0	106	564	11.5	5.9	97	379	10.0	4.0	84
AMERICAN PARADE	C	6622	1554	6.9	23.5	85	567	8.2	8.6	101	489	10.0	7.4	122	361	9.5	5.5	116
BENSON	A	10886	2675	12.0	24.6	89	867	12.6	8.0	94	654	13.4	6.0	99	397	10.4	3.6	78
BLUE THUNDER	A	5036	1515	6.8	30.1	109	387	5.6	7.7	91	313	6.4	6.2	103	*252	6.6	5.0	106
CAGNEY & LACEY	C	9965	2945	13.2	29.6	107	1139	16.6	11.4	135	578	11.8	5.8	96	472	12.4	4.7	101
CBS EVENING NEWS-DEAN	C	3491	669	3.0	19.2	69	*181	2.6	5.2	61	*159	3.2	4.6	75	**117	3.1	3.4	71
CBS EVENING NEWS-RATHER	C	7123	1783	8.0	25.0	91	419	6.1	5.9	69	446	9.1	6.3	104	258	6.8	3.6	77
CBS SAT. NEWS-SCHIEFFER	C	3621	853	3.8	23.6	85	220	3.2	6.1	72	150	3.1	4.1	69	99	2.6	2.7	58
CBS SATURDAY NIGHT MOVIE	C	5436	1491	6.7	27.4	99	487	7.1	9.0	106	391	8.0	7.2	119	328	8.6	6.0	128
CBS WEDNESDAY NIGHT MOVIE	C	6100	1685	7.5	27.6	100	473	6.9	7.8	91	493	10.1	8.1	134	312	8.2	5.1	109
CHEERS	N	8889	3014	13.5	33.9	123	787	11.5	8.9	104	584	11.9	6.6	109	439	11.5	4.9	105
DALLAS	C	22109	6267	28.0	28.3	103	2131	31.0	9.6	114	1638	33.4	7.4	123	986	25.9	4.5	95
DIFF'RENT STROKES	N	6940	1899	8.5	27.4	99	562	8.2	8.1	95	450	9.2	6.5	107	*266	7.0	3.8	81
DOUBLE TROUBLE	N	7223	2322	10.4	32.1	116	700	10.2	9.7	114	543	11.1	7.5	124	316	8.3	4.4	93
DUCK FACTORY	N	5595	1819	8.1	32.5	118	514	7.5	9.2	108	391	8.0	7.0	116	*259	6.8	4.6	98
DUKES OF HAZZARD	C	5768	1418	6.3	24.6	89	483	7.0	8.4	99	502	10.3	8.7	144	*210	5.5	3.6	77
DYNASTY	A	20053	5609	25.1	28.0	101	1933	28.1	9.6	114	1398	28.5	7.0	115	1013	26.6	5.1	107
FACTS OF LIFE	N	8087	2422	10.8	29.9	108	808	11.8	10.0	118	642	13.1	7.9	131	301	7.9	3.7	79
FALCON CREST	C	20046	5481	24.5	27.3	99	1809	26.3	9.0	106	1369	28.0	6.8	113	907	23.8	4.5	96
FALL GUY	A	9084	2421	10.8	26.7	96	736	10.7	8.1	95	645	13.2	7.1	117	417	10.9	4.6	98
FAMILY TIES	N	7964	2613	11.7	32.8	119	661	9.6	8.3	98	495	10.1	6.2	103	*324	8.5	4.1	86
FANTASY ISLAND	A	7687	1936	8.7	25.2	91	623	9.1	8.1	95	479	9.8	6.2	103	290	7.6	3.8	80
FOULUPS,BLEEPS & BLUNDERS	A	8861	2417	10.8	27.3	99	746	10.9	8.4	99	509	10.4	5.7	95	372	9.8	4.2	89
FOUR SEASONS	C	5095	1402	6.3	27.5	100	469	6.8	9.2	108	*310	6.3	6.1	101	**207	5.4	4.1	86
GIMME A BREAK	N	8838	2648	11.8	30.0	108	714	10.4	8.1	95	523	10.7	5.9	98	339	8.9	3.8	82
HART TO HART	A	8978	2512	11.2	28.0	101	724	10.5	8.1	95	570	11.6	6.3	105	375	9.8	4.2	89
HILL STREET BLUES	N	8590	2818	12.6	32.8	119	954	13.9	11.1	131	562	11.5	6.5	108	562	14.8	6.5	139
HOTEL	A	14085	4066	18.2	28.9	104	1335	19.4	9.5	112	875	17.9	6.2	103	704	18.5	5.0	106
JEFFERSONS	C	9360	2352	10.5	25.1	91	774	11.3	8.3	97	544	11.1	5.8	96	390	10.2	4.2	89
JENNIFER SLEPT HERE	N	5841	1728	7.7	29.6	107	451	6.6	7.7	91	344	7.0	5.9	97	*264	6.9	4.5	96
KATE & ALLIE	C	9206	2561	11.4	27.8	101	820	11.9	8.9	105	498	10.2	5.4	89	436	11.4	4.7	101
KNIGHT RIDER	N	7076	1964	8.8	27.8	100	607	8.8	8.6	101	463	9.5	6.5	108	421	11.1	5.9	127
LOVE BOAT	A	12219	3132	14.0	25.6	93	1003	14.6	8.2	97	766	15.6	6.3	104	450	11.8	3.7	78
MAGNUM PI	C	11199	2934	13.1	26.2	95	1127	16.4	10.1	119	853	17.4	7.6	126	575	15.1	5.1	109
MAMA'S FAMILY	N	6057	1644	7.3	27.1	98	466	6.8	7.7	91	295	6.0	4.9	81	262	6.9	4.3	92
MASTER, THE	N	3598	1074	4.8	29.8	108	320	4.7	8.9	105	218	4.5	6.1	100	*171	4.5	4.8	101
MATT HOUSTON	A	6344	1928	8.6	30.4	110	547	8.0	8.6	102	409	8.4	6.4	107	*322	8.5	5.1	108
NBC MONDAY NIGHT MOVIE	N	11994	3711	16.6	30.9	112	1064	15.5	8.9	105	830	16.9	6.9	114	513	13.5	4.3	91
NBC NIGHTLY NEWS	N	5132	1351	6.0	26.3	95	392	5.7	7.6	90	291	5.9	5.7	94	203	5.3	4.0	84
NBC NIGHTLY NEWS-SAT	N	3375	761	3.4	22.5	82	*194	2.8	5.7	68	*218	4.5	6.5	107	**161	4.2	4.8	101
NBC NIGHTLY NEWS-SUN	N	3130	797	3.6	25.5	92	*200	2.9	6.4	75	*200	4.1	6.4	106	**166	4.4	5.3	113
NBC SUNDAY NIGHT MOVIE	N	8284	2731	12.2	33.0	119	701	10.2	8.5	100	588	12.0	7.1	117	*424	11.1	5.1	109
NEWHART	C	9240	2640	11.8	28.6	103	921	13.4	10.0	117	497	10.1	5.4	89	420	11.0	4.5	97
ONE DAY AT A TIME	C	7288	2078	9.3	28.5	103	695	10.1	9.5	112	523	10.7	7.2	119	367	9.6	5.0	107
PEOPLE ARE FUNNY	N	4855	1278	5.7	26.3	95	373	5.4	7.7	91	331	6.8	6.8	113	*219	5.7	4.5	96
REAL PEOPLE	N	8869	2634	11.8	29.7	108	697	10.1	7.9	93	636	13.0	7.2	119	310	8.1	3.5	74
REMINGTON STEELE	N	7743	2207	9.9	28.5	103	711	10.3	9.2	108	457	9.3	5.9	98	423	11.1	5.5	116
RIPLEY'S BELIEVE IT - NOT	A	5345	1517	6.8	28.4	103	379	5.5	7.1	84	301	6.1	5.6	93	*256	6.7	4.8	102
RIPTIDE	N	6988	2264	10.1	32.4	117	714	10.4	10.2	120	586	12.0	8.4	139	390	10.2	5.6	119
SCARECROW & MRS. KING	C	10002	2620	11.7	26.2	95	885	12.9	8.8	104	674	13.8	6.7	111	467	12.3	4.7	99
SIMON & SIMON	C	10638	2888	12.9	27.1	98	1043	15.2	9.8	116	816	16.7	7.7	127	387	10.2	3.6	77
60 MINUTES	C	13293	3214	14.4	24.2	88	1074	15.6	8.1	95	866	17.7	6.5	108	548	14.4	4.1	88
ST. ELSEWHERE	N	7017	2365	10.6	33.7	122	753	11.0	10.7	126	506	10.3	7.2	119	290	7.6	4.1	88
THREE'S COMPANY	A	10917	3167	14.2	29.0	105	865	12.6	7.9	93	595	12.2	5.5	90	528	13.9	4.8	103
T.J. HOOKER	A	9204	2462	11.0	26.7	97	714	10.4	7.8	91	521	10.6	5.7	94	383	10.1	4.2	88
TONIGHT SHOW	N	2372	649	2.9	27.4	99	242	3.5	10.2	120	135	2.8	5.7	94	142	3.7	6.0	127
TRAPPER JOHN, M.D.	C	9846	2547	11.4	25.9	94	850	12.4	8.6	102	643	13.1	6.5	108	374	9.8	3.8	81
TV BLOOPERS & PRAC. JOKES	N	9105	2637	11.8	29.0	105	848	12.3	9.3	110	619	12.6	6.8	112	427	11.2	4.7	100
20/20	A	9387	2623	11.7	27.9	101	803	11.7	8.6	101	506	10.3	5.4	89	421	11.1	4.5	95
WEBSTER	A	11067	2874	12.8	26.0	94	887	12.9	8.0	94	630	12.9	5.7	94	360	9.5	3.3	69
WORLD NEWS - SUN	A	3062	826	3.7	27.0	98	*245	3.6	8.0	94	**107	2.2	3.5	58	**107	2.8	3.5	74
YELLOW ROSE	N	4978	1470	6.6	29.5	107	507	7.4	10.2	120	280	5.7	5.6	93	313	8.2	6.3	134
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3143	14.0	35.4	128	907	13.2	10.2	120	*346	7.1	3.9	64	*443	11.6	5.0	106
BASKETBALL - COLLEGE GAMES		4080	1498	6.7	36.7	133	*399	5.8	9.8	115	*209	4.3	5.1	85	**236	6.2	5.8	123
BASKETBALL - PRO GAMES		3607	1322	5.9	36.7	133	*309	4.5	8.6	101	*219	4.5	6.1	100	**255	6.7	7.1	150
BOWLING		3883	1310	5.9	33.7	122	*446	6.5	11.5	135	*256	5.2	6.6	109	**255	6.7	6.6	140
BOXING		3928	1196	5.3	30.4	110	*326	4.7	8.3	98	*225	4.6	5.7	95	**185	4.9	4.7	100
FOOTBALL - COLLEGE GAMES		6366	2633	11.8	41.4	150	776	11.3	12.2	144	*370	7.6	5.8	96	*316	8.3	5.0	106
FOOTBALL - PRO GAMES		11300	4353	19.5	38.5	139	1270	18.5	11.2	132	460	9.4	4.1	67	*599	15.7	5.3	113
GOLF		3378	1046	4.7	31.0	112	*318	4.6	9.4	111	**134	2.7	4.0	66	**288	7.6	8.5	181
POST-SEASON COLL. FOOTBALL		4906	2054	9.2	41.9	152	548	8.0	11.2	132	*317	6.5	6.5	107	**194	5.1	4.0	84
POST-SEASON PRO FOOTBALL		6120	2368	10.6	38.7	140	794	11.6	13.0	153	*233	4.8	3.8	63	*387	10.2	6.3	134
TENNIS		3033	958	4.3	31.6	114	*352	5.1	11.6	137	**132	2.7	4.4	72	**229	6.0	7.6	161
WRESTLING - PROFESSIONAL		3344	1083	4.8	32.4	117	*312	4.5	9.3	110	*413	8.4	12.4	204	**103	2.7	3.1	65

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	PLANTERS CORN CHIPS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3749	100.0	4.6	100	9936	100.0	12.3	100	6524	100.0	8.1	100				
18 - 24	9282	*453	12.1	4.9	105	1626	16.4	17.5	143	856	13.1	9.2	114				
25 - 34	19072	1172	31.3	6.1	133	3105	31.3	16.3	133	2072	31.8	10.9	135				
35 - 44	14591	733	19.6	5.0	109	2301	23.2	15.8	129	1576	24.2	10.8	134				
45 - 54	11345	*406	10.8	3.6	77	1519	15.3	13.4	109	922	14.1	8.1	101				
55 - 64	11635	*479	12.8	4.1	89	908	9.1	7.8	64	657	10.1	5.6	70				
65 OR OLDER	15061	506	13.5	3.4	73	477	4.8	3.2	26	**442	6.8	2.9	36				
18 - 34	28354	1626	43.4	5.7	124	4731	47.6	16.7	136	2927	44.9	10.3	128				
18 - 49	48339	2567	68.5	5.3	115	7909	79.6	16.4	133	5031	77.1	10.4	129				
25 - 54	45008	2311	61.6	5.1	111	6925	69.7	15.4	125	4569	70.0	10.2	126				
35 - 49	19985	941	25.1	4.7	102	3179	32.0	15.9	130	2103	32.2	10.5	131				
50 OR OLDER	32647	1182	31.5	3.6	78	2027	20.4	6.2	51	1493	22.9	4.6	57				
GRADUATED COLLEGE	11155	574	15.3	5.1	111	1490	15.0	13.4	109	955	14.6	8.6	106				
ATTENDED COLLEGE	13682	731	19.5	5.3	115	2092	21.1	15.3	125	1336	20.5	9.8	121				
GRADUATED HIGH SCHOOL	33880	1593	42.5	4.7	102	4620	46.5	13.6	111	3056	46.8	9.0	112				
DID NOT GRADUATE HIGH SCHOOL	22270	851	22.7	3.8	83	1734	17.5	7.8	63	1178	18.1	5.3	66				
EMPLOYED	40306	1975	52.7	4.9	106	6114	61.5	15.2	124	3729	57.2	9.3	115				
EMPLOYED FULL-TIME	32850	1656	44.2	5.0	109	4987	50.2	15.2	124	2951	45.2	9.0	112				
EMPLOYED PART-TIME	7456	*319	8.5	4.3	92	1127	11.3	15.1	123	778	11.9	10.4	130				
NOT EMPLOYED	40680	1774	47.3	4.4	94	3822	38.5	9.4	77	2795	42.8	6.9	85				
PROFESSIONAL/MANAGER	10392	*511	13.6	4.9	106	1300	13.1	12.5	102	809	12.4	7.8	97				
TECH/CLERICAL/SALES	17574	1002	26.7	5.7	123	3052	30.7	17.4	142	1819	27.9	10.4	128				
PRECISION/CRAFT	985	**18	0.5	1.8	39	**145	1.5	14.7	120	**126	1.9	12.8	159				
OTHER EMPLOYED	11354	*445	11.9	3.9	85	1616	16.3	14.2	116	976	15.0	8.6	107				
SINGLE	9863	*381	10.2	3.9	83	1237	12.4	12.5	102	914	14.0	9.3	115				
MARRIED	51375	2641	70.4	5.1	111	7183	72.3	14.0	114	4480	68.7	8.7	108				
DIVORCED/SEPARATED/WIDOWED	19748	727	19.4	3.7	80	1516	15.3	7.7	63	1129	17.3	5.7	71				
PARENTS	32590	1719	45.9	5.3	114	5537	55.7	17.0	138	3642	55.8	11.2	139				
WHITE	70416	3299	88.0	4.7	101	8988	90.5	12.8	104	5769	88.4	8.2	102				
BLACK	8778	342	9.1	3.9	84	713	7.2	8.1	66	621	9.5	7.1	88				
OTHER	1791	**108	2.9	6.0	130	**234	2.4	13.1	106	**134	2.1	7.5	93				
NORTHEAST-CENSUS	17786	690	18.4	3.9	84	1191	12.0	6.7	55	955	14.6	5.4	67				
NORTH CENTRAL	20741	1113	29.7	5.4	116	3414	34.4	16.5	134	2151	33.0	10.4	129				
SOUTH	27775	1435	38.3	5.2	112	3535	35.6	12.7	104	2304	35.3	8.3	103				
WEST	14683	*510	13.6	3.5	75	1796	18.1	12.2	100	1114	17.1	7.6	94				
NORTHEAST-MKTG.	17961	700	18.7	3.9	84	1302	13.1	7.2	59	943	14.5	5.3	65				
EAST CENTRAL	11885	638	17.0	5.4	116	1344	13.5	11.3	92	947	14.5	8.0	99				
WEST CENTRAL	14090	695	18.5	4.9	107	2613	26.3	18.5	151	1562	23.9	11.1	138				
SOUTH	24081	1248	33.3	5.2	112	3270	32.9	13.6	111	2127	32.6	8.8	110				
PACIFIC	12969	*468	12.5	3.6	78	1408	14.2	10.9	88	945	14.5	7.3	90				
COUNTY SIZE A	32439	1374	36.6	4.2	91	3864	38.9	11.9	97	2483	38.1	7.7	95				
COUNTY SIZE B	24915	1254	33.4	5.0	109	3224	32.4	12.9	105	2091	32.1	8.4	104				
COUNTY SIZE C	12930	651	17.4	5.0	109	1646	16.6	12.7	104	947	14.5	7.3	91				
COUNTY SIZE D	10703	*470	12.5	4.4	95	1202	12.1	11.2	92	1002	15.4	9.4	116				
METRO CENTRAL CITY	24518	1173	31.3	4.8	103	2993	30.1	12.2	99	1625	24.9	6.6	82				
METRO SUBURBAN	35919	1596	42.6	4.4	96	4620	46.5	12.9	105	3172	48.6	8.8	110				
NON METRO	20549	980	26.1	4.8	103	2322	23.4	11.3	92	1727	26.5	8.4	104				
TOP 5 ADI'S	18341	852	22.7	4.6	100	1845	18.6	10.1	82	1228	18.8	6.7	83				
TOP 10 ADI'S	25378	1209	32.2	4.8	103	2655	26.7	10.5	85	1784	27.3	7.0	87				
TOP 20 ADI'S	36488	1616	43.1	4.4	96	3924	39.5	10.8	88	2655	40.7	7.3	90				
HSHLD INC. $50,000 OR MORE	6612	**229	6.1	3.5	75	1214	12.2	18.4	150	*599	9.2	9.1	112				
$40,000 OR MORE	12659	*568	15.2	4.5	97	2233	22.5	17.6	144	1164	17.8	9.2	114				
$30,000 OR MORE	24698	1431	38.2	5.8	125	3874	39.0	15.7	128	2383	36.5	9.6	120				
$25,000 OR MORE	32077	1806	48.2	5.6	122	4990	50.2	15.6	127	3098	47.5	9.7	120				
$20,000 - $24,999	9144	*373	9.9	4.1	88	1417	14.3	15.5	126	668	10.2	7.3	91				
$15,000 - $19,999	8728	*323	8.6	3.7	80	815	8.2	9.3	76	642	9.8	7.4	91				
$10,000 - $14,999	12562	589	15.7	4.7	101	1420	14.3	11.3	92	1168	17.9	9.3	115				
UNDER $10,000	18475	658	17.6	3.6	77	1294	13.0	7.0	57	947	14.5	5.1	64				
HOUSEHOLD OF 1 PERSON	11987	410	10.9	3.4	74	697	7.0	5.8	47	447	6.9	3.7	46				
2 PEOPLE	26577	1354	36.1	5.1	110	2735	27.5	10.3	84	1887	28.9	7.1	88				
3 OR 4 PEOPLE	30617	1461	39.0	4.8	103	4228	42.6	13.8	113	2853	43.7	9.3	116				
5 OR MORE PEOPLE	11804	*525	14.0	4.4	96	2276	22.9	19.3	157	1337	20.5	11.3	141				
NO CHILD IN HSHLD	46165	1961	52.3	4.2	92	4029	40.5	8.7	71	2663	40.8	5.8	72				
CHILD(REN) UNDER 2 YRS	5325	**255	6.8	4.8	103	941	9.5	17.7	144	536	8.2	10.1	125				
2 - 5 YEARS	14221	724	19.3	5.1	110	2543	25.6	17.9	146	1578	24.2	11.1	138				
6 - 11 YEARS	15117	922	24.6	6.1	132	2505	25.2	16.6	135	1724	26.4	11.4	142				
12 - 17 YEARS	16611	856	22.8	5.2	111	2802	28.2	16.9	137	1996	30.6	12.0	149				
RESIDENCE OWNED	55884	2614	69.7	4.7	101	7095	71.4	12.7	103	4411	67.6	7.9	98				
VALUE: $50,000 OR MORE	31744	1423	38.0	4.5	97	4340	43.7	13.7	111	2389	36.6	7.5	93				
VALUE: UNDER $50,000	24140	1191	31.8	4.9	107	2756	27.7	11.4	93	2022	31.0	8.4	104				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	PLANTERS CORN CHIPS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3749	100.0	4.6	100	9936	100.0	12.3	100	6524	100.0	8.1	100				
MAGAZINES	QUINTILE 1	15799	903	24.1	5.7	123	2424	24.4	15.3	125	1556	23.9	9.8	122				
	QUINTILE 2	17259	810	21.6	4.7	101	2406	24.2	13.9	114	1686	25.8	9.8	121				
	QUINTILE 3	13545	601	16.0	4.4	96	1757	17.7	13.0	106	1127	17.3	8.3	103				
	QUINTILE 4	15133	696	18.6	4.6	99	1736	17.5	11.5	94	1140	17.5	7.5	94				
	QUINTILE 5	19250	740	19.7	3.8	83	1613	16.2	8.4	68	1015	15.6	5.3	65				
NEWSPAPERS	QUINTILE 1	12413	*534	14.2	4.3	93	1524	15.3	12.3	100	1012	15.5	8.2	101				
	QUINTILE 2	24116	1324	35.3	5.5	119	3170	31.9	13.1	107	2089	32.0	8.7	108				
	QUINTILE 3	11261	*501	13.4	4.4	96	1443	14.5	12.8	104	748	11.5	6.6	82				
	QUINTILE 4	20265	912	24.3	4.5	97	2443	24.6	12.1	98	1662	25.5	8.2	102				
	QUINTILE 5	12940	*479	12.8	3.7	80	1356	13.6	10.5	85	1013	15.5	7.8	97				
OUTDOOR	QUINTILE 1	14852	825	22.0	5.6	120	1878	18.9	12.6	103	1343	20.6	9.0	112				
	QUINTILE 2	15725	890	23.7	5.7	122	2164	21.8	13.8	112	1289	19.8	8.2	102				
	QUINTILE 3	16330	747	19.9	4.6	99	2205	22.2	13.5	110	1319	20.2	8.1	100				
	QUINTILE 4	16744	711	19.0	4.2	92	1950	19.6	11.6	95	1301	19.9	7.8	96				
	QUINTILE 5	17334	576	15.4	3.3	72	1739	17.5	10.0	82	1272	19.5	7.3	91				
RADIO-DRIVE TIME	QUINTILE 1	15911	879	23.4	5.5	119	2287	23.0	14.4	117	1442	22.1	9.1	113				
	QUINTILE 2	14837	808	21.6	5.4	118	2044	20.6	13.8	112	1216	18.6	8.2	102				
	QUINTILE 3	15339	660	17.6	4.3	93	1884	19.0	12.3	100	1344	20.6	8.8	109				
	QUINTILE 4	16723	607	16.2	3.6	78	2087	21.0	12.5	102	1409	21.6	8.4	105				
	QUINTILE 5	18176	795	21.2	4.4	94	1633	16.4	9.0	73	1113	17.1	6.1	76				
RADIO-MID-DAY	TERCILE 1	21020	1058	28.2	5.0	109	2716	27.3	12.9	105	1633	25.0	7.8	96				
	TERCILE 2	21610	1154	30.8	5.3	115	3111	31.3	14.4	117	2051	31.4	9.5	118				
	TERCILE 3	38355	1537	41.0	4.0	87	4109	41.4	10.7	87	2840	43.5	7.4	92				
RADIO-TOTAL	QUINTILE 1	15988	876	23.4	5.5	118	2198	22.1	13.7	112	1333	20.4	8.3	103				
	QUINTILE 2	15626	707	18.9	4.5	98	2166	21.8	13.9	113	1393	21.4	8.9	111				
	QUINTILE 3	16723	878	23.4	5.3	113	2266	22.8	13.6	110	1434	22.0	8.6	106				
	QUINTILE 4	16342	713	19.0	4.4	94	1968	19.8	12.0	98	1356	20.8	8.3	103				
	QUINTILE 5	16306	575	15.3	3.5	76	1338	13.5	8.2	67	1009	15.5	6.2	77				
TV-PRIME TIME	QUINTILE 1	15953	658	17.6	4.1	89	1895	19.1	11.9	97	1426	21.9	8.9	111				
	QUINTILE 2	16137	814	21.7	5.0	109	1807	18.2	11.2	91	1083	16.6	6.7	83				
	QUINTILE 3	16420	863	23.0	5.3	114	2076	20.9	12.6	103	1321	20.2	8.0	100				
	QUINTILE 4	16687	730	19.5	4.4	95	2163	21.8	13.0	106	1328	20.4	8.0	99				
	QUINTILE 5	15789	684	18.2	4.3	94	1995	20.1	12.6	103	1366	20.9	8.7	107				
TV-DAYTIME	TERCILE 1	27736	1331	35.5	4.8	104	3107	31.3	11.2	91	1973	30.2	7.1	88				
	TERCILE 2	26489	1282	34.2	4.8	105	3505	35.3	13.2	108	2366	36.3	8.9	111				
	TERCILE 3	26761	1136	30.3	4.2	92	3323	33.4	12.4	101	2185	33.5	8.2	101				
TV-TOTAL	QUINTILE 1	16345	708	18.9	4.3	94	1733	17.4	10.6	86	1256	19.3	7.7	95				
	QUINTILE 2	16447	867	23.1	5.3	114	2066	20.8	12.6	102	1111	17.0	6.8	84				
	QUINTILE 3	15980	821	21.9	5.1	111	1634	16.4	10.2	83	1270	19.5	7.9	99				
	QUINTILE 4	15887	731	19.5	4.6	99	2263	22.8	14.2	116	1328	20.4	8.4	104				
	QUINTILE 5	16326	623	16.6	3.8	82	2241	22.6	13.7	112	1559	23.9	9.5	119				
MAGAZINES-NEWSPAPERS: DUAL		20721	1082	28.9	5.2	113	2879	29.0	13.9	113	1916	29.4	9.2	115				
MAGAZINE IMPERATIVE		19186	929	24.8	4.8	105	2769	27.9	14.4	118	1929	29.6	10.1	125				
NEWSPAPER IMPERATIVE		21899	1023	27.3	4.7	101	2516	25.3	11.5	94	1579	24.2	7.2	90				
MAGAZINES-OUTDOOR: DUAL		15451	856	22.8	5.5	120	2345	23.6	15.2	124	1448	22.2	9.4	116				
MAGAZINE IMPERATIVE		25953	1169	31.2	4.5	97	3509	35.3	13.5	110	2394	36.7	9.2	115				
OUTDOOR IMPERATIVE		24400	1195	31.9	4.9	106	2770	27.9	11.4	93	1800	27.6	7.4	92				
MAGAZINES-RADIO: DUAL		18049	962	25.7	5.3	115	2775	27.9	15.4	125	1659	25.4	9.2	114				
MAGAZINE IMPERATIVE		23571	1080	28.8	4.6	99	3155	31.8	13.4	109	2248	34.5	9.5	118				
RADIO IMPERATIVE		23278	1154	30.8	5.0	107	2785	28.0	12.0	98	1759	27.0	7.6	94				
MAGAZINES-TELEVISION: DUAL		15459	810	21.6	5.2	113	2015	20.3	13.0	106	1303	20.0	8.4	105				
MAGAZINE IMPERATIVE		25829	1212	32.3	4.7	101	3858	38.8	14.9	122	2614	40.1	10.1	126				
TELEVISION IMPERATIVE		26039	1167	31.1	4.5	97	2514	25.3	9.7	79	1561	23.9	6.0	74				
NEWSPAPERS-OUTDOOR: DUAL		16605	1093	29.2	6.6	142	2325	23.4	14.0	114	1401	21.5	8.4	105				
NEWSPAPER IMPERATIVE		26834	1051	28.0	3.9	85	3264	32.9	12.2	99	2140	32.8	8.0	99				
OUTDOOR IMPERATIVE		23346	1019	27.2	4.4	94	2929	29.5	12.5	102	2030	31.1	8.7	108				
NEWSPAPERS-RADIO: DUAL		17133	948	25.3	5.5	120	2637	26.5	15.4	125	1599	24.5	9.3	116				
NEWSPAPER IMPERATIVE		25892	1159	30.9	4.5	97	2865	28.8	11.1	90	1965	30.1	7.6	94				
RADIO IMPERATIVE		23167	1078	28.8	4.7	101	3036	30.6	13.1	107	1824	28.0	7.9	98				
NEWSPAPERS-TELEVISION: DUAL		17159	865	23.1	5.0	109	2036	20.5	11.9	97	1366	20.9	8.0	99				
NEWSPAPER IMPERATIVE		26214	1225	32.7	4.7	101	3478	35.0	13.3	108	2174	33.3	8.3	103				
TELEVISION IMPERATIVE		23412	1036	27.6	4.4	96	2513	25.3	10.7	87	1641	25.2	7.0	87				
OUTDOOR-RADIO: DUAL		15303	909	24.2	5.9	128	2420	24.4	15.8	129	1346	20.6	8.8	109				
OUTDOOR IMPERATIVE		24901	1173	31.3	4.7	102	2811	28.3	11.3	92	1967	30.2	7.9	98				
RADIO IMPERATIVE		26492	1174	31.3	4.4	96	3324	33.5	12.5	102	2224	34.1	8.4	104				
OUTDOOR-TELEVISION: DUAL		14794	779	20.8	5.3	114	1836	18.5	12.4	101	1234	18.9	8.3	104				
OUTDOOR IMPERATIVE		25437	1350	36.0	5.3	115	3509	35.3	13.8	112	2312	35.4	9.1	113				
TELEVISION IMPERATIVE		27877	1220	32.5	4.4	95	2928	29.5	10.5	86	1907	29.2	6.8	85				
RADIO-TELEVISION: DUAL		15996	911	24.3	5.7	123	1957	19.7	12.2	100	1262	19.3	7.9	98				
RADIO IMPERATIVE		25478	1182	31.5	4.6	100	3779	38.0	14.8	121	2355	36.1	9.2	115				
TELEVISION IMPERATIVE		26573	1158	30.9	4.4	94	2751	27.7	10.4	84	1883	28.9	7.1	88				

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	PLANTERS CORN CHIPS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3749	100.0	4.6	100	9936	100.0	12.3	100	6524	100.0	8.1	100				
ATLANTIC MONTHLY	415	**24	0.6	5.8	125	**42	0.4	10.1	82	**47	0.7	11.3	141				
BARRON'S	453	**27	0.7	6.0	129	**32	0.3	7.1	58	**10	0.2	2.2	27				
BETTER HOMES & GARDENS	16256	843	22.5	5.2	112	2375	23.9	14.6	119	1639	25.1	10.1	125				
BON APPETIT	2535	**67	1.8	2.6	57	409	4.1	16.1	132	*247	3.8	9.7	121				
BUSINESS WEEK	1278	**21	0.6	1.6	35	*184	1.9	14.4	117	**102	1.6	8.0	99				
CAR AND DRIVER	378	**1	0.0	0.3	6	**73	0.7	19.3	157	**33	0.5	8.7	108				
CBS MAGAZINE NETWORK (GROSS)	1498	**31	0.8	2.1	45	*288	2.9	19.2	157	*101	1.5	6.7	84				
CHANGING TIMES	1505	**72	1.9	4.8	103	*249	2.5	16.5	135	**162	2.5	10.8	134				
COLONIAL HOMES	1231	**116	3.1	9.4	204	*238	2.4	19.3	158	*176	2.7	14.3	177				
CONDE NAST MAG. PKG. (GROSS)	14146	714	19.0	5.0	109	2139	21.5	15.1	123	1372	21.0	9.7	120				
CONSUMERS DIGEST	1323	**54	1.4	4.1	88	*184	1.9	13.9	113	**187	2.9	14.1	175				
COSMOPOLITAN	7102	290	7.7	4.1	88	1073	10.8	15.1	123	706	10.8	9.9	123				
COUNTRY LIVING	2481	*134	3.6	5.4	117	346	3.5	13.9	114	*210	3.2	8.5	105				
CUISINE	1472	**22	0.6	1.5	32	*162	1.6	11.0	90	**96	1.5	6.5	81				
CYCLE WORLD	425	**16	0.4	3.8	81	**114	1.1	26.8	219	**27	0.4	6.4	79				
DCI:CREATIVE IDEAS FOR LIV	2510	**159	4.2	6.3	137	273	2.7	10.9	89	*197	3.0	7.8	97				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	447	11.9	6.7	144	859	8.6	12.8	105	489	7.5	7.3	91				
DISCOVER	894	**13	0.3	1.5	31	**108	1.1	12.1	98	**113	1.7	12.6	157				
EBONY	3507	*198	5.3	5.6	122	338	3.4	9.6	79	225	3.4	6.4	80				
ESQUIRE	1083	**61	1.6	5.6	122	**109	1.1	10.1	82	**72	1.1	6.6	83				
ESSENCE	1830	**78	2.1	4.3	92	*163	1.6	8.9	73	*88	1.3	4.8	60				
FAMILY CIRCLE	15930	773	20.6	4.9	105	2240	22.5	14.1	115	1495	22.9	9.4	116				
THE FAMILY HANDYMAN	1126	**67	1.8	6.0	129	*197	2.0	17.5	143	**130	2.0	11.5	143				
FAMILY WEEKLY	11468	579	15.4	5.0	109	1473	14.8	12.8	105	1008	15.5	8.8	109				
FIELD & STREAM	2234	**85	2.3	3.8	82	*261	2.6	11.7	95	*191	2.9	8.5	106				
FOOD & WINE	579	**14	0.4	2.4	52	**30	0.3	5.2	42	**24	0.4	4.1	51				
FORBES	728	**14	0.4	1.9	42	**125	1.3	17.2	140	**35	0.5	4.8	60				
FORTUNE	906	**15	0.4	1.7	36	**81	0.8	8.9	73	**65	1.0	7.2	89				
GENTLEMEN'S QUARTERLY	791	**69	1.8	8.7	188	**129	1.3	16.3	133	**62	1.0	7.8	97				
GLAMOUR	5265	*252	6.7	4.8	103	823	8.3	15.6	127	536	8.2	10.2	126				
GOLF DIGEST	636	**26	0.7	4.1	88	*148	1.5	23.3	190	**99	1.5	15.6	193				
GOLF DIGEST/TENNIS (GROSS)	1186	**59	1.6	5.0	107	*204	2.1	17.2	140	*153	2.3	12.9	160				
GOLF MAGAZINE	441	**21	0.6	4.8	103	**82	0.8	18.6	152	**69	1.1	15.6	194				
GOLF MAGAZINE/SKI (GROSS)	922	**26	0.7	2.8	61	*140	1.4	15.2	124	*123	1.9	13.3	166				
GOOD HOUSEKEEPING	16487	810	21.6	4.9	106	2158	21.7	13.1	107	1536	23.5	9.3	116				
HARPER'S BAZAAR	2423	**120	3.2	5.0	107	335	3.4	13.8	113	*233	3.6	9.6	119				
HEALTH	1994	**89	2.4	4.5	96	*251	2.5	12.6	103	*149	2.3	7.5	93				
HEARST MAG CORP. BUY (GROSS)	44101	2218	59.2	5.0	109	6316	63.6	14.3	117	4262	65.3	9.7	120				
HEARST MAN POWER (GROSS)	1993	**113	3.0	5.7	122	278	2.8	13.9	114	*224	3.4	11.2	140				
HEARST WOMAN POWER (GROSS)	31274	1517	40.5	4.9	105	4517	45.5	14.4	118	3063	46.9	9.8	122				
HOUSE BEAUTIFUL	3623	*181	4.8	5.0	108	456	4.6	12.6	103	*229	3.5	6.3	78				
INC.	283	**0	0.0	0.0	0	**53	0.5	18.7	153	**25	0.4	8.8	110				
JET	2928	*153	4.1	5.2	113	300	3.0	10.2	84	214	3.3	7.3	91				
LADIES' HOME JOURNAL	11918	618	16.5	5.2	112	1565	15.8	13.1	107	1159	17.8	9.7	121				
LHJ FAMILY GRP COMBO(GROSS)	16764	890	23.7	5.3	115	2309	23.2	13.8	112	1656	25.4	9.9	123				
LIFE	4254	*163	4.3	3.8	83	621	6.3	14.6	119	441	6.8	10.4	129				
L.A. TIMES HOME MAGAZINE	1145	**28	0.7	2.4	53	**153	1.5	13.4	109	**56	0.9	4.9	61				
MADEMOISELLE	2884	*137	3.7	4.8	103	435	4.4	15.1	123	*252	3.9	8.7	108				
MC CALL'S	13460	870	23.2	6.5	140	1912	19.2	14.2	116	1228	18.8	9.1	113				
MC CALL'S/MRK MOTHER (GROSS)	14606	941	25.1	6.4	139	2138	21.5	14.6	119	1426	21.9	9.8	121				
MECHANIX ILLUSTRATED	772	**13	0.3	1.7	36	**114	1.1	14.8	120	**118	1.8	15.3	190				
METROPOLITAN HOME	967	**66	1.8	6.8	147	*131	1.3	13.5	110	**90	1.4	9.3	116				
MONEY	1588	**81	2.2	5.1	110	235	2.4	14.8	121	**107	1.6	6.7	84				
MOTHER EARTH NEWS	1002	**19	0.5	1.9	41	*222	2.2	22.2	181	**98	1.5	9.8	121				
MS.	825	**28	0.7	3.4	73	*96	1.0	11.6	95	**94	1.4	11.4	141				
NATIONAL ENQUIRER	10336	484	12.9	4.7	101	1229	12.4	11.9	97	910	13.9	8.8	109				
NATIONAL GEOGRAPHIC	9597	408	10.9	4.3	92	1423	14.3	14.8	121	737	11.3	7.7	95				
NATIONAL SUNDAY MAGAZINE PKG	49558	2474	66.0	5.0	108	6219	62.6	12.5	102	4109	63.0	8.3	103				
NATURAL HISTORY	573	**4	0.1	0.7	15	**98	1.0	17.1	139	**38	0.6	6.6	82				
NEW WOMAN	1699	**109	2.9	6.4	139	274	2.8	16.1	131	*235	3.6	13.8	172				
NEW YORK INCLUDING CUE	443	**10	0.3	2.3	49	**39	0.4	8.8	72	**25	0.4	5.6	70				
THE NEW YORKER	1270	**28	0.7	2.2	48	*143	1.4	11.3	92	**58	0.9	4.6	57				
NEWSWEEK	6277	299	8.0	4.8	103	847	8.5	13.5	110	553	8.5	8.8	109				
THE N.Y. TIMES DAILY EDITION	1205	**31	0.8	2.6	56	*70	0.7	5.8	47	**86	1.3	7.1	89				
THE N.Y. TIMES MAGAZINE	2081	**35	0.9	1.7	36	*194	2.0	9.3	76	*140	2.1	6.7	84				
OMNI	788	**25	0.7	3.2	69	**147	1.5	18.7	152	**81	1.2	10.3	128				
ON CABLE	1158	**26	0.7	2.2	49	*273	2.7	23.6	192	**133	2.0	11.5	143				
1001 HOME IDEAS	2852	*183	4.9	6.4	139	494	5.0	17.3	141	347	5.3	12.2	151				
ORGANIC GARDENING	1658	**56	1.5	3.4	73	*227	2.3	13.7	112	*162	2.5	9.8	121				
OUTDOOR LIFE	896	**53	1.4	5.9	128	*102	1.0	11.4	93	*122	1.9	13.6	169				
PARADE MAGAZINE	24275	1289	34.4	5.3	115	2831	28.5	11.7	95	1828	28.0	7.5	93				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PLANTERS CORN CHIPS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3749	100.0	4.6	100	9936	100.0	12.3	100	6524	100.0	8.1	100				
PARENTS	3845	*244	6.5	6.3	137	690	6.9	17.9	146	483	7.4	12.6	156				
PENTHOUSE	831	**27	0.7	3.2	70	**138	1.4	16.6	135	**73	1.1	8.8	109				
PEOPLE	11645	595	15.9	5.1	110	2071	20.8	17.8	145	1226	18.8	10.5	131				
PLAYBOY	2006	**43	1.1	2.1	46	347	3.5	17.3	141	*173	2.7	8.6	107				
POPULAR HOT RODDING	297	**10	0.3	3.4	73	**68	0.7	22.9	187	**53	0.8	17.8	222				
POPULAR MECHANICS	1018	**67	1.8	6.6	142	**119	1.2	11.7	95	**107	1.6	10.5	130				
POPULAR SCIENCE	878	**9	0.2	1.0	22	*142	1.4	16.2	132	**84	1.3	9.6	119				
PREVENTION	3913	*167	4.5	4.3	92	441	4.4	11.3	92	*232	3.6	5.9	74				
PSYCHOLOGY TODAY	1710	**108	2.9	6.3	136	*208	2.1	12.2	99	*159	2.4	9.3	115				
READER'S DIGEST	22204	1133	30.2	5.1	110	3069	30.9	13.8	113	1954	30.0	8.8	109				
REDBOOK	7684	417	11.1	5.4	117	1286	12.9	16.7	136	821	12.6	10.7	133				
ROAD & TRACK	410	**8	0.2	2.0	42	**105	1.1	25.6	209	**21	0.3	5.1	64				
ROLLING STONE	969	**53	1.4	5.5	118	*219	2.2	22.6	184	*196	3.0	20.2	251				
RUNNER'S WORLD	398	**10	0.3	3.4	72	**109	1.1	36.6	298	**82	1.3	27.5	342				
SATURDAY EVENING POST	1169	**53	1.4	4.5	98	*172	1.7	14.7	120	**84	1.3	7.2	89				
SCIENCE 84	547	**6	0.2	1.0	22	**120	1.2	20.4	167	**73	1.1	12.4	154				
SCIENCE DIGEST	482	**17	0.5	3.5	76	**40	0.4	8.3	68	**72	1.1	14.9	185				
SCIENTIFIC AMERICAN	594	**8	0.2	1.3	29	**81	0.8	13.6	111	**40	0.6	6.7	84				
SELF	2089	**72	1.9	3.4	74	334	3.4	16.0	130	*235	3.6	11.2	140				
SEVENTEEN	2411	**99	2.6	4.1	89	388	3.9	16.1	131	*223	3.4	9.2	115				
SKI	480	**5	0.1	1.0	23	**57	0.6	11.9	97	**53	0.8	11.0	137				
SMITHSONIAN	2760	*141	3.8	5.1	110	440	4.4	15.9	130	*244	3.7	8.8	110				
SOAP OPERA DIGEST	3013	*212	5.7	7.0	152	412	4.1	13.7	111	274	4.2	9.1	113				
SOUTHERN LIVING	4184	*288	7.7	6.9	149	587	5.9	14.0	114	292	4.5	7.0	87				
SPORT	559	**18	0.5	3.2	70	**56	0.6	10.0	82	**34	0.5	6.1	76				
THE SPORTING NEWS	436	**33	0.9	7.6	164	**113	1.1	25.9	211	**120	1.8	27.5	342				
SPORTS AFIELD	493	**29	0.8	5.9	127	**119	1.2	24.1	197	**45	0.7	9.1	113				
SPORTS ILLUSTRATED	2758	*184	4.9	6.7	144	496	5.0	18.0	147	347	5.3	12.6	156				
STAR	7456	393	10.5	5.3	114	778	7.8	10.4	85	647	9.9	8.7	108				
SUNDAY	24936	1219	32.5	4.9	106	3090	31.1	12.4	101	2232	34.2	9.0	111				
SUNSET	2124	**105	2.8	4.9	107	*281	2.8	13.2	108	*273	4.2	12.9	160				
TV GUIDE	21661	1013	27.0	4.7	101	2993	30.1	13.8	113	1886	28.9	8.7	108				
TENNIS	550	**33	0.9	6.0	130	**57	0.6	10.4	84	**54	0.8	9.8	122				
TIME	8880	343	9.1	3.9	83	1103	11.1	12.4	101	858	13.2	9.7	120				
TOWN & COUNTRY	917	**36	1.0	3.9	85	*121	1.2	13.2	108	**99	1.5	10.8	134				
TRAVEL & LEISURE	972	**21	0.6	2.2	47	*202	2.0	20.8	169	**87	1.3	9.0	111				
TRUE STORY	3356	*228	6.1	6.8	147	452	4.5	13.5	110	324	5.0	9.7	120				
U.S.NEWS & WORLD REPORT	3410	*148	3.9	4.3	94	424	4.3	12.4	101	*208	3.2	6.1	76				
USA TODAY	1759	**88	2.3	5.0	108	*197	2.0	11.2	91	**123	1.9	7.0	87				
US	1873	**81	2.2	4.3	93	297	3.0	15.9	129	*201	3.1	10.7	133				
VOGUE	3909	*252	6.7	6.4	139	547	5.5	14.0	114	350	5.4	9.0	111				
WALL STREET JOURNAL	1886	**81	2.2	4.3	93	276	2.8	14.6	119	*168	2.6	8.9	111				
WEIGHT WATCHERS	2120	*168	4.5	7.9	171	450	4.5	21.2	173	*276	4.2	13.0	162				
WOMAN'S DAY	14172	760	20.3	5.4	116	2154	21.7	15.2	124	1271	19.5	9.0	111				
WORKING MOTHER	1146	**71	1.9	6.2	134	*226	2.3	19.7	161	*198	3.0	17.3	214				
WORKING WOMAN	1322	**51	1.4	3.9	83	*274	2.8	20.7	169	*113	1.7	8.5	106				
WORLD TENNIS	*163	**4	0.1	2.5	53	**19	0.2	11.7	95	**16	0.2	9.8	122				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**60	1.6	2.4	51	585	5.9	23.1	188	269	4.1	10.6	132				
BLAIR INSERTS	43657	2139	57.1	4.9	106	5541	55.8	12.7	103	3625	55.6	8.3	103				
DAILY NEWSPAPERS																	
READ ANY	51633	2509	66.9	4.9	105	6566	66.1	12.7	104	4140	63.5	8.0	100				
READ ONE	43463	2059	54.9	4.7	102	5558	55.9	12.8	104	3474	53.2	8.0	99				
READ TWO OR MORE	8170	450	12.0	5.5	119	1008	10.1	12.3	101	666	10.2	8.2	101				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2626	70.0	5.0	108	6775	68.2	12.9	105	4433	67.9	8.4	104				
READ ONE	46126	2401	64.0	5.2	112	5979	60.2	13.0	106	3866	59.3	8.4	104				
READ TWO OR MORE	6552	*225	6.0	3.4	74	797	8.0	12.2	99	566	8.7	8.6	107				
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	27.55	29.53				29.54				29.86							
30 DAY REACH	71455	3467	92.5	4.9	105	8875	89.3	12.4	101	5824	89.3	8.2	101				
50 SHHG - 30 DAY AV FREQ	14.56	15.38				15.29				15.63							
30 DAY REACH	67742	3342	89.1	4.9	107	8575	86.3	12.7	103	5569	85.4	8.2	102				
25 SHHG - 30 DAY AV FREQ	7.94	8.19				8.12				8.46							
30 DAY REACH	62117	3148	84.0	5.1	109	8096	81.5	13.0	106	5140	78.8	8.3	103				
CABLE TV: HOME WIRED	32077	1623	43.3	5.1	109	4360	43.9	13.6	111	2844	43.6	8.9	110				
HOME NOT WIRED	48909	2126	56.7	4.3	94	5576	56.1	11.4	93	3679	56.4	7.5	93				
HAVE PAY CABLE	15935	888	23.7	5.6	120	2559	25.8	16.1	131	1632	25.0	10.2	127				

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

0420
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	TOTAL U.S. '000	PLANTERS CORN CHIPS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3749	100.0	4.6	100	9936	100.0	12.3	100	6524	100.0	8.1	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2179	58.1	5.0	107	5921	59.6	13.5	110	3961	60.7	9.0	112				
10:00 AM - 3:00 PM	30659	1672	44.6	5.5	118	4124	41.5	13.5	110	2509	38.5	8.2	102				
3:00 PM - 7:00 PM	31045	1609	42.9	5.2	112	4490	45.2	14.5	118	2840	43.5	9.1	114				
7:00 PM - MIDNIGHT	15767	902	24.1	5.7	124	2009	20.2	12.7	104	1552	23.8	9.8	122				
MIDNIGHT - 6:00 AM	9120	335	8.9	3.7	79	1128	11.4	12.4	101	710	10.9	7.8	97				
6:00 AM - MIDNIGHT	58527	2934	78.3	5.0	108	7941	79.9	13.6	111	5150	78.9	8.8	109				
ENTIRE DAY	59311	2963	79.0	5.0	108	7994	80.5	13.5	110	5188	79.5	8.7	109				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	915	24.4	5.7	122	2341	23.6	14.5	118	1447	22.2	8.9	111				
ALL NEWS	2256	**118	3.1	5.2	113	*233	2.3	10.3	84	*120	1.8	5.3	66				
AOR/PROGRESSIVE	3874	*147	3.9	3.8	82	644	6.5	16.6	135	387	5.9	10.0	124				
BEAUTIFUL MUSIC	5660	272	7.3	4.8	104	689	6.9	12.2	99	467	7.2	8.3	102				
BLACK	2204	*124	3.3	5.6	122	290	2.9	13.2	107	230	3.5	10.4	130				
CLASSICAL	1418	**67	1.8	4.7	102	*198	2.0	14.0	114	**159	2.4	11.2	139				
CHR/ROCK	9538	533	14.2	5.6	121	1450	14.6	15.2	124	959	14.7	10.1	125				
COUNTRY	12648	610	16.3	4.8	104	1712	17.2	13.5	110	1267	19.4	10.0	124				
GOLDEN OLDIES	1191	**52	1.4	4.4	94	*198	2.0	16.6	136	**80	1.2	6.7	83				
MOR/NOSTALGIA	4757	*176	4.7	3.7	80	484	4.9	10.2	83	412	6.3	8.7	108				
NEWS/TALK	3863	*153	4.1	4.0	86	416	4.2	10.8	88	*257	3.9	6.7	83				
RELIGIOUS	3084	**92	2.5	3.0	64	357	3.6	11.6	94	*284	4.4	9.2	114				
SOFT ROCK	521	**48	1.3	9.2	199	**138	1.4	26.5	216	**20	0.3	3.8	48				
URBAN CONTEMPORARY	1585	**70	1.9	4.4	95	*127	1.3	8.0	65	*101	1.5	6.4	79				
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**157	4.2	4.8	104	431	4.3	13.2	108	272	4.2	8.3	104				
ABC DIRECTION	2316	**129	3.4	5.6	120	335	3.4	14.5	118	*302	4.6	13.0	162				
ABC ENTERTAINMENT	4834	*275	7.3	5.7	123	455	4.6	9.4	77	479	7.3	9.9	123				
ABC FM	2202	**110	2.9	5.0	108	349	3.5	15.8	129	*187	2.9	8.5	105				
ABC INFORMATION	5425	317	8.5	5.8	126	834	8.4	15.4	125	524	8.0	9.7	120				
ABC ROCK	1677	**74	2.0	4.4	95	370	3.7	22.1	180	*235	3.6	14.0	174				
CBS	4430	*218	5.8	4.9	106	540	5.4	12.2	99	308	4.7	7.0	86				
MUTUAL	4992	*184	4.9	3.7	80	730	7.3	14.6	119	458	7.0	9.2	114				
NBC	4679	*215	5.7	4.6	99	565	5.7	12.1	98	327	5.0	7.0	87				
RADIORADIO	1994	**137	3.7	6.9	148	326	3.3	16.3	133	*190	2.9	9.5	118				
RKO ONE	2298	**95	2.5	4.1	89	310	3.1	13.5	110	*219	3.4	9.5	118				
RKO TWO	3311	**149	4.0	4.5	97	411	4.1	12.4	101	303	4.6	9.2	114				
THE SOURCE	2114	**65	1.7	3.1	66	316	3.2	14.9	122	*194	3.0	9.2	114				
NON-WIRED : BLAIR	8654	481	12.8	5.6	120	1221	12.3	14.1	115	891	13.7	10.3	128				
INTERNET	12025	724	19.3	6.0	130	1700	17.1	14.1	115	1158	17.7	9.6	120				
KATZ RADIO GROUP	15359	622	16.6	4.0	87	1912	19.2	12.4	101	1256	19.3	8.2	102				
SUPERNET	10628	548	14.6	5.2	111	1492	15.0	14.0	114	1008	15.5	9.5	118				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	506	13.5	5.8	126	944	9.5	10.9	89	628	9.6	7.3	90				
MKDAY 9:00 AM - 1:00 PM	12163	612	16.3	5.0	109	1368	13.8	11.2	92	885	13.6	7.3	90				
MKDAY 1:00 PM - 4:30 PM	16150	774	20.6	4.8	104	1770	17.8	11.0	89	1174	18.0	7.3	90				
MKDAY 4:30 PM - 7:30 PM	22463	1000	26.7	4.5	96	2360	23.8	10.5	86	1500	23.0	6.7	83				
MKDAY 7:30 PM - 8:00 PM	31795	1431	38.2	4.5	97	3528	35.5	11.1	90	2261	34.7	7.1	88				
MKDAY 11:00 PM - 11:30 PM	23977	1190	31.7	5.0	107	3049	30.7	12.7	104	2044	31.3	8.5	106				
MKDAY 11:30 PM - 1:00 AM	7703	403	10.7	5.2	113	1020	10.3	13.2	108	685	10.5	8.9	110				
M-SAT 8-11 PM+SUN 7-11 PM	33800	1554	41.5	4.6	99	4055	40.8	12.0	98	2683	41.1	7.9	99				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	329	8.8	5.0	109	773	7.8	11.8	96	539	8.3	8.2	102				
ANOTHER WORLD N	4620	235	6.3	5.1	110	425	4.3	9.2	75	299	4.6	6.5	80				
AS THE WORLD TURNS C	5614	239	6.4	4.3	92	539	5.4	9.6	78	391	6.0	7.0	86				
CAPITOL C	3396	168	4.5	4.9	107	402	4.0	11.8	96	232	3.6	6.8	85				
CBS MORN. NEWS 1 C	1446	*75	2.0	5.2	112	170	1.7	11.8	96	146	2.2	10.1	125				
CBS MORN. NEWS 2 C	1207	*82	2.2	6.8	147	103	1.0	8.5	70	*91	1.4	7.5	94				
DAYS OF OUR LIVES N	5877	293	7.8	5.0	108	574	5.8	9.8	80	357	5.5	6.1	75				
FACTS OF LIFE - DAYTIME N	2290	128	3.4	5.6	121	203	2.0	8.9	72	219	3.4	9.6	119				
FAMILY FEUD A	3023	145	3.9	4.8	104	262	2.6	8.7	71	205	3.1	6.8	84				
GENERAL HOSPITAL A	6097	275	7.3	4.5	97	743	7.5	12.2	99	477	7.3	7.8	97				
GOOD MORNING, AMERICA-730 A	3515	254	6.8	7.2	156	415	4.2	11.8	96	252	3.9	7.2	89				
GOOD MORNING, AMERICA-830 A	2818	177	4.7	6.3	136	332	3.3	11.8	96	243	3.7	8.6	107				
GUIDING LIGHT C	5339	275	7.3	5.2	111	552	5.6	10.3	84	330	5.1	6.2	77				
ONE LIFE TO LIVE A	4478	283	7.5	6.3	137	596	6.0	13.3	108	355	5.4	7.9	98				
PRESS YOUR LUCK C	2244	177	4.7	7.9	170	294	3.0	13.1	107	182	2.8	8.1	101				
PRICE IS RIGHT 1 C	4348	249	6.6	5.7	124	555	5.6	12.8	104	281	4.3	6.5	80				
PRICE IS RIGHT 2 C	5014	256	6.8	5.1	110	607	6.1	12.1	99	343	5.3	6.8	85				
RYAN'S HOPE A	3150	250	6.7	7.9	171	312	3.1	9.9	81	226	3.5	7.2	89				
SALE OF THE CENTURY N	2695	*123	3.3	4.6	99	241	2.4	8.9	73	204	3.1	7.6	94				
SEARCH FOR TOMORROW N	2319	*115	3.1	5.0	107	231	2.3	10.0	81	*93	1.4	4.0	50				
TODAY SHOW 1 N	2693	138	3.7	5.1	111	258	2.6	9.6	78	118	1.8	4.4	54				
TODAY SHOW 2 N	2498	100	2.7	4.0	86	190	1.9	7.6	62	101	1.5	4.0	50				
$25,000 PYRAMID C	2753	171	4.6	6.2	134	308	3.1	11.2	91	160	2.5	5.8	72				
WHEEL OF FORTUNE N	4388	201	5.4	4.6	99	497	5.0	11.3	92	308	4.7	7.0	87				
YOUNG AND THE RESTLESS C	5695	280	7.5	4.9	106	641	6.5	11.3	92	425	6.5	7.5	93				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*76	2.0	4.3	93	194	2.0	11.0	90	*80	1.2	4.5	56				
NBA PLAYOFF GAME -1 C	1136	**68	1.8	6.0	129	*82	0.8	7.2	59	*109	1.7	9.6	119				
NBC MAJOR LEAGUE PRE-GAME N	953	**53	1.4	5.6	120	**54	0.5	5.7	46	**92	1.4	9.7	120				
SPORTSWORLD - SUN N	1233	**65	1.7	5.3	114	*158	1.6	12.8	104	**96	1.5	7.8	97				
SUNDAY MORNING C	1611	**65	1.7	4.0	87	*169	1.7	10.5	86	*130	2.0	8.1	100				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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CORN & TORTILLA CHIPS & SNACKS - BRANDS USED
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	PLANTERS CORN CHIPS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS A '000	B % DOWN	C % ACROSS	D INDX	TOSTITOS NACHO CHEESE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D IND
TOTAL FEMALE HOMEMAKERS		80986	3749	100.0	4.6	100	9936	100.0	12.3	100	6524	100.0	8.1	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1191	31.8	4.6	99	2622	26.4	10.1	82	1702	26.1	6.5	81				
NETWORK AFFILIATES - LATE		20261	1035	27.6	5.1	110	2621	26.4	12.9	105	1765	27.1	8.7	108				
INDEPENDENTS - LATE		2076	*80	2.1	3.9	83	182	1.8	8.8	71	124	1.9	6.0	74				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	509	13.6	4.9	105	1353	13.6	12.9	106	847	13.0	8.1	101				
ABC MONDAY NIGHT MOVIE	A	6412	317	8.5	4.9	107	780	7.9	12.2	99	513	7.9	8.0	99				
ABC SUNDAY NIGHT MOVIE	A	12407	637	17.0	5.1	111	1552	15.6	12.5	102	974	14.9	7.9	97				
ABC WORLD NEWS TONIGHT	A	6176	248	6.6	4.0	87	603	6.1	9.8	80	405	6.2	6.6	81				
AFTERMASH	C	5863	*270	7.2	4.6	99	884	8.9	15.1	123	558	8.6	9.5	118				
ALICE	C	9594	383	10.2	4.0	86	1105	11.1	11.5	94	839	12.9	8.7	109				
AMERICAN PARADE	C	6622	241	6.4	3.6	79	713	7.2	10.8	88	495	7.6	7.5	93				
BENSON	A	10886	419	11.2	3.8	83	1204	12.1	11.1	90	803	12.3	7.4	92				
BLUE THUNDER	A	5036	*242	6.5	4.8	104	548	5.5	10.9	89	463	7.1	9.2	114				
CAGNEY & LACEY	C	9965	612	16.3	6.1	133	1432	14.4	14.4	117	992	15.2	10.0	124				
CBS EVENING NEWS-DEAN	C	3491	**110	2.9	3.2	68	*267	2.7	7.6	62	*236	3.6	6.8	84				
CBS EVENING NEWS-RATHER	C	7123	370	9.9	5.2	112	768	7.7	10.8	88	438	6.7	6.1	76				
CBS SAT. NEWS-SCHIEFFER	C	3621	214	5.7	5.9	128	279	2.8	7.7	63	170	2.6	4.7	58				
CBS SATURDAY NIGHT MOVIE	C	5436	270	7.2	5.0	107	631	6.4	11.6	95	400	6.1	7.4	91				
CBS WEDNESDAY NIGHT MOVIE	C	6100	243	6.5	4.0	86	754	7.6	12.4	101	433	6.6	7.1	88				
CHEERS	N	8889	547	14.6	6.2	133	1205	12.1	13.6	110	785	12.0	8.8	110				
DALLAS	C	22109	1109	29.6	5.0	108	2654	26.7	12.0	98	1943	29.8	8.8	109				
DIFF'RENT STROKES	N	6940	329	8.8	4.7	102	909	9.1	13.1	107	539	8.3	7.8	96				
DOUBLE TROUBLE	N	7223	381	10.2	5.3	114	1015	10.2	14.1	115	662	10.1	9.2	114				
DUCK FACTORY	N	5595	312	8.3	5.6	120	829	8.3	14.8	121	456	7.0	8.2	101				
DUKES OF HAZZARD	C	5768	355	9.5	6.2	133	734	7.4	12.7	104	468	7.2	8.1	101				
DYNASTY	A	20053	968	25.8	4.8	104	2517	25.3	12.6	102	1544	23.7	7.7	96				
FACTS OF LIFE	N	8087	364	9.7	4.5	97	1132	11.4	14.0	114	664	10.2	8.2	102				
FALCON CREST	C	20046	981	26.2	4.9	106	2327	23.4	11.6	95	1586	24.3	7.9	98				
FALL GUY	A	9084	423	11.3	4.7	101	1045	10.5	11.5	94	735	11.3	8.1	100				
FAMILY TIES	N	7964	372	9.9	4.7	101	1060	10.7	13.3	108	714	10.9	9.0	111				
FANTASY ISLAND	A	7687	377	10.1	4.9	106	971	9.8	12.6	103	598	9.2	7.8	97				
FOULUPS,BLEEPS & BLUNDERS	A	8861	458	12.2	5.2	112	1202	12.1	13.6	111	691	10.6	7.8	97				
FOUR SEASONS	C	5095	*240	6.4	4.7	102	737	7.4	14.5	118	440	6.7	8.6	107				
GIMME A BREAK	N	8838	333	8.9	3.8	81	1088	11.0	12.3	100	722	11.1	8.2	101				
HART TO HART	A	8978	463	12.3	5.2	111	1145	11.5	12.8	104	746	11.4	8.3	103				
HILL STREET BLUES	N	8590	553	14.8	6.4	139	1170	11.8	13.6	111	762	11.7	8.9	110				
HOTEL	A	14085	669	17.8	4.7	103	1844	18.6	13.1	107	1224	18.8	8.7	108				
JEFFERSONS	C	9360	405	10.8	4.3	93	1187	11.9	12.7	103	802	12.3	8.6	106				
JENNIFER SLEPT HERE	N	5841	*258	6.9	4.4	95	831	8.4	14.2	116	452	6.9	7.7	96				
KATE & ALLIE	C	9206	419	11.2	4.6	98	1150	11.6	12.5	102	744	11.4	8.1	100				
KNIGHT RIDER	N	7076	248	6.6	3.5	76	841	8.5	11.9	97	570	8.7	8.1	100				
LOVE BOAT	A	12219	522	13.9	4.3	92	1466	14.8	12.0	98	999	15.3	8.2	101				
MAGNUM PI	C	11199	471	12.6	4.2	91	1396	14.0	12.5	102	1020	15.6	9.1	113				
MAMA'S FAMILY	N	6057	271	7.2	4.5	97	564	5.7	9.3	76	362	5.5	6.0	74				
MASTER, THE	N	3598	*217	5.8	6.0	130	455	4.6	12.6	103	316	4.8	8.8	109				
MATT HOUSTON	A	6344	288	7.7	4.5	98	908	9.1	14.3	117	590	9.0	9.3	115				
NBC MONDAY NIGHT MOVIE	N	11994	513	13.7	4.3	92	1441	14.5	12.0	98	915	14.0	7.6	95				
NBC NIGHTLY NEWS	N	5132	262	7.0	5.1	110	541	5.4	10.5	86	277	4.2	5.4	67				
NBC NIGHTLY NEWS-SAT	N	3375	*219	5.8	6.5	140	378	3.8	11.2	91	*154	2.4	4.6	57				
NBC NIGHTLY NEWS-SUN	N	3130	*139	3.7	4.4	96	358	3.6	11.4	93	*154	2.4	4.9	61				
NBC SUNDAY NIGHT MOVIE	N	8284	*316	8.4	3.8	82	1173	11.8	14.2	115	757	11.6	9.1	113				
NEWHART	C	9240	504	13.4	5.5	118	1237	12.4	13.4	109	777	11.9	8.4	104				
ONE DAY AT A TIME	C	7288	355	9.5	4.9	105	890	9.0	12.2	100	635	9.7	8.7	108				
PEOPLE ARE FUNNY	N	4855	*180	4.8	3.7	80	503	5.1	10.4	84	276	4.2	5.7	71				
REAL PEOPLE	N	8869	412	11.0	4.6	100	1081	10.9	12.2	99	631	9.7	7.1	88				
REMINGTON STEELE	N	7743	419	11.2	5.4	117	1147	11.5	14.8	121	558	8.6	7.2	89				
RIPLEY'S BELIEVE IT - NOT	A	5345	*208	5.5	3.9	84	718	7.2	13.4	109	506	7.8	9.5	118				
RIPTIDE	N	6988	409	10.9	5.9	126	1028	10.3	14.7	120	637	9.8	9.1	113				
SCARECROW & MRS. KING	C	10002	374	10.0	3.7	81	1204	12.1	12.0	98	866	13.3	8.7	107				
SIMON & SIMON	C	10638	516	13.8	4.9	105	1355	13.6	12.7	104	843	12.9	7.9	98				
60 MINUTES	C	13293	676	18.0	5.1	110	1260	12.7	9.5	77	924	14.2	7.0	86				
ST. ELSEWHERE	N	7017	428	11.4	6.1	132	881	8.9	12.6	102	640	9.8	9.1	113				
THREE'S COMPANY	A	10917	508	13.6	4.7	101	1592	16.0	14.6	119	972	14.9	8.9	111				
T.J. HOOKER	A	9204	432	11.5	4.7	101	927	9.3	10.1	82	691	10.6	7.5	93				
TONIGHT SHOW	N	2372	93	2.5	3.9	85	303	3.0	12.8	104	176	2.7	7.4	92				
TRAPPER JOHN, M.D.	C	9846	467	12.5	4.7	102	1159	11.7	11.8	96	798	12.2	8.1	101				
TV BLOOPERS & PRAC. JOKES	N	9105	394	10.5	4.3	93	1144	11.5	12.6	102	662	10.1	7.3	90				
20/20	A	9387	427	11.4	4.5	98	1155	11.6	12.3	100	754	11.6	8.0	100				
WEBSTER	A	11067	382	10.2	3.5	75	1234	12.4	11.2	91	850	13.0	7.7	95				
WORLD NEWS - SUN	A	3062	*120	3.2	3.9	85	291	2.9	9.5	77	*241	3.7	7.9	98				
YELLOW ROSE	N	4978	249	6.6	5.0	108	692	7.0	13.9	113	437	6.7	8.8	109				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	515	13.7	5.8	125	1126	11.3	12.7	103	850	13.0	9.6	119				
BASKETBALL - COLLEGE GAMES		4080	**232	6.2	5.7	123	494	5.0	12.1	99	*371	5.7	9.1	113				
BASKETBALL - PRO GAMES		3607	*251	6.7	7.0	150	489	4.9	13.6	110	*337	5.2	9.3	116				
BOWLING		3883	**307	8.2	7.9	171	*438	4.4	11.3	92	*373	5.7	9.6	119				
BOXING		3928	**197	5.3	5.0	108	*447	4.5	11.4	93	*340	5.2	8.7	107				
FOOTBALL - COLLEGE GAMES		6366	*416	11.1	6.5	141	1002	10.1	15.7	128	719	11.0	11.3	140				
FOOTBALL - PRO GAMES		11300	656	17.5	5.8	125	1984	20.0	17.6	143	1324	20.3	11.7	145				
GOLF		3378	**203	5.4	6.0	130	*416	4.2	12.3	100	**283	4.3	8.4	104				
POST-SEASON COLL. FOOTBALL		4906	**221	5.9	4.5	97	803	8.1	16.4	133	514	7.9	10.5	130				
POST-SEASON PRO FOOTBALL		6120	*422	11.3	6.9	149	1125	11.3	18.4	150	751	11.5	12.3	152				
TENNIS		3033	**159	4.2	5.2	113	476	4.8	15.7	128	*286	4.4	9.4	117				
WRESTLING - PROFESSIONAL		3344	**115	3.1	3.4	74	*457	4.6	13.7	111	*449	6.9	13.4	167				

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	'000	%	UNWEIGHTED
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?			
YES	56746	70.1	6439
NO	24240	29.9	2996

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
6B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
SHELLED	36654	45.3	16382	20.2	16890	20.9	3382	4.2	4144
UNSHELLED	21765	26.9	6922	8.5	10161	12.5	4682	5.8	2454
DRY ROASTED	26607	32.9	6797	8.4	13593	16.8	6217	7.7	2942
OTHER TYPES	4156	5.1	955	1.2	1566	1.9	1635	2.0	455
DO NOT KNOW	1153	1.4							150
6C. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?									
MIXED	19450	24.0	2035	2.5	11686	14.4	5729	7.1	2175
ALMONDS	13051	16.1	390	.5	7803	9.6	4858	6.0	1495
PEANUTS	34320	42.4	5302	6.5	22783	28.1	6235	7.7	3784
PECANS	25474	31.5	3519	4.3	16236	20.0	5719	7.1	2834
PISTACHIO NUTS	7350	9.1	435	.5	3712	4.6	3203	4.0	838
WALNUTS	31294	38.6	4451	5.5	20830	25.7	6013	7.4	3618
OTHER KINDS	7503	9.3	796	1.0	4195	5.2	2512	3.1	841
DO NOT KNOW	227	.3							31
6D. HOW ARE NUTS USED BY YOUR HOUSEHOLD?									
FOR COOKING	40469	50.0	11827	14.6	21700	26.8	6941	8.6	4576
FOR SNACKS	44072	54.4	15431	19.1	21773	26.9	6869	8.5	4935
DO NOT KNOW	847	1.0							96

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NUTS FOR COOKING & SNACKS - TYPES USED
(FEMALE HOMEMAKERS)

0424
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	TOTAL U.S. '000	USE A '000	USE B % DOWN	USE C % ACROSS	USE D INDX	SHELLED A '000	SHELLED B % DOWN	SHELLED C % ACROSS	SHELLED D INDX	UNSHELLED A '000	UNSHELLED B % DOWN	UNSHELLED C % ACROSS	UNSHELLED D INDX	DRY ROASTED A '000	DRY ROASTED B % DOWN	DRY ROASTED C % ACROSS	DRY ROASTED D INDX
TOTAL FEMALE HOMEMAKERS	80986	56746	100.0	70.1	100	36654	100.0	45.3	100	21765	100.0	26.9	100	26607	100.0	32.9	100
18 - 24	9282	5446	9.6	58.7	84	3196	8.7	34.4	76	2302	10.6	24.8	92	2546	9.6	27.4	83
25 - 34	19072	13816	24.3	72.4	103	8550	23.3	44.8	99	6333	29.1	33.2	124	6849	25.7	35.9	109
35 - 44	14591	10708	18.9	73.4	105	7382	20.1	50.6	112	4317	19.8	29.6	110	5191	19.5	35.6	108
45 - 54	11345	8567	15.1	75.5	108	5758	15.7	50.8	112	3087	14.2	27.2	101	4230	15.9	37.3	113
55 - 64	11635	8484	15.0	72.9	104	5435	14.8	46.7	103	2808	12.9	24.1	90	4122	15.5	35.4	108
65 OR OLDER	15061	9725	17.1	64.6	92	6334	17.3	42.1	93	2919	13.4	19.4	72	3669	13.8	24.4	74
18 - 34	28354	19262	33.9	67.9	97	11746	32.0	41.4	92	8635	39.7	30.5	113	9396	35.3	33.1	101
18 - 49	48339	33964	59.9	70.3	100	21993	60.0	45.5	101	14294	65.7	29.6	110	16633	62.5	34.4	105
25 - 54	45008	33092	58.3	73.5	105	21690	59.2	48.2	106	13737	63.1	30.5	114	16270	61.1	36.1	110
35 - 49	19985	14701	25.9	73.6	105	10247	28.0	51.3	113	5659	26.0	28.3	105	7238	27.2	36.2	110
50 OR OLDER	32647	22783	40.1	69.8	100	14662	40.0	44.9	99	7470	34.3	22.9	85	9973	37.5	30.5	93
GRADUATED COLLEGE	11155	8880	15.6	79.6	114	6046	16.5	54.2	120	3724	17.1	33.4	124	4551	17.1	40.8	124
ATTENDED COLLEGE	13682	10591	18.7	77.4	110	7088	19.3	51.8	114	4236	19.5	31.0	115	5845	22.0	42.7	130
GRADUATED HIGH SCHOOL	33880	24248	42.7	71.6	102	15812	43.1	46.7	103	8842	40.6	26.1	97	11213	42.1	33.1	101
DID NOT GRADUATE HIGH SCHOOL	22270	13027	23.0	58.5	83	7709	21.0	34.6	76	4963	22.8	22.3	83	4998	18.8	22.4	68
EMPLOYED	40306	29410	51.8	73.0	104	19503	53.2	48.4	107	11814	54.3	29.3	109	14465	54.4	35.9	109
EMPLOYED FULL-TIME	32850	23907	42.1	72.8	104	15844	43.2	48.2	107	9519	43.7	29.0	108	11560	43.4	35.2	107
EMPLOYED PART-TIME	7456	5503	9.7	73.8	105	3659	10.0	49.1	108	2295	10.5	30.8	115	2905	10.9	39.0	119
NOT EMPLOYED	40680	27336	48.2	67.2	96	17152	46.8	42.2	93	9951	45.7	24.5	91	12142	45.6	29.8	91
PROFESSIONAL/MANAGER	10392	8144	14.4	78.4	112	5697	15.5	54.8	121	3234	14.9	31.1	116	4366	16.4	42.0	128
TECH/CLERICAL/SALES	17574	13135	23.1	74.7	107	9031	24.6	51.4	114	5298	24.3	30.1	112	6318	23.7	36.0	109
PRECISION/CRAFT	985	645	1.1	65.5	93	*302	0.8	30.7	68	*311	1.4	31.6	117	*258	1.0	26.2	80
OTHER EMPLOYED	11354	7487	13.2	65.9	94	4473	12.2	39.4	87	2970	13.6	26.2	97	3523	13.2	31.0	94
SINGLE	9863	5847	10.3	59.3	85	3557	9.7	36.1	80	2595	11.9	26.3	98	2800	10.5	28.4	86
MARRIED	51375	38187	67.3	74.3	106	24851	67.8	48.4	107	14885	68.4	29.0	108	18556	69.7	36.1	110
DIVORCED/SEPARATED/WIDOWED	19748	12713	22.4	64.4	92	8246	22.5	41.8	92	4285	19.7	21.7	81	5251	19.7	26.6	81
PARENTS	32590	23193	40.9	71.2	102	14757	40.3	45.3	100	9592	44.1	29.4	110	11501	43.2	35.3	107
WHITE	70416	50788	89.5	72.1	103	33273	90.8	47.3	104	19082	87.7	27.1	101	23957	90.0	34.0	104
BLACK	8778	4803	8.5	54.7	78	2666	7.3	30.4	67	2067	9.5	23.5	88	2044	7.7	23.3	71
OTHER	1791	1155	2.0	64.5	92	*716	2.0	40.0	88	*616	2.8	34.4	128	*606	2.3	33.8	103
NORTHEAST-CENSUS	17786	12227	21.5	68.7	98	7872	21.5	44.3	98	5352	24.6	30.1	112	5982	22.5	33.6	102
NORTH CENTRAL	20741	15658	27.6	75.5	108	9735	26.6	46.9	104	5777	26.5	27.9	104	7270	27.3	35.1	107
SOUTH	27775	17808	31.4	64.1	92	11946	32.6	43.0	95	6035	27.7	21.7	81	7890	29.7	28.4	86
WEST	14683	11053	19.5	75.3	107	7101	19.4	48.4	107	4601	21.1	31.3	117	5464	20.5	37.2	113
NORTHEAST-MKTG.	17961	11950	21.1	66.5	95	7500	20.5	41.8	92	5568	25.6	31.0	115	5553	20.9	30.9	94
EAST CENTRAL	11885	8762	15.4	73.7	105	5924	16.2	49.8	110	3023	13.9	25.4	95	3948	14.8	33.2	101
WEST CENTRAL	14090	10809	19.0	76.7	109	6659	18.2	47.3	104	4016	18.5	28.5	106	5232	19.7	37.1	113
SOUTH	24081	15609	27.5	64.8	93	10480	28.6	43.5	96	5187	23.8	21.5	80	7003	26.3	29.1	89
PACIFIC	12969	9616	16.9	74.1	106	6091	16.6	47.0	104	3972	18.2	30.6	114	4872	18.3	37.6	114
COUNTY SIZE A	32439	22310	39.3	68.8	98	13945	38.0	43.0	95	9740	44.8	30.0	112	10682	40.1	32.9	100
COUNTY SIZE B	24915	17599	31.0	70.6	101	11703	31.9	47.0	104	6232	28.6	25.0	93	8099	30.4	32.5	99
COUNTY SIZE C	12930	9588	16.9	74.2	106	6299	17.2	48.7	108	3355	15.4	25.9	97	4732	17.8	36.6	111
COUNTY SIZE D	10703	7250	12.8	67.7	97	4707	12.8	44.0	97	2438	11.2	22.8	85	3094	11.6	28.9	88
METRO CENTRAL CITY	24518	15961	28.1	65.1	93	10185	27.8	41.5	92	6654	30.6	27.1	101	7307	27.5	29.8	91
METRO SUBURBAN	35919	26369	46.5	73.4	105	17171	46.8	47.8	106	10360	47.6	28.8	107	12828	48.2	35.7	109
NON METRO	20549	14417	25.4	70.2	100	9299	25.4	45.3	100	4751	21.8	23.1	86	6471	24.3	31.5	96
TOP 5 ADI'S	18341	12592	22.2	68.7	98	7604	20.7	41.5	92	5735	26.3	31.3	116	5975	22.5	32.6	99
TOP 10 ADI'S	25378	17409	30.7	68.6	98	10878	29.7	42.9	95	7829	36.0	30.8	115	8192	30.8	32.3	98
TOP 20 ADI'S	36488	25299	44.6	69.3	99	15833	43.2	43.4	96	10775	49.5	29.5	110	12230	46.0	33.5	102
HSHLD INC. $50,000 OR MORE	6612	5627	9.9	85.1	121	3926	10.7	59.4	131	2334	10.7	35.3	131	3135	11.8	47.4	144
$40,000 OR MORE	12659	10265	18.1	81.1	116	7042	19.2	55.6	123	4319	19.8	34.1	127	5385	20.2	42.5	129
$30,000 OR MORE	24698	19538	34.4	79.1	113	13344	36.4	54.0	119	7951	36.5	32.2	120	10223	38.4	41.4	126
$25,000 OR MORE	32077	25372	44.7	79.1	113	16997	46.4	53.0	117	10448	48.0	32.6	121	13158	49.5	41.0	125
$20,000 - $24,999	9144	6756	11.9	73.9	105	4174	11.4	45.6	101	2605	12.0	28.5	106	3243	12.2	35.5	108
$15,000 - $19,999	8728	6053	10.7	69.4	99	4048	11.0	46.4	102	1956	9.0	22.4	83	2882	10.8	33.0	101
$10,000 - $14,999	12562	8452	14.9	67.3	96	5594	15.3	44.5	98	3121	14.3	24.8	92	3198	12.0	25.5	77
UNDER $10,000	18475	10113	17.8	54.7	78	5841	15.9	31.6	70	3635	16.7	19.7	73	4127	15.5	22.3	68
HOUSEHOLD OF 1 PERSON	11987	7390	13.0	61.7	88	4766	13.0	39.8	88	2403	11.0	20.0	75	2985	11.2	24.9	76
2 PEOPLE	26577	18852	33.2	70.9	101	12150	33.1	45.7	101	7000	32.2	26.3	98	8777	33.0	33.0	101
3 OR 4 PEOPLE	30617	22014	38.8	71.9	103	14363	39.2	46.9	104	8832	40.6	28.8	107	10638	40.0	34.7	106
5 OR MORE PEOPLE	11804	8492	15.0	71.9	103	5376	14.7	45.5	101	3531	16.2	29.9	111	4207	15.8	35.6	108
NO CHILD IN HSHLD	46165	32014	56.4	69.3	99	20921	57.1	45.3	100	11542	53.0	25.0	93	14439	54.3	31.3	95
CHILD(REN) UNDER 2 YRS	5325	3645	6.4	68.5	98	2068	5.6	38.8	86	1520	7.0	28.5	106	1858	7.0	34.9	106
2 - 5 YEARS	14221	9603	16.9	67.5	96	5815	15.9	40.9	90	3928	18.0	27.6	103	4516	17.0	31.8	97
6 - 11 YEARS	15117	10768	19.0	71.2	102	6930	18.9	45.8	101	4553	20.9	30.1	112	5566	20.9	36.8	112
12 - 17 YEARS	16611	12109	21.3	72.9	104	7857	21.4	47.3	105	4979	22.9	30.0	112	5967	22.4	35.9	109
RESIDENCE OWNED	55884	41982	74.0	75.1	107	27976	76.3	50.1	111	15564	71.5	27.9	104	20229	76.0	36.2	110
VALUE: $50,000 OR MORE	31744	24853	43.8	78.3	112	16572	45.2	52.2	115	9715	44.6	30.6	114	12337	46.4	38.9	118
VALUE: UNDER $50,000	24140	17129	30.2	71.0	101	11404	31.1	47.2	104	5849	26.9	24.2	90	7892	29.7	32.7	100

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NUTS FOR COOKING & SNACKS - TYPES USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	USE A '000	USE B % DOWN	USE C % ACROSS	USE D INDX	SHELLED A '000	SHELLED B % DOWN	SHELLED C % ACROSS	SHELLED D INDX	UNSHELLED A '000	UNSHELLED B % DOWN	UNSHELLED C % ACROSS	UNSHELLED D INDX	DRY ROASTED A '000	DRY ROASTED B % DOWN	DRY ROASTED C % ACROSS	DRY ROASTED D INDX
TOTAL FEMALE HOMEMAKERS		80986	56746	100.0	70.1	100	36654	100.0	45.3	100	21765	100.0	26.9	100	26607	100.0	32.9	100
MAGAZINES	QUINTILE 1	15799	12046	21.2	76.2	109	7767	21.2	49.2	109	4945	22.7	31.3	116	6184	23.2	39.1	119
	QUINTILE 2	17259	13183	23.2	76.4	109	8391	24.3	51.5	114	4929	22.6	28.6	106	6415	24.1	37.2	113
	QUINTILE 3	13545	9757	17.2	72.0	103	6488	17.7	47.9	106	3861	17.7	28.5	106	4183	15.7	30.9	94
	QUINTILE 4	15133	10482	18.5	69.3	99	6471	17.7	42.8	94	3975	18.3	26.3	98	4920	18.5	32.5	99
	QUINTILE 5	19250	11279	19.9	58.6	84	7037	19.2	36.6	81	4054	18.6	21.1	78	4905	18.4	25.5	78
NEWSPAPERS	QUINTILE 1	12413	9516	16.8	76.7	109	6412	17.5	51.7	114	3675	16.9	29.6	110	4601	17.3	37.1	113
	QUINTILE 2	24116	17531	30.9	72.7	104	11550	31.5	47.9	106	6801	31.2	28.2	105	8529	32.1	35.4	108
	QUINTILE 3	11261	8005	14.1	71.1	101	5015	13.7	44.5	98	3138	14.4	27.9	104	3837	14.4	34.1	104
	QUINTILE 4	20255	13862	24.4	68.4	98	8653	23.6	42.7	94	5166	23.7	25.5	95	6342	23.8	31.3	95
	QUINTILE 5	12940	7832	13.8	60.5	86	5025	13.7	38.8	86	2986	13.7	23.1	86	3298	12.4	25.5	78
OUTDOOR	QUINTILE 1	14852	10950	19.3	73.7	105	7092	19.3	47.8	106	4350	20.0	29.3	109	4978	18.7	33.5	102
	QUINTILE 2	15725	11011	19.4	70.0	100	7226	19.7	46.0	102	4304	19.8	27.4	102	4925	18.5	31.3	95
	QUINTILE 3	16330	11616	20.5	71.1	102	7859	21.4	48.1	106	4565	21.0	28.0	104	5900	22.2	36.1	110
	QUINTILE 4	16744	11452	20.2	68.4	98	7230	19.7	43.2	95	4405	20.2	26.3	98	5333	20.0	31.9	97
	QUINTILE 5	17334	11717	20.6	67.6	96	7247	19.8	41.8	92	4142	19.0	23.9	89	5471	20.6	31.6	96
RADIO-DRIVE TIME	QUINTILE 1	15911	11812	20.8	74.2	106	7889	21.5	49.6	110	4143	19.0	26.0	97	5538	20.8	34.8	106
	QUINTILE 2	14837	10802	19.0	72.8	104	6781	18.5	45.7	101	4371	20.1	29.5	110	4735	17.8	31.9	97
	QUINTILE 3	15334	10422	18.4	67.9	97	6849	18.7	44.7	99	4036	18.5	26.3	98	5314	20.0	34.6	105
	QUINTILE 4	16723	11615	20.5	69.5	99	7271	19.8	43.5	96	4793	22.0	28.7	107	5613	21.1	33.6	102
	QUINTILE 5	18176	12096	21.3	66.5	95	7865	21.5	43.3	96	4422	20.3	24.3	91	5406	20.3	29.7	91
RADIO-MID-DAY	TERCILE 1	21020	15002	26.4	71.4	102	9199	25.1	43.8	97	5750	26.4	27.4	102	7264	27.3	34.6	105
	TERCILE 2	21610	15747	27.7	72.9	104	10321	28.2	47.8	106	6306	29.0	29.2	109	7744	29.1	35.8	109
	TERCILE 3	38355	25998	45.8	67.8	97	17134	46.7	44.7	99	9708	44.6	25.3	94	11598	43.6	30.2	92
RADIO-TOTAL	QUINTILE 1	15988	11862	20.9	74.2	106	7553	20.6	47.2	104	4421	20.3	27.7	103	5416	20.4	33.9	103
	QUINTILE 2	15626	10877	19.2	69.6	99	6855	18.7	43.9	97	4182	19.2	26.8	100	5277	19.8	33.8	103
	QUINTILE 3	16723	12027	21.2	71.9	103	8000	21.8	47.8	106	4526	20.8	27.1	101	5882	22.1	35.2	107
	QUINTILE 4	16342	11326	20.0	69.3	99	7305	19.9	44.7	99	4704	21.6	28.8	107	5312	20.0	32.5	99
	QUINTILE 5	16306	10654	18.8	65.3	93	6941	18.9	42.6	94	3932	18.1	24.1	90	4720	17.7	28.9	88
TV-PRIME TIME	QUINTILE 1	15953	10978	19.3	68.8	98	6617	18.1	41.5	92	4073	18.7	25.5	95	4984	18.7	31.2	95
	QUINTILE 2	16137	11619	20.5	72.0	103	7594	20.7	47.1	104	4883	22.4	30.3	113	5467	20.5	33.9	103
	QUINTILE 3	16470	11579	20.4	70.5	101	7727	21.1	47.1	104	4275	19.6	26.0	97	5457	20.5	33.2	101
	QUINTILE 4	16087	11885	20.9	71.2	102	7649	20.9	45.8	101	4741	21.8	28.4	106	5886	22.1	35.3	107
	QUINTILE 5	15789	10685	18.8	67.7	97	7068	19.3	44.8	99	3794	17.4	24.0	89	4813	18.1	30.5	93
TV-DAYTIME	TERCILE 1	27736	18428	32.5	66.4	95	11590	31.6	41.8	92	6970	32.0	25.1	94	8101	30.4	29.2	89
	TERCILE 2	26489	18823	33.2	71.1	101	12042	32.9	45.5	100	7557	34.7	28.5	106	9051	34.0	34.2	104
	TERCILE 3	26761	19495	34.4	72.8	104	13023	35.5	48.7	108	7238	33.3	27.0	101	9454	35.5	35.3	108
TV-TOTAL	QUINTILE 1	16345	10580	18.6	64.7	92	6637	18.1	40.6	90	3896	17.9	23.8	89	4593	17.3	28.1	86
	QUINTILE 2	16447	11799	20.8	71.7	102	7633	20.8	46.4	103	4465	20.5	27.1	101	5444	20.5	33.1	101
	QUINTILE 3	15980	11299	19.9	70.7	101	7082	19.3	44.3	98	4540	20.9	28.4	106	5549	20.9	34.7	106
	QUINTILE 4	15887	11567	20.4	72.8	104	7729	21.1	48.6	107	4516	20.7	28.4	106	5470	20.6	34.4	105
	QUINTILE 5	16326	11501	20.3	70.4	101	7573	20.7	46.4	102	4348	20.0	26.6	99	5550	20.9	34.0	103
MAGAZINES-NEWSPAPERS: DUAL		20721	15946	28.1	77.0	110	10715	29.2	51.7	114	6204	28.5	29.9	111	8075	30.3	39.0	119
MAGAZINE IMPERATIVE		19186	14228	25.1	74.2	106	9143	24.9	47.7	105	5734	26.3	29.9	111	6588	24.8	34.3	105
NEWSPAPER IMPERATIVE		21859	15336	27.0	70.0	100	9910	27.0	45.3	100	5901	27.1	26.9	100	7062	26.5	32.2	98
MAGAZINES-OUTDOOR: DUAL		15451	11757	20.7	76.1	109	7582	20.7	49.1	108	4837	22.2	31.3	116	5750	21.6	37.2	113
MAGAZINE IMPERATIVE		25953	19342	34.1	74.5	106	12806	34.9	49.3	109	7211	33.1	27.8	103	9517	35.8	36.7	112
OUTDOOR IMPERATIVE		24400	16346	28.8	67.0	96	10706	29.2	43.9	97	6220	28.6	25.5	95	6985	26.3	28.6	87
MAGAZINES-RADIO: DUAL		18049	13534	23.9	75.0	107	8541	23.3	47.3	105	5204	23.9	28.8	107	6594	24.8	36.5	111
MAGAZINE IMPERATIVE		23571	17779	31.3	75.4	108	12182	33.2	51.7	114	7159	32.9	30.4	113	8658	32.5	36.7	112
RADIO IMPERATIVE		23278	15863	28.0	68.1	97	10081	27.5	43.3	96	5776	26.5	24.8	92	7116	26.7	30.6	93
MAGAZINES-TELEVISION: DUAL		15459	11490	20.2	74.3	106	7677	20.9	49.7	110	4366	20.1	28.2	105	5216	19.6	33.7	103
MAGAZINE IMPERATIVE		25829	19751	34.8	76.5	109	13070	35.7	50.6	112	7918	36.4	30.7	114	9983	37.5	38.7	118
TELEVISION IMPERATIVE		26039	16706	29.4	64.2	92	10212	27.9	39.2	87	6133	28.2	23.6	88	7395	27.8	28.4	86
NEWSPAPERS-OUTDOOR: DUAL		16605	12477	22.0	75.1	107	8259	22.5	49.7	110	5001	23.0	30.1	112	5826	21.9	35.1	107
NEWSPAPER IMPERATIVE		26834	19439	34.3	72.4	103	12725	34.7	47.4	105	7420	34.1	27.7	103	9573	36.0	35.7	109
OUTDOOR IMPERATIVE		23346	15896	28.0	68.1	97	10310	28.1	44.2	98	6296	28.9	27.0	100	7232	27.2	31.0	94
NEWSPAPERS-RADIO: DUAL		17133	12659	22.3	73.9	105	8402	22.9	49.0	108	4716	21.7	27.5	102	6138	23.1	35.8	109
NEWSPAPER IMPERATIVE		25892	18991	33.5	73.3	105	12439	33.9	48.0	106	7587	34.9	29.3	109	9143	34.4	35.3	107
RADIO IMPERATIVE		23167	16056	28.3	69.3	99	9958	27.2	43.0	95	6092	28.0	26.3	98	7299	27.4	31.5	96
NEWSPAPERS-TELEVISION: DUAL		17159	12542	22.1	73.1	104	8336	22.7	48.6	107	4727	21.7	27.5	103	5739	21.6	33.4	102
NEWSPAPER IMPERATIVE		26214	19389	34.2	74.0	106	12697	34.6	48.4	107	7639	35.1	29.1	108	9782	36.8	37.3	114
TELEVISION IMPERATIVE		23412	15225	26.8	65.0	93	9269	25.3	39.6	87	5906	27.1	25.2	94	6712	25.2	28.7	87
OUTDOOR-RADIO: DUAL		15303	11442	20.2	74.8	107	7426	20.3	48.5	107	4511	20.7	29.5	110	5157	19.4	33.7	103
OUTDOOR IMPERATIVE		24901	17327	30.5	69.6	99	11458	31.3	46.0	102	6856	31.5	27.5	102	8035	30.2	32.3	98
RADIO IMPERATIVE		26492	18713	33.0	70.6	101	11920	32.5	45.0	99	6835	31.4	25.8	96	9178	34.5	34.6	105
OUTDOOR-TELEVISION: DUAL		14794	10457	18.4	70.7	101	6820	18.6	46.1	102	4057	18.6	27.4	102	4629	17.4	31.3	95
OUTDOOR IMPERATIVE		25437	18583	32.7	73.1	104	12421	33.9	48.8	108	7355	33.8	28.9	108	9021	33.9	35.5	108
TELEVISION IMPERATIVE		27877	18946	33.4	68.0	97	11886	32.4	42.6	94	7062	32.4	25.3	94	8870	33.3	31.8	97
RADIO-TELEVISION: DUAL		15996	10988	19.4	68.7	98	6739	18.4	42.1	93	4197	19.3	26.2	98	5084	19.1	31.8	97
RADIO IMPERATIVE		25478	18869	33.3	74.1	106	12445	34.0	48.8	108	7195	33.1	28.2	105	9118	34.3	35.8	109
TELEVISION IMPERATIVE		26573	18177	32.0	68.4	98	11781	32.1	44.3	98	7006	32.2	26.4	98	8311	31.2	31.3	95

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NUTS FOR COOKING & SNACKS - TYPES USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	USE A '000	USE B % DOWN	USE C % ACROSS	USE D INDX	SHELLED A '000	SHELLED B % DOWN	SHELLED C % ACROSS	SHELLED D INDX	UNSHELLED A '000	UNSHELLED B % DOWN	UNSHELLED C % ACROSS	UNSHELLED D INDX	DRY ROASTED A '000	DRY ROASTED B % DOWN	DRY ROASTED C % ACROSS	DRY ROASTED D INDX
TOTAL FEMALE HOMEMAKERS	80986	56746	100.0	70.1	100	36654	100.0	45.3	100	21765	100.0	26.9	100	26607	100.0	32.9	100
ATLANTIC MONTHLY	415	344	0.6	82.9	118	*213	0.6	51.3	113	*147	0.7	35.4	132	*192	0.7	46.3	141
BARRON'S	453	376	0.7	83.0	118	*259	0.7	57.2	126	*176	0.8	38.9	145	*236	0.9	52.1	159
BETTER HOMES & GARDENS	16256	12547	22.1	77.2	110	8503	23.2	52.3	116	4843	22.3	29.8	111	5998	22.5	36.9	112
BON APPETIT	2535	2094	3.7	82.6	118	1460	4.0	57.6	127	986	4.5	38.9	145	1064	4.0	42.0	128
BUSINESS WEEK	1278	838	1.5	65.6	94	544	1.5	42.6	94	461	2.1	36.1	134	406	1.5	31.8	97
CAR AND DRIVER	378	*251	0.4	66.4	95	*147	0.4	38.9	86	**133	0.6	35.2	131	**111	0.4	29.4	89
CBS MAGAZINE NETWORK (GROSS)	1498	1071	1.9	71.5	102	695	1.9	46.4	103	462	2.1	30.8	115	565	2.1	37.7	115
CHANGING TIMES	1505	1137	2.0	75.5	108	824	2.2	54.8	121	299	1.4	19.9	74	468	1.8	31.1	95
COLONIAL HOMES	1231	948	1.7	77.0	110	634	1.7	51.5	114	439	2.0	35.7	133	436	1.6	35.4	108
CONDE NAST MAG. PKG. (GROSS)	14146	10100	17.8	71.4	102	6668	18.2	47.1	104	4703	21.6	33.2	124	5225	19.6	36.9	112
CONSUMERS DIGEST	1323	1055	1.9	79.7	114	791	2.2	59.8	132	383	1.8	28.9	108	406	1.5	30.7	93
COSMOPOLITAN	7102	4835	8.5	68.1	97	3035	8.3	42.7	94	2194	10.1	30.9	115	2368	8.9	33.3	101
COUNTRY LIVING	2481	2055	3.6	82.8	118	1468	4.0	59.2	131	858	3.9	34.6	129	955	3.6	38.5	117
CUISINE	1472	1162	2.0	78.9	113	691	1.9	46.9	104	492	2.3	33.4	124	621	2.3	42.2	128
CYCLE WORLD	425	326	0.6	76.7	109	*195	0.5	45.9	101	**178	0.8	41.9	156	*208	0.8	48.9	149
DCI:CREATIVE IDEAS FOR LIV	2510	1881	3.3	74.9	107	1279	3.5	51.0	113	688	3.2	27.4	102	908	3.4	36.2	110
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5157	9.1	77.0	110	3789	10.3	56.6	125	1627	7.5	24.3	90	2356	8.9	35.2	107
DISCOVER	894	694	1.2	77.6	111	439	1.2	49.1	108	270	1.2	30.2	112	363	1.4	40.6	124
EBONY	3507	2122	3.7	60.5	86	1179	3.2	33.6	74	941	4.3	26.8	100	889	3.3	25.3	77
ESQUIRE	1083	744	1.3	68.7	98	399	1.1	36.8	81	299	1.4	27.6	103	361	1.4	33.3	101
ESSENCE	1830	1098	1.9	60.0	86	584	1.6	31.9	71	581	2.7	31.7	118	475	1.8	26.0	79
FAMILY CIRCLE	15930	12336	21.7	77.4	111	8304	22.7	52.1	115	4988	22.9	31.3	117	5945	22.3	37.3	114
THE FAMILY HANDYMAN	1126	881	1.6	78.2	112	561	1.5	49.8	110	302	1.4	26.8	100	405	1.5	36.0	109
FAMILY WEEKLY	11468	8414	14.8	73.4	105	5510	15.0	48.0	106	3020	13.9	26.3	98	3924	14.7	34.2	104
FIELD & STREAM	2234	1580	2.8	70.7	101	1047	2.9	46.9	104	529	2.4	23.7	88	889	3.3	39.8	121
FOOD & WINE	579	427	0.8	73.7	105	285	0.8	49.2	109	*157	0.7	27.1	101	*186	0.7	32.1	98
FORBES	728	554	1.0	76.1	109	387	1.1	53.2	117	*243	1.1	33.4	124	332	1.2	45.6	139
FORTUNE	906	733	1.3	80.9	115	473	1.3	52.2	115	350	1.6	38.6	144	404	1.5	44.6	136
GENTLEMEN'S QUARTERLY	791	544	1.0	68.8	98	353	1.0	44.6	99	239	1.1	30.2	112	274	1.0	34.6	105
GLAMOUR	5265	3838	6.8	72.9	104	2492	6.8	47.3	105	1759	8.1	33.4	124	1966	7.4	37.3	114
GOLF DIGEST	636	557	1.0	87.6	125	340	0.9	53.5	118	*180	0.8	28.3	105	324	1.2	50.9	155
GOLF DIGEST/TENNIS (GROSS)	1186	999	1.8	84.2	120	679	1.9	57.3	126	384	1.8	32.4	120	505	1.9	42.6	130
GOLF MAGAZINE	441	377	0.7	85.5	122	*298	0.8	67.6	149	*162	0.7	36.7	137	*193	0.7	43.8	133
GOLF MAGAZINE/SKI (GROSS)	922	731	1.3	79.3	113	570	1.6	61.8	137	304	1.4	33.0	123	293	1.1	31.8	97
GOOD HOUSEKEEPING	16487	12685	22.4	76.9	110	8280	22.6	50.2	111	4578	21.0	27.8	103	6362	23.9	38.6	117
HARPER'S BAZAAR	2423	1829	3.2	75.5	108	1277	3.5	52.7	116	831	3.8	34.3	128	829	3.1	34.2	104
HEALTH	1994	1528	2.7	76.6	109	962	2.6	48.2	107	548	2.5	27.5	102	769	2.9	38.6	117
HEARST MAG CORP. BUY (GROSS)	44101	33254	58.6	75.4	108	21891	59.7	49.6	110	13304	61.1	30.2	112	16722	62.8	37.9	115
HEARST MAN POWER (GROSS)	1993	1520	2.7	76.3	109	1091	3.0	54.7	121	691	3.2	34.7	129	890	3.3	44.7	136
HEARST WOMAN POWER (GROSS)	31274	23352	41.2	74.7	107	15073	41.1	48.2	106	9168	42.1	29.3	109	11860	44.6	37.9	115
HOUSE BEAUTIFUL	3623	2734	4.8	75.5	108	1777	4.8	49.0	108	1058	4.9	29.2	109	1336	5.0	36.9	112
INC.	283	*208	0.4	73.5	105	*139	0.4	49.1	109	**106	0.5	37.5	139	**110	0.4	38.9	118
JET	2928	1714	3.0	58.5	84	963	2.6	32.9	73	753	3.5	25.7	96	858	3.2	29.3	89
LADIES' HOME JOURNAL	11918	9063	16.0	76.0	109	5834	15.9	49.0	108	3460	15.9	29.0	108	4577	17.2	38.4	117
LHJ FAMILY GRP COMBO(GROSS)	16764	12816	22.6	76.4	109	8201	22.4	48.9	108	4741	21.8	28.3	105	6579	24.7	39.2	119
LIFE	4254	3142	5.5	73.9	105	2082	5.7	48.9	108	1371	6.3	32.2	120	1575	5.9	37.0	113
L.A. TIMES HOME MAGAZINE	1145	943	1.7	82.4	118	601	1.6	52.5	116	445	2.0	38.9	145	517	1.9	45.2	137
MADEMOISELLE	2884	2130	3.8	73.9	105	1472	4.0	51.0	113	988	4.5	34.3	127	1088	4.1	37.7	115
MC CALL'S	13460	10274	18.1	76.3	109	6763	18.5	50.2	111	3997	18.4	29.7	110	4815	18.1	35.8	109
MC CALL'S/WRK MOTHER (GROSS)	14606	11165	19.7	76.4	109	7257	19.8	49.7	110	4429	20.3	30.3	113	5220	19.6	35.7	109
MECHANIX ILLUSTRATED	772	559	1.0	72.4	103	350	1.0	45.3	100	*218	1.0	28.2	105	*335	1.3	43.4	132
METROPOLITAN HOME	967	689	1.2	71.3	102	484	1.3	50.1	111	267	1.2	27.6	103	341	1.3	35.3	107
MONEY	1588	1176	2.1	74.1	106	877	2.4	55.2	122	476	2.2	30.0	112	533	2.0	33.6	102
MOTHER EARTH NEWS	1002	854	1.5	85.2	122	554	1.5	55.3	122	315	1.4	31.4	117	301	1.1	30.0	91
MS.	825	611	1.1	74.1	106	365	1.0	44.2	98	282	1.3	34.2	127	332	1.2	40.2	122
NATIONAL ENQUIRER	10336	7128	12.6	69.0	98	4544	12.4	44.0	97	2428	11.2	23.5	87	3182	12.0	30.8	94
NATIONAL GEOGRAPHIC	9597	7468	13.2	77.8	111	5204	14.2	54.2	120	3003	13.8	31.3	116	3898	14.7	40.6	124
NATIONAL SUNDAY MAGAZINE PKG	49558	36189	63.8	73.0	104	23352	63.7	47.1	104	13890	63.8	28.0	104	17631	66.3	35.6	108
NATURAL HISTORY	573	492	0.9	85.9	123	391	1.1	68.2	151	*225	1.0	39.3	146	267	1.0	46.6	142
NEW WOMAN	1699	1158	2.0	68.2	97	630	1.7	37.1	82	552	2.5	32.5	121	625	2.3	36.8	112
NEW YORK INCLUDING CUE	443	333	0.6	75.2	107	179	0.5	40.4	89	*161	0.7	36.3	135	191	0.7	43.1	131
THE NEW YORKER	1270	1001	1.8	78.8	112	661	1.8	52.0	115	474	2.2	37.3	139	522	2.0	41.1	125
NEWSWEEK	6277	4739	8.4	75.5	108	3084	8.4	49.1	109	2015	9.3	32.1	119	2485	9.3	39.6	121
THE N.Y. TIMES DAILY EDITION	1205	941	1.7	78.1	111	617	1.7	51.2	113	508	2.3	42.2	157	488	1.8	40.5	123
THE N.Y. TIMES MAGAZINE	2081	1677	3.0	80.6	115	1177	3.2	56.6	125	903	4.1	43.4	161	791	3.0	38.0	116
OMNI	788	569	1.0	72.2	103	326	0.9	41.4	91	253	1.2	32.1	119	338	1.3	42.9	131
ON CABLE	1158	808	1.4	69.8	100	441	1.2	38.1	84	292	1.3	25.2	94	408	1.5	35.2	107
1001 HOME IDEAS	2852	2225	3.9	78.0	111	1405	3.8	49.3	109	733	3.4	25.7	96	1232	4.6	43.2	131
ORGANIC GARDENING	1658	1408	2.5	84.9	121	1017	2.8	61.3	136	546	2.5	32.9	123	612	2.3	36.9	112
OUTDOOR LIFE	896	654	1.2	73.0	104	425	1.2	47.4	105	245	1.1	27.3	102	327	1.2	36.5	111
PARADE MAGAZINE	24275	17783	31.3	73.3	105	11363	31.0	46.8	103	6937	31.9	28.6	106	8766	32.9	36.1	110

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NUTS FOR COOKING & SNACKS - TYPES USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE A '000	USE B % DOWN	USE C % ACROSS	USE D INDX	SHELLED A '000	SHELLED B % DOWN	SHELLED C % ACROSS	SHELLED D INDX	UNSHELLED A '000	UNSHELLED B % DOWN	UNSHELLED C % ACROSS	UNSHELLED D INDX	DRY ROASTED A '000	DRY ROASTED B % DOWN	DRY ROASTED C % ACROSS
TOTAL FEMALE HOMEMAKERS	80986	56746	100.0	70.1	100	36654	100.0	45.3	100	21765	100.0	26.9	100	26607	100.0	32.9
PARENTS	3845	2811	5.0	73.1	104	1730	4.7	45.0	99	1206	5.5	31.4	117	1535	5.8	39.9
PENTHOUSE	831	574	1.0	69.1	99	326	0.9	39.2	87	312	1.4	37.5	140	318	1.2	38.3
PEOPLE	11645	8558	15.1	73.5	105	5610	15.3	48.2	106	3267	15.0	28.1	104	4197	15.8	36.0
PLAYBOY	2006	1414	2.5	70.5	101	847	2.3	42.2	93	638	2.9	31.8	118	662	2.5	33.0
POPULAR HOT RODDING	297	*190	0.3	64.0	91	**114	0.3	38.4	85	**100	0.5	33.7	125	**117	0.4	39.4
POPULAR MECHANICS	1018	828	1.5	81.3	116	598	1.6	58.7	130	362	1.7	35.6	132	500	1.9	49.1
POPULAR SCIENCE	878	700	1.2	79.7	114	452	1.2	51.5	114	*333	1.5	37.9	141	285	1.1	32.5
PREVENTION	3913	3073	5.4	78.5	112	1906	5.2	48.7	108	1264	5.8	32.3	120	1483	5.6	37.9
PSYCHOLOGY TODAY	1710	1367	2.4	79.9	114	855	2.3	50.0	110	564	2.6	33.0	123	683	2.6	39.9
READER'S DIGEST	22204	16997	30.0	76.5	109	11362	31.0	51.2	113	6182	28.4	27.8	104	8324	31.3	37.5
REDBOOK	7684	5832	10.3	75.9	108	3758	10.3	48.9	108	2397	11.0	31.2	116	3129	11.8	40.7
ROAD & TRACK	410	299	0.5	72.9	104	*197	0.5	48.0	106	**127	0.6	31.0	115	*161	0.6	39.3
ROLLING STONE	969	714	1.3	73.7	105	468	1.3	48.3	107	336	1.5	34.7	129	375	1.4	38.7
RUNNER'S WORLD	298	*221	0.4	74.2	106	*188	0.5	63.1	139	**104	0.5	34.9	130	*137	0.5	46.0
SATURDAY EVENING POST	1169	892	1.6	76.3	109	625	1.7	53.5	118	355	1.6	30.4	113	417	1.6	35.7
SCIENCE 84	587	502	0.9	85.5	122	310	0.8	52.8	117	*182	0.8	31.0	115	352	1.3	60.0
SCIENCE DIGEST	482	356	0.6	73.9	105	241	0.7	50.0	110	*152	0.7	31.5	117	*191	0.7	39.6
SCIENTIFIC AMERICAN	594	474	0.8	79.8	114	302	0.8	50.8	112	*193	0.9	32.5	121	298	1.1	50.2
SELF	2089	1416	2.5	67.8	97	922	2.5	44.1	98	761	3.5	36.4	136	817	3.1	39.1
SEVENTEEN	2411	1684	3.0	69.8	100	1107	3.0	45.9	101	783	3.6	32.5	121	850	3.2	35.3
SKI	480	354	0.6	73.8	105	273	0.7	56.9	126	*142	0.7	29.6	110	*100	0.4	20.8
SMITHSONIAN	2760	2198	3.9	79.6	114	1531	4.2	55.5	123	862	4.0	31.2	116	1096	4.1	39.7
SOAP OPERA DIGEST	3013	2103	3.7	69.8	100	1228	3.4	40.8	90	792	3.6	26.3	98	1095	4.1	36.3
SOUTHERN LIVING	4184	3276	5.8	78.3	112	2510	6.8	60.0	133	940	4.3	22.5	84	1447	5.4	34.6
SPORT	559	408	0.7	73.0	104	*203	0.6	36.3	80	*182	0.8	32.6	121	*247	0.9	44.2
THE SPORTING NEWS	436	*306	0.5	70.2	100	**161	0.4	36.9	82	**173	0.8	39.7	148	**140	0.5	32.1
SPORTS AFIELD	493	336	0.6	68.2	97	*252	0.7	51.1	113	*177	0.8	35.9	134	*200	0.8	40.6
SPORTS ILLUSTRATED	2758	2104	3.7	76.3	109	1262	3.4	45.8	101	1005	4.6	36.4	136	1173	4.4	42.5
STAR	7456	5095	9.0	68.3	98	3105	8.5	41.6	92	1952	9.0	26.2	97	2214	8.3	29.7
SUNDAY	24936	17745	31.3	71.2	102	11348	31.0	45.5	101	7160	32.9	28.7	107	8636	32.5	34.6
SUNSET	2124	1877	3.3	88.4	126	1333	3.6	62.8	139	894	4.1	42.1	157	1064	4.0	50.1
TV GUIDE	21661	15484	27.3	71.5	102	9649	26.3	44.5	98	6069	27.9	28.0	104	7557	28.4	34.9
TENNIS	550	442	0.8	80.4	115	340	0.9	61.8	137	*204	0.9	37.1	138	*181	0.7	32.9
TIME	8880	6876	12.1	77.4	111	4473	12.2	50.4	111	2995	13.8	33.7	125	3612	13.6	40.7
TOWN & COUNTRY	917	701	1.2	76.4	109	490	1.3	53.4	118	224	1.0	24.4	91	343	1.3	37.4
TRAVEL & LEISURE	972	795	1.4	81.8	117	539	1.5	55.5	123	324	1.5	33.3	124	429	1.6	44.1
TRUE STORY	3356	2205	3.9	65.7	94	1335	3.6	39.8	88	803	3.7	23.9	89	875	3.3	26.1
U.S.NEWS & WORLD REPORT	3410	2621	4.6	76.9	110	1890	5.2	55.4	122	959	4.4	28.1	105	1250	4.7	36.7
USA TODAY	1759	1407	2.5	80.0	114	991	2.7	56.3	124	545	2.5	31.0	115	725	2.7	41.2
US	1873	1404	2.5	75.0	107	918	2.5	49.0	108	612	2.8	32.7	122	720	2.7	38.4
VOGUE	3909	2717	4.8	69.5	99	1782	4.9	45.6	101	1195	5.5	30.6	114	1355	5.1	34.7
WALL STREET JOURNAL	1886	1537	2.7	81.5	116	1038	2.8	55.0	122	688	3.2	36.5	136	782	2.9	41.5
WEIGHT WATCHERS	2120	1639	2.9	77.3	110	1045	2.9	49.3	109	768	3.5	36.2	135	760	2.9	35.8
WOMAN'S DAY	14172	10942	19.3	77.2	110	7422	20.2	52.4	116	4132	19.0	29.2	108	5168	19.4	36.5
WORKING MOTHER	1146	891	1.6	77.7	111	494	1.3	43.1	95	432	2.0	37.7	140	405	1.5	35.3
WORKING WOMAN	1322	966	1.7	73.1	104	590	1.6	44.6	99	391	1.8	29.6	110	577	2.2	43.6
WORLD TENNIS	*163	**97	0.2	59.5	85	**62	0.2	38.0	84	**64	0.3	39.3	146	**86	0.3	52.8
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1805	3.2	71.3	102	1140	3.1	45.0	99	839	3.9	33.1	123	813	3.1	32.1
BLAIR INSERTS	43657	31800	56.0	72.8	104	20623	56.3	47.2	104	12563	57.7	28.8	107	15609	58.7	35.8
DAILY NEWSPAPERS																
READ ANY	51633	37547	66.2	72.7	104	24566	67.0	47.6	105	14412	66.2	27.9	104	17758	66.7	34.4
READ ONE	43463	31212	55.0	71.8	102	20204	55.1	46.5	103	11890	54.6	27.4	102	14798	55.6	34.0
READ TWO OR MORE	8170	6335	11.2	77.5	111	4363	11.9	53.4	118	2522	11.6	30.9	115	2961	11.1	36.2
WEEKEND/SUNDAY NEWSPAPERS																
READ ANY	52678	38447	67.8	73.0	104	24984	68.2	47.4	105	14837	68.2	28.2	105	18713	70.3	35.5
READ ONE	46126	33284	58.7	72.2	103	21430	58.5	46.5	103	12623	58.0	27.4	102	16169	60.8	35.1
READ TWO OR MORE	6552	5163	9.1	78.8	112	3555	9.7	54.3	120	2215	10.2	33.8	126	2544	9.6	38.8
OUTDOOR																
100 SHWG - 30 DAY AV FREQ	27.55	28.18				28.05				28.14				28.28		
30 DAY REACH	71455	50275	88.6	70.4	100	32642	89.1	45.7	101	19549	89.8	27.4	102	23410	88.0	32.8
50 SHWG - 30 DAY AV FREQ	14.56	14.85				14.74				14.84				14.88		
30 DAY REACH	67742	47818	84.3	70.6	101	31145	85.0	46.0	102	18573	85.3	27.4	102	22285	83.8	32.9
25 SHWG - 30 DAY AV FREQ	7.94	8.08				8.01				8.03				8.04		
30 DAY REACH	62117	43968	77.5	70.8	101	28649	78.2	46.1	102	17166	78.9	27.6	103	20631	77.5	33.2
CABLE TV: HOME WIRED	32077	23697	41.8	73.9	105	15671	42.8	48.9	108	9087	41.8	28.3	105	11982	45.0	37.4
HOME NOT WIRED	48909	33050	58.2	67.6	96	20983	57.2	42.9	95	12678	58.2	25.9	96	14625	55.0	29.9
HAVE PAY CABLE	15935	12226	21.5	76.7	109	8039	21.9	50.4	111	4831	22.2	30.3	113	6654	25.0	41.8

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NUTS FOR COOKING & SNACKS - TYPES USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	USE A '000	USE B % DOWN	USE C % ACROSS	USE D INDX	SHELLED A '000	SHELLED B % DOWN	SHELLED C % ACROSS	SHELLED D INDX	UNSHELLED A '000	UNSHELLED B % DOWN	UNSHELLED C % ACROSS	UNSHELLED D INDX	DRY ROASTED A '000	DRY ROASTED B % DOWN	DRY ROASTED C % ACROSS	DRY ROASTED D INDX
TOTAL FEMALE HOMEMAKERS	80986	56746	100.0	70.1	100	36654	100.0	45.3	100	21765	100.0	26.9	100	26607	100.0	32.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	31832	56.1	72.5	103	20707	56.5	47.1	104	12398	57.0	28.2	105	15075	56.7	34.3	104
10:00 AM - 3:00 PM	30659	22188	39.1	72.4	103	13934	38.0	45.4	100	8517	39.1	27.8	103	10892	40.9	35.5	108
3:00 PM - 7:00 PM	31045	22586	39.8	72.8	104	14646	40.0	47.2	104	8624	39.6	27.8	103	10716	40.3	34.5	105
7:00 PM - MIDNIGHT	15767	11323	20.0	71.8	102	7274	19.8	46.1	102	4485	20.6	28.4	106	5305	19.9	33.6	102
MIDNIGHT - 6:00 AM	9120	6771	11.9	74.2	106	4421	12.1	48.5	107	2505	11.5	27.5	102	3158	11.9	34.6	105
6:00 AM - MIDNIGHT	58527	42061	74.1	71.9	103	27115	74.0	46.3	102	16389	75.3	28.0	104	20092	75.5	34.3	104
ENTIRE DAY	59311	42589	75.1	71.8	102	27482	75.0	46.3	102	16559	76.1	27.9	104	20340	76.4	34.3	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12366	21.8	76.5	109	8157	22.3	50.4	111	4675	21.5	28.9	108	6243	23.5	38.6	118
ALL NEWS	2256	1557	2.7	69.0	98	1084	3.0	48.0	106	630	2.9	27.9	104	778	2.9	34.5	105
AOR/PROGRESSIVE	3874	2898	5.1	74.8	107	1856	5.1	47.9	106	1274	5.9	32.9	122	1503	5.6	38.8	118
BEAUTIFUL MUSIC	5660	4191	7.4	74.0	106	2900	7.9	51.2	113	1538	7.1	27.2	101	2028	7.6	35.8	109
BLACK	2204	1422	2.5	64.5	92	827	2.3	37.5	83	560	2.6	25.4	95	699	2.6	31.7	97
CLASSICAL	1418	1058	1.9	74.6	106	756	2.1	53.3	118	450	2.1	31.7	118	573	2.2	40.4	123
CHR/ROCK	9538	6692	11.8	70.2	100	4178	11.4	43.8	97	3246	14.9	34.0	127	3125	11.7	32.8	100
COUNTRY	12648	9123	16.1	72.1	103	6138	16.7	48.5	107	3229	14.8	25.5	95	4223	15.9	33.4	102
GOLDEN OLDIES	1191	758	1.3	63.6	91	493	1.3	41.4	91	262	1.2	22.0	82	372	1.4	31.2	95
MOR/NOSTALGIA	4757	3574	6.3	75.1	107	2209	6.0	46.4	103	1298	6.0	27.3	102	1481	5.6	31.1	95
NEWS/TALK	3863	2784	4.9	72.1	103	1718	4.7	44.5	98	1121	5.2	29.0	108	1401	5.3	36.3	110
RELIGIOUS	3084	2127	3.7	69.0	98	1220	3.3	39.6	87	824	3.8	26.7	99	1049	3.9	34.0	104
SOFT ROCK	521	313	0.6	60.1	86	*177	0.5	34.0	75	*166	0.8	31.9	119	*172	0.6	33.0	100
URBAN CONTEMPORARY	1585	883	1.6	55.7	80	426	1.2	26.9	59	424	1.9	26.8	100	402	1.5	25.4	77
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2233	3.9	68.5	98	1480	4.0	45.4	100	909	4.2	27.9	104	1022	3.8	31.3	95
ABC DIRECTION	2316	1604	2.8	69.3	99	1087	3.0	46.9	104	573	2.6	24.7	92	640	2.4	27.6	84
ABC ENTERTAINMENT	4834	3489	6.1	72.2	103	2260	6.2	46.8	103	1384	6.4	28.6	107	1603	6.0	33.2	101
ABC FM	2202	1586	2.8	72.0	103	1039	2.8	47.2	104	537	2.5	24.4	91	796	3.0	36.1	110
ABC INFORMATION	5425	4184	7.4	77.1	110	2799	7.6	51.6	114	1674	7.7	30.9	115	2093	7.9	38.6	117
ABC ROCK	1677	1220	2.1	72.7	104	791	2.2	47.2	104	562	2.6	33.5	125	709	2.7	42.3	129
CBS	4430	3327	5.9	75.1	107	2294	6.3	51.8	114	1227	5.6	27.7	103	1675	6.3	37.8	115
MUTUAL	4992	3768	6.6	75.5	108	2474	6.7	49.6	109	1470	6.8	29.4	110	1898	7.1	38.0	116
NBC	4679	3509	6.2	75.0	107	2061	5.6	44.0	97	1209	5.6	25.8	96	1851	7.0	39.6	120
RADIORADIO	1994	1296	2.3	65.0	93	845	2.3	42.4	94	479	2.2	24.0	89	669	2.5	33.6	102
RKO ONE	2298	1605	2.8	69.8	100	981	2.7	42.7	94	733	3.4	31.9	119	721	2.7	31.4	95
RKO TWO	3311	2291	4.0	69.2	99	1559	4.3	47.1	104	927	4.3	28.0	104	1042	3.9	31.5	96
THE SOURCE	2114	1498	2.6	70.9	101	897	2.4	42.4	94	695	3.2	32.9	122	758	2.8	35.9	109
NON-HIRED : BLAIR	8654	6350	11.2	73.4	105	4216	11.5	48.7	108	2546	11.7	29.4	109	3037	11.4	35.1	107
INTERNET	12025	8912	15.7	74.1	106	5416	14.8	45.0	100	3804	17.5	31.6	118	4419	16.6	36.7	112
KATZ RADIO GROUP	15359	11307	19.9	73.6	105	7224	19.7	47.0	104	4742	21.8	30.9	115	5441	20.4	35.4	108
SUPERNET	10628	7410	13.1	69.7	100	4971	13.6	46.8	103	2792	12.8	26.3	98	3614	13.6	34.0	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	5706	10.1	65.9	94	3705	10.1	42.8	95	2016	9.3	23.3	87	2738	10.3	31.6	96
MKDAY 9:00 AM - 1:00 PM	12163	7981	14.1	65.6	94	4961	13.5	40.8	90	3015	13.9	24.8	92	3659	13.8	30.1	92
MKDAY 1:00 PM - 4:30 PM	16150	10753	18.9	66.6	95	6811	18.6	42.2	93	3962	18.2	24.5	91	4661	17.5	28.9	88
MKDAY 4:30 PM - 7:30 PM	22463	15184	26.8	67.6	96	9714	26.5	43.2	96	5642	25.9	25.1	93	6872	25.8	30.6	93
MKDAY 7:30 PM - 8:00 PM	31795	21781	38.4	68.5	98	13917	38.0	43.8	97	8190	37.6	25.8	96	9995	37.6	31.4	96
MKDAY 11:00 PM - 11:30 PM	23977	17041	30.0	71.1	101	10856	29.6	45.3	100	6426	29.5	26.8	100	8040	30.2	33.5	102
MKDAY 11:30 PM - 1:00 AM	7703	5611	9.9	72.8	104	3552	9.7	46.1	102	2083	9.6	27.0	101	2700	10.1	35.1	107
M-SAT 8-11 PM+SUN 7-11 PM	33800	23791	41.9	70.4	100	15165	41.4	44.9	99	9163	42.1	27.1	101	11162	42.0	33.0	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4194	7.4	64.1	92	2449	6.7	37.5	83	1820	8.4	27.8	104	1827	6.9	27.9	85
ANOTHER WORLD N	4620	3107	5.5	67.3	96	2040	5.6	44.2	98	1082	5.0	23.4	87	1509	5.7	32.7	99
AS THE WORLD TURNS C	5614	3700	6.5	65.9	94	2465	6.7	43.9	97	1294	5.9	23.0	86	1433	5.4	25.5	78
CAPITOL C	3396	2149	3.8	63.3	90	1417	3.9	41.7	92	760	3.5	22.4	83	815	3.1	24.0	73
CBS MORN. NEWS 1 C	1446	910	1.6	62.9	90	562	1.5	38.9	86	322	1.5	22.3	83	376	1.4	26.0	79
CBS MORN. NEWS 2 C	1207	763	1.3	63.2	90	483	1.3	40.0	88	264	1.2	21.9	81	291	1.1	24.1	73
DAYS OF OUR LIVES N	5877	4206	7.4	71.6	102	2793	7.6	47.5	105	1350	6.2	23.0	85	1951	7.3	33.2	101
FACTS OF LIFE - DAYTIME N	2290	1402	2.5	61.2	87	812	2.2	35.5	78	511	2.3	22.3	83	624	2.3	27.2	83
FAMILY FEUD A	3023	1867	3.3	61.8	88	1178	3.2	39.0	86	734	3.4	24.3	90	869	3.3	28.7	87
GENERAL HOSPITAL A	6097	3968	7.0	65.1	93	2415	6.6	39.6	88	1692	7.8	27.8	103	1789	6.7	29.3	89
GOOD MORNING, AMERICA-730 A	3515	2384	4.2	67.8	97	1664	4.5	47.3	105	889	4.1	25.3	94	1189	4.5	33.8	103
GOOD MORNING, AMERICA-830 A	2818	2108	3.7	74.8	107	1423	3.9	50.5	112	822	3.8	29.2	109	1072	4.0	38.0	116
GUIDING LIGHT C	5339	3557	6.3	66.6	95	2321	6.3	43.5	96	1213	5.6	22.7	85	1411	5.3	26.4	80
ONE LIFE TO LIVE A	4478	2924	5.2	65.3	93	1718	4.7	38.4	85	1159	5.3	25.9	96	1357	5.1	30.3	92
PRESS YOUR LUCK C	2244	1520	2.7	67.7	97	931	2.5	41.5	92	549	2.5	24.5	91	661	2.5	29.5	90
PRICE IS RIGHT 1 C	4348	2835	5.0	65.2	93	1762	4.8	40.5	90	968	4.4	22.3	83	1263	4.7	29.0	88
PRICE IS RIGHT 2 C	5014	3321	5.9	66.2	95	2089	5.7	41.7	92	1145	5.3	22.8	85	1458	5.5	29.1	89
RYAN'S HOPE A	3150	2047	3.6	65.0	93	1231	3.4	39.1	86	928	4.3	29.5	110	958	3.6	30.4	93
SALE OF THE CENTURY N	2695	1726	3.0	64.0	91	973	2.7	36.1	80	630	2.9	23.4	87	805	3.0	29.9	91
SEARCH FOR TOMORROW N	2319	1556	2.7	67.1	96	983	2.7	42.4	94	544	2.5	23.5	87	757	2.8	32.6	99
TODAY SHOW 1 N	2693	1774	3.1	65.9	94	1123	3.1	41.7	92	652	3.0	24.2	90	918	3.5	34.1	104
TODAY SHOW 2 N	2498	1618	2.9	64.8	92	935	2.6	37.4	83	587	2.7	23.5	87	789	3.0	31.6	96
$25,000 PYRAMID C	2753	1827	3.2	66.4	95	1095	3.0	39.8	88	617	2.8	22.4	83	770	2.9	28.0	85
WHEEL OF FORTUNE N	4388	2889	5.1	65.8	94	1697	4.6	38.7	85	1110	5.1	25.3	94	1240	4.7	28.3	86
YOUNG AND THE RESTLESS C	5695	3637	6.4	63.9	91	2283	6.2	40.1	89	1227	5.6	21.5	80	1531	5.8	26.9	82
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1133	2.0	64.4	92	755	2.1	42.9	95	443	2.0	25.2	94	467	1.8	26.5	81
NBA PLAYOFF GAME -1 C	1136	771	1.4	67.9	97	477	1.3	42.0	93	310	1.4	27.3	102	271	1.0	23.9	73
NBC MAJOR LEAGUE PRE-GAME N	953	581	1.0	61.0	87	364	1.0	38.2	84	*151	0.7	15.8	59	276	1.0	29.0	88
SPORTSWORLD - SUN N	1233	810	1.4	65.7	94	487	1.3	39.5	87	348	1.6	28.2	105	297	1.1	24.1	73
SUNDAY MORNING C	1611	1135	2.0	70.5	101	719	2.0	44.6	99	397	1.8	24.6	92	492	1.8	30.5	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR [illegible]

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NUTS FOR COOKING & SNACKS - TYPES USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	USE A '000	USE B % DOWN	USE C % ACROSS	USE D INDX	SHELLED A '000	SHELLED B % DOWN	SHELLED C % ACROSS	SHELLED D INDX	UNSHELLED A '000	UNSHELLED B % DOWN	UNSHELLED C % ACROSS	UNSHELLED D INDX	DRY ROASTED A '000	DRY ROASTED B % DOWN	DRY ROASTED C % ACROSS	DRY ROASTED D INDX
TOTAL FEMALE HOMEMAKERS		80986	56746	100.0	70.1	100	36654	100.0	45.3	100	21765	100.0	26.9	100	26607	100.0	32.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	17707	31.2	67.9	97	11511	31.4	44.2	98	6388	29.3	24.5	91	7901	29.7	30.3	92
NETWORK AFFILIATES - LATE		20261	14413	25.4	71.1	102	9218	25.1	45.5	101	5402	24.8	26.7	99	6775	25.5	33.4	102
INDEPENDENTS - LATE		2076	1513	2.7	72.9	104	1014	2.8	48.8	108	629	2.9	30.3	113	712	2.7	34.3	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7247	12.8	69.3	99	4530	12.4	43.3	96	2739	12.6	26.2	97	3300	12.4	31.6	96
ABC MONDAY NIGHT MOVIE	A	6412	4536	8.0	70.7	101	2861	7.8	44.6	99	1868	8.6	29.1	108	2104	7.9	32.8	100
ABC SUNDAY NIGHT MOVIE	A	12407	8830	15.6	71.2	102	5835	15.9	47.0	104	3375	15.5	27.2	101	4177	15.7	33.7	102
ABC WORLD NEWS TONIGHT	A	6176	4189	7.4	67.8	97	2694	7.3	43.6	96	1430	6.6	23.2	86	1849	6.9	29.9	91
AFTERMASH	C	5863	4017	7.1	68.5	98	2612	7.1	44.6	98	1421	6.5	24.2	90	1938	7.3	33.1	101
ALICE	C	9594	6586	11.6	68.6	98	4116	11.2	42.9	95	2538	11.7	26.5	98	3156	11.9	32.9	100
AMERICAN PARADE	C	6622	4584	8.1	69.2	99	2801	7.6	42.3	93	1704	7.8	25.7	96	2179	8.2	32.9	100
BENSON	A	10886	7395	13.0	67.9	97	4909	13.4	45.1	100	2583	11.9	23.7	88	3493	13.1	32.1	98
BLUE THUNDER	A	5036	3496	6.2	69.4	99	2015	5.5	40.0	88	1360	6.2	27.0	100	1619	6.1	32.1	98
CAGNEY & LACEY	C	9965	7192	12.7	72.2	103	4483	12.2	45.0	99	3010	13.8	30.2	112	3283	12.3	32.9	100
CBS EVENING NEWS-DEAN	C	3491	2312	4.1	66.2	95	1452	4.0	41.6	92	841	3.9	24.1	90	990	3.7	28.4	86
CBS EVENING NEWS-RATHER	C	7123	4887	8.6	68.6	98	3134	8.6	44.0	97	1906	8.8	26.8	100	2183	8.2	30.6	93
CBS SAT. NEWS-SCHIEFFER	C	3621	2366	4.2	65.3	93	1437	3.9	39.7	88	924	4.2	25.5	95	1019	3.8	28.1	86
CBS SATURDAY NIGHT MOVIE	C	5436	3911	6.9	71.9	103	2493	6.8	45.9	101	1560	7.2	28.7	107	1701	6.4	31.3	95
CBS WEDNESDAY NIGHT MOVIE	C	6100	4178	7.4	68.5	98	2659	7.3	43.6	96	1659	7.6	27.2	101	1866	7.0	30.6	93
CHEERS	N	8889	6429	11.3	72.3	103	3961	10.8	44.6	98	2739	12.6	30.8	115	3150	11.8	35.4	108
DALLAS	C	22109	15597	27.5	70.5	101	10055	27.4	45.5	100	5560	25.5	25.1	94	7540	28.3	34.1	104
DIFF'RENT STROKES	N	6940	4529	8.0	65.3	93	2777	7.6	40.0	88	1664	7.6	24.0	89	2038	7.7	29.4	89
DOUBLE TROUBLE	N	7223	5262	9.3	72.9	104	3353	9.1	46.4	103	1953	9.0	27.0	101	2565	9.6	35.5	108
DUCK FACTORY	N	5595	4144	7.3	74.1	106	2474	6.7	44.2	98	1784	8.2	31.9	119	1798	6.8	32.1	98
DUKES OF HAZZARD	C	5768	4041	7.1	70.1	100	2567	7.0	44.5	98	1555	7.1	27.0	100	1860	7.0	32.2	98
DYNASTY	A	20053	13844	24.4	69.0	99	8893	24.3	44.3	98	5420	24.9	27.0	101	6567	24.7	32.7	100
FACTS OF LIFE	N	8087	5649	10.0	69.9	100	3524	9.6	43.6	96	2206	10.1	27.3	102	2647	9.9	32.7	100
FALCON CREST	C	20046	14128	24.9	70.5	101	9175	25.0	45.8	101	5012	23.0	25.0	93	6736	25.3	33.6	102
FALL GUY	A	9084	6306	11.1	69.4	99	4171	11.4	45.9	101	2317	10.6	25.5	95	2903	10.9	32.0	97
FAMILY TIES	N	7964	5656	10.0	71.0	101	3584	9.8	45.0	99	2236	10.3	28.1	104	2519	9.5	31.6	96
FANTASY ISLAND	A	7687	5126	9.0	66.7	95	3092	8.4	40.2	89	1976	9.1	25.7	96	2447	9.2	31.8	97
FOULUPS,BLEEPS & BLUNDERS	A	8861	6233	11.0	70.3	100	3887	10.6	43.9	97	2172	10.0	24.5	91	2932	11.0	33.1	101
FOUR SEASONS	C	5095	3423	6.0	67.2	96	2205	6.0	43.3	96	1216	5.6	23.9	89	1592	6.0	31.2	95
GIMME A BREAK	N	8838	5881	10.4	66.5	95	3723	10.2	42.1	93	2285	10.5	25.9	96	2626	9.9	29.7	90
HART TO HART	A	8978	6311	11.1	70.3	100	4014	11.0	44.7	99	2429	11.2	27.1	101	2867	10.8	31.9	97
HILL STREET BLUES	N	8590	6248	11.0	72.7	104	4162	11.4	48.5	107	2684	12.3	31.2	116	2976	11.2	34.6	105
HOTEL	A	14085	9958	17.5	70.7	101	6334	17.3	45.0	99	3605	16.6	25.6	95	4664	17.5	33.1	101
JEFFERSONS	C	9360	6298	11.1	67.3	96	3887	10.6	41.5	92	2363	10.9	25.2	94	2981	11.2	31.8	97
JENNIFER SLEPT HERE	N	5841	3914	6.9	67.0	96	2344	6.4	40.1	89	1562	7.2	26.7	100	1780	6.7	30.5	93
KATE & ALLIE	C	9206	6425	11.3	69.8	100	3911	10.7	42.5	94	2582	11.9	28.0	104	2801	10.5	30.4	93
KNIGHT RIDER	N	7076	5044	8.9	71.3	102	3133	8.5	44.3	98	2024	9.3	28.6	106	2343	8.8	33.1	101
LOVE BOAT	A	12219	8176	14.4	66.9	95	5093	13.9	41.7	92	2959	13.6	24.2	90	3826	14.4	31.3	95
MAGNUM PI	C	11199	8033	14.2	71.7	102	5170	14.1	46.2	102	2950	13.6	26.3	98	3727	14.0	33.3	101
MAMA'S FAMILY	N	6057	4120	7.3	68.0	97	2573	7.0	42.5	94	1408	6.5	23.2	86	1859	7.0	30.7	93
MASTER, THE	N	3598	2452	4.3	68.1	97	1621	4.4	45.1	100	992	4.6	27.6	103	1081	4.1	30.0	91
MATT HOUSTON	A	6344	4478	7.9	70.6	101	2887	7.9	45.5	101	1963	9.0	30.9	115	2166	8.1	34.1	104
NBC MONDAY NIGHT MOVIE	N	11994	8337	14.7	69.5	99	5066	13.8	42.2	93	3292	15.1	27.4	102	4050	15.2	33.8	103
NBC NIGHTLY NEWS	N	5132	3582	6.3	69.8	100	2322	6.3	45.2	100	1307	6.0	25.5	95	1599	6.0	31.2	95
NBC NIGHTLY NEWS-SAT	N	3375	2219	3.9	65.7	94	1385	3.8	41.0	91	753	3.5	22.3	83	966	3.6	28.6	87
NBC NIGHTLY NEWS-SUN	N	3130	2035	3.6	65.0	93	1378	3.8	44.0	97	742	3.4	23.7	88	880	3.3	28.1	86
NBC SUNDAY NIGHT MOVIE	N	8284	5913	10.4	71.4	102	3498	9.5	42.2	93	2733	12.6	33.0	123	2664	10.0	32.2	98
NEWHART	C	9240	6417	11.3	69.4	99	3976	10.8	43.0	95	2505	11.5	27.1	101	2991	11.2	32.4	99
ONE DAY AT A TIME	C	7288	4842	8.5	66.4	95	3192	8.7	43.8	97	1909	8.8	26.2	97	2385	9.0	32.7	100
PEOPLE ARE FUNNY	N	4855	3264	5.8	67.2	96	2075	5.7	42.7	94	1214	5.6	25.0	93	1387	5.2	28.6	87
REAL PEOPLE	N	8869	6035	10.6	68.0	97	3755	10.2	42.3	94	2230	10.2	25.1	94	2768	10.4	31.2	95
REMINGTON STEELE	N	7743	5452	9.6	70.4	100	3600	9.8	46.5	103	2073	9.5	26.8	100	2346	8.8	30.3	92
RIPLEY'S BELIEVE IT - NOT	A	5345	3842	6.8	71.9	103	2385	6.5	44.6	99	1532	7.0	28.7	107	1864	7.0	34.9	106
RIPTIDE	N	6988	5047	8.9	72.2	103	3245	8.9	46.4	103	2137	9.8	30.6	114	2236	8.4	32.0	97
SCARECROW & MRS. KING	C	10002	6891	12.1	68.9	98	4473	12.2	44.7	99	2412	11.1	24.1	90	3185	12.0	31.8	97
SIMON & SIMON	C	10638	7602	13.4	71.5	102	5035	13.7	47.3	105	2724	12.5	25.6	95	3439	12.9	32.3	98
60 MINUTES	C	13293	9177	16.2	69.0	99	5899	16.1	44.4	98	3257	15.0	24.5	91	4285	16.1	32.2	98
ST. ELSEWHERE	N	7017	5206	9.2	74.2	106	3342	9.1	47.6	105	1908	8.8	27.2	101	2485	9.3	35.4	108
THREE'S COMPANY	A	10917	7756	13.7	71.0	101	4954	13.5	45.4	100	2906	13.4	26.6	99	3520	13.2	32.2	98
T.J. HOOKER	A	9204	6211	10.9	67.5	96	3897	10.6	42.3	94	2320	10.7	25.2	94	2928	11.0	31.8	97
TONIGHT SHOW	N	2372	1789	3.2	75.4	108	1230	3.4	51.9	115	654	3.0	27.6	103	855	3.2	36.0	110
TRAPPER JOHN, M.D.	C	9846	6667	11.7	67.7	97	4308	11.8	43.8	97	2500	11.5	25.4	94	3072	11.5	31.2	95
TV BLOOPERS & PRAC. JOKES	N	9105	6415	11.3	70.5	101	4041	11.0	44.4	98	2497	11.5	27.4	102	3210	12.1	35.3	107
20/20	A	9387	6800	12.0	72.4	103	4194	11.4	44.7	99	2573	11.8	27.4	102	3350	12.6	35.7	109
WEBSTER	A	11067	7427	13.1	67.1	96	4845	13.2	43.8	97	2600	11.9	23.5	87	3482	13.1	31.5	96
WORLD NEWS - SUN	A	3062	2099	3.7	68.5	98	1325	3.6	43.3	96	818	3.8	26.7	99	906	3.4	29.6	90
YELLOW ROSE	N	4978	3627	6.4	72.9	104	2340	6.4	47.0	104	1356	6.2	27.2	101	1641	6.2	33.0	100
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6789	12.0	76.5	109	4323	11.8	48.7	108	2494	11.5	28.1	105	3569	13.4	40.2	122
BASKETBALL - COLLEGE GAMES		4080	3175	5.6	77.8	111	2162	5.9	53.0	117	1131	5.2	27.7	103	1613	6.1	39.5	120
BASKETBALL - PRO GAMES		3607	2656	4.7	73.6	105	1773	4.8	49.2	109	1040	4.8	28.8	107	1473	5.5	40.8	124
BOWLING		3883	2912	5.1	75.0	107	1923	5.2	49.5	109	1267	5.8	32.6	121	1573	5.9	40.5	123
BOXING		3928	2771	4.9	70.5	101	1737	4.7	44.2	98	1267	5.8	32.3	120	1295	4.9	33.0	100
FOOTBALL - COLLEGE GAMES		6366	5048	8.9	79.3	113	3573	9.7	56.1	124	1649	7.6	25.9	96	2559	9.6	40.2	122
FOOTBALL - PRO GAMES		11300	8839	15.6	78.2	112	5940	16.2	52.6	116	3343	15.4	29.6	110	4731	17.8	41.9	127
GOLF		3378	2706	4.8	80.1	114	1763	4.8	52.2	115	917	4.2	27.1	101	1516	5.7	44.9	137
POST-SEASON COLL. FOOTBALL		4906	3851	6.8	78.5	112	2628	7.2	53.6	118	1453	6.7	29.6	110	1956	7.4	39.9	121
POST-SEASON PRO FOOTBALL		6120	4995	8.8	81.6	116	3175	8.7	51.9	115	2013	9.2	32.9	122	2735	10.3	44.7	136
TENNIS		3033	2310	4.1	76.2	109	1417	3.9	46.7	103	881	4.0	29.0	108	1183	4.4	39.0	119
WRESTLING - PROFESSIONAL		3344	2471	4.4	73.9	105	1503	4.1	44.9	99	980	4.5	29.3	109	1225	4.6	36.6	112

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

0430
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	TOTAL U.S. '000	MIXED A '000	MIXED B % DOWN	MIXED C % ACROSS	MIXED D INDX	ALMONDS A '000	ALMONDS B % DOWN	ALMONDS C % ACROSS	ALMONDS D INDX	PEANUTS A '000	PEANUTS B % DOWN	PEANUTS C % ACROSS	PEANUTS D INDX	PECANS A '000	PECANS B % DOWN	PECANS C % ACROSS	PECANS D INDX
TOTAL FEMALE HOMEMAKERS	80986	19450	100.0	24.0	100	13051	100.0	16.1	100	34320	100.0	42.4	100	25474	100.0	31.5	100
18 - 24	9282	1856	9.5	20.0	83	1297	9.9	14.0	87	3602	10.5	38.8	92	2067	8.1	22.3	71
25 - 34	19072	4764	24.5	25.0	104	3549	27.2	18.6	115	8810	25.7	46.2	109	5920	23.2	31.0	99
35 - 44	14591	4070	20.9	27.9	116	2370	18.2	16.2	101	6698	19.5	45.9	108	4533	17.8	31.1	99
45 - 54	11345	3217	16.5	28.4	118	2107	16.1	18.6	115	5156	15.0	45.4	107	3952	15.5	34.8	111
55 - 64	11635	2880	14.8	24.8	103	1719	13.2	14.8	92	5109	14.9	43.9	104	3875	15.2	33.3	106
65 OR OLDER	15061	2663	13.7	17.7	74	2008	15.4	13.3	83	4946	14.4	32.8	77	5125	20.1	34.0	108
18 - 34	28354	6621	34.0	23.4	97	4846	37.1	17.1	106	12411	36.2	43.8	103	7988	31.4	28.2	90
18 - 49	48339	12396	63.7	25.6	107	8274	63.4	17.1	106	21562	62.8	44.6	105	14452	56.7	29.9	95
25 - 54	45008	12051	62.0	26.8	111	8026	61.5	17.8	111	20663	60.2	45.9	108	14406	56.6	32.0	102
35 - 49	19985	5775	29.7	28.9	120	3428	26.3	17.2	106	9151	26.7	45.8	108	6465	25.4	32.3	103
50 OR OLDER	32647	7055	36.3	21.6	90	4777	36.6	14.6	91	12757	37.2	39.1	92	11022	43.3	33.8	107
GRADUATED COLLEGE	11155	2942	15.1	26.4	110	3150	24.1	28.2	175	5544	16.2	49.7	117	4205	16.5	37.7	120
ATTENDED COLLEGE	13682	3988	20.5	29.1	121	3024	23.2	22.1	137	6692	19.5	48.9	115	4856	19.1	35.5	113
GRADUATED HIGH SCHOOL	33880	8528	43.8	25.2	105	4690	35.9	13.8	86	14821	43.2	43.7	103	10135	39.8	29.9	95
DID NOT GRADUATE HIGH SCHOOL	22270	3992	20.5	17.9	75	2187	16.8	9.8	61	7263	21.2	32.6	77	6278	24.6	28.2	90
EMPLOYED	40306	10227	52.6	25.4	106	7118	54.5	17.7	110	18230	53.1	45.2	107	13086	51.4	32.5	103
EMPLOYED FULL-TIME	32850	8461	43.5	25.8	107	5937	45.5	18.1	112	14670	42.7	44.7	105	10849	42.6	33.0	105
EMPLOYED PART-TIME	7456	1766	9.1	23.7	99	1181	9.0	15.8	98	3560	10.4	47.7	113	2237	8.8	30.0	95
NOT EMPLOYED	40680	9224	47.4	22.7	94	5933	45.5	14.6	91	16090	46.9	39.6	93	12388	48.6	30.5	97
PROFESSIONAL/MANAGER	10302	2847	14.6	27.4	114	2476	19.0	23.8	148	5391	15.7	51.9	122	3915	15.4	37.7	120
TECH/CLERICAL/SALES	17574	4588	23.6	26.1	109	3122	23.9	17.8	110	7787	22.7	44.3	105	5607	22.0	31.9	101
PRECISION/CRAFT	985	**158	0.8	16.0	67	**142	1.1	14.4	89	*319	0.9	32.4	76	*261	1.0	26.5	84
OTHER EMPLOYED	11354	2634	13.5	23.2	97	1378	10.6	12.1	75	4733	13.8	41.7	98	3303	13.0	29.1	92
SINGLE	9863	2000	10.3	20.3	84	1502	11.5	15.2	94	3656	10.7	37.1	87	2287	9.0	23.2	74
MARRIED	51375	13429	69.0	26.1	109	8598	65.9	16.7	104	23686	69.0	46.1	109	17264	67.8	33.6	107
DIVORCED/SEPARATED/WIDOWED	19748	4021	20.7	20.4	85	2951	22.6	14.9	93	6978	20.3	35.3	83	5923	23.3	30.0	95
PARENTS	32590	8558	44.0	26.3	109	5095	39.0	15.6	97	14927	43.5	45.8	108	9654	37.9	29.6	94
WHITE	70416	17383	89.4	24.7	103	11601	88.9	16.5	102	30539	89.0	43.4	102	22194	87.1	31.5	100
BLACK	8778	1624	8.3	18.5	77	956	7.3	10.9	68	3038	8.9	34.6	82	2892	11.4	32.9	105
OTHER	1791	**444	2.3	24.8	103	**493	3.8	27.5	171	*743	2.2	41.5	98	**388	1.5	21.7	69
NORTHEAST-CENSUS	17786	4232	21.8	23.8	99	2849	21.8	16.0	99	7381	21.5	41.5	98	3078	12.1	17.3	55
NORTH CENTRAL	20741	5659	29.1	27.3	114	2817	21.6	13.6	84	9046	26.4	43.6	103	6809	26.7	32.8	104
SOUTH	27775	5914	30.4	21.3	89	3116	23.9	11.2	70	11154	32.5	40.2	95	11858	46.5	42.7	136
WEST	14683	3646	18.7	24.8	103	4269	32.7	29.1	180	6740	19.6	45.9	108	3729	14.6	25.4	81
NORTHEAST-MKTG.	17961	4236	21.8	23.6	98	2813	21.6	15.7	97	7168	20.9	39.9	94	3252	12.8	18.1	58
EAST CENTRAL	11885	2673	13.7	22.5	94	1464	11.2	12.3	76	4967	14.5	41.8	99	3704	14.5	31.2	99
WEST CENTRAL	14090	4207	21.6	29.9	124	2218	17.0	15.7	98	6380	18.6	45.3	107	4609	18.1	32.7	104
SOUTH	24081	5289	27.2	22.0	91	2720	20.8	11.3	70	9868	28.8	41.0	97	10832	42.5	45.0	143
PACIFIC	12969	3045	15.7	23.5	98	3836	29.4	29.6	184	5936	17.3	45.8	108	3077	12.1	23.7	75
COUNTY SIZE A	32439	7299	37.5	22.5	94	5974	45.8	18.4	114	13132	38.3	40.5	96	8994	35.3	27.7	88
COUNTY SIZE B	24915	5899	30.3	23.7	99	3783	29.0	15.2	94	10675	31.1	42.8	101	7936	31.2	31.9	101
COUNTY SIZE C	12930	3519	18.1	27.2	113	2115	16.2	16.4	102	5952	17.3	46.0	109	4464	17.5	34.5	110
COUNTY SIZE D	10703	2733	14.1	25.5	106	1180	9.0	11.0	68	4561	13.3	42.6	101	4080	16.0	38.1	121
METRO CENTRAL CITY	24518	5241	26.9	21.4	89	4032	30.9	16.4	102	9790	28.5	39.9	94	7223	28.4	29.5	94
METRO SUBURBAN	35919	9055	46.6	25.2	105	6497	49.8	18.1	112	15608	45.5	43.5	103	10465	41.1	29.1	93
NON METRO	20549	5154	26.5	25.1	104	2521	19.3	12.3	76	8921	26.0	43.4	102	7786	30.6	37.9	120
TOP 5 ADI'S	18341	4227	21.7	23.0	96	3782	29.0	20.6	128	7326	21.3	39.9	94	4289	16.8	23.4	74
TOP 10 ADI'S	25378	5690	29.3	22.4	93	4894	37.5	19.3	120	10190	29.7	40.2	95	6659	26.1	26.2	83
TOP 20 ADI'S	36488	8359	43.0	22.9	95	7004	53.7	19.2	119	14847	43.3	40.7	96	10018	39.3	27.5	87
HSHLD INC. $50,000 OR MORE	6612	2049	10.5	31.0	129	1719	13.2	26.0	161	3579	10.4	54.1	128	2702	10.6	40.9	130
$40,000 OR MORE	12659	3784	19.5	29.9	124	3162	24.2	25.0	155	6420	18.7	50.7	120	4624	18.2	36.5	116
$30,000 OR MORE	24698	7187	37.0	29.1	121	5528	42.4	22.4	139	12177	35.5	49.3	116	8774	34.4	35.5	113
$25,000 OR MORE	32077	9124	46.9	28.4	118	6669	51.1	20.8	129	15958	46.5	49.7	117	11326	44.5	35.3	112
$20,000 - $24,999	9144	2367	12.2	25.9	108	1802	13.8	19.7	122	4161	12.1	45.5	107	3137	12.3	34.3	109
$15,000 - $19,999	8728	2109	10.8	24.2	101	1056	8.1	12.1	75	3769	11.0	43.2	102	2648	10.4	30.3	96
$10,000 - $14,999	12562	2799	14.4	22.3	93	1695	13.0	13.5	84	4709	13.7	37.5	88	3940	15.5	31.4	100
UNDER $10,000	18475	3051	15.7	16.5	69	1829	14.0	9.9	61	5724	16.7	31.0	73	4422	17.4	23.9	76
HOUSEHOLD OF 1 PERSON	11987	2014	10.4	16.8	70	1735	13.3	14.5	90	3622	10.6	30.2	71	3553	13.9	29.6	94
2 PEOPLE	26577	6111	31.4	23.0	96	4899	37.5	18.4	114	11230	32.7	42.3	100	8929	35.1	33.6	107
3 OR 4 PEOPLE	30617	7907	40.7	25.8	108	4577	35.1	14.9	93	14263	41.6	46.6	110	9738	38.2	31.8	101
5 OR MORE PEOPLE	11804	3418	17.6	29.0	121	1840	14.1	15.6	97	5204	15.2	44.1	104	3255	12.8	27.6	88
NO CHILD IN HSHLD	46165	10447	53.7	22.6	94	7686	58.9	16.6	103	18504	53.9	40.1	95	15098	59.3	32.7	104
CHILD(REN) UNDER 2 YRS	5325	1218	6.3	22.9	95	769	5.9	14.4	90	2490	7.3	46.8	110	1260	4.9	23.7	75
2 - 5 YEARS	14221	3280	16.9	23.1	96	1968	15.1	13.8	86	5969	17.4	42.0	99	3944	15.5	27.7	88
6 - 11 YEARS	15117	3926	20.2	26.0	108	2476	19.0	16.4	102	6815	19.9	45.1	106	4426	17.4	29.3	93
12 - 17 YEARS	16611	4786	24.6	28.8	120	2676	20.5	16.1	100	7753	22.6	46.7	110	5003	19.6	30.1	96
RESIDENCE OWNED	55884	14796	76.1	26.5	110	9668	74.1	17.3	107	25674	74.8	45.9	108	20011	78.6	35.8	114
VALUE: $50,000 OR MORE	31744	8776	45.1	27.6	115	6823	52.3	21.5	133	15389	44.8	48.5	114	10911	42.8	34.4	109
VALUE: UNDER $50,000	24140	6020	31.0	24.9	104	2845	21.8	11.8	73	10285	30.0	42.6	101	9099	35.7	37.7	120

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	MIXED A '000	MIXED B % DOWN	MIXED C % ACROSS	MIXED D INDX	ALMONDS A '000	ALMONDS B % DOWN	ALMONDS C % ACROSS	ALMONDS D INDX	PEANUTS A '000	PEANUTS B % DOWN	PEANUTS C % ACROSS	PEANUTS D INDX	PECANS A '000	PECANS B % DOWN	PECANS C % ACROSS	PECANS IN
TOTAL FEMALE HOMEMAKERS		80986	19450	100.0	24.0	100	13051	100.0	16.1	100	34320	100.0	42.4	100	25474	100.0	31.5	1
MAGAZINES	QUINTILE 1	15799	4597	23.6	29.1	121	3246	24.9	20.5	127	7609	22.2	48.2	114	5686	22.3	36.0	1
	QUINTILE 2	17259	4563	23.5	26.4	110	3343	25.6	19.4	120	8249	24.0	47.8	113	5713	22.4	33.1	1
	QUINTILE 3	13545	3438	17.7	25.4	106	1958	15.0	14.5	90	5583	16.3	41.2	97	4422	17.4	32.6	1
	QUINTILE 4	15133	3502	18.0	23.1	96	2195	16.8	14.5	90	6333	18.5	41.8	99	4407	17.3	29.1	
	QUINTILE 5	19250	3351	17.2	17.4	72	2309	17.7	12.0	74	6546	19.1	34.0	80	5246	20.6	27.3	
NEWSPAPERS	QUINTILE 1	12413	3514	18.1	28.3	118	2260	17.3	18.2	113	5580	16.3	45.0	106	4026	15.8	32.4	1
	QUINTILE 2	24116	5772	29.7	23.9	100	4257	32.6	17.7	110	10796	31.5	44.8	106	7919	31.1	32.8	1
	QUINTILE 3	11261	2802	14.4	24.9	104	2018	15.5	17.9	111	4973	14.5	44.2	104	3683	14.5	32.7	1
	QUINTILE 4	20255	4808	24.7	23.7	99	2904	22.3	14.3	89	8280	24.1	40.9	96	5968	23.4	29.5	
	QUINTILE 5	12940	2555	13.1	19.7	82	1613	12.4	12.5	77	4690	13.7	36.2	86	3878	15.2	30.0	
OUTDOOR	QUINTILE 1	14852	3775	19.4	25.4	106	2485	19.0	16.7	104	6630	19.3	44.6	105	4604	18.1	31.0	
	QUINTILE 2	15725	3723	19.1	23.7	99	2674	20.5	17.0	106	6674	19.4	42.4	100	5192	20.4	33.0	1
	QUINTILE 3	16330	4253	21.9	26.0	108	2769	21.2	17.0	105	7285	21.2	44.6	105	5205	20.4	31.9	1
	QUINTILE 4	16744	4042	20.8	24.1	101	2797	21.4	16.7	104	7039	20.5	42.0	99	4882	19.2	29.2	
	QUINTILE 5	17334	3657	18.8	21.1	88	2327	17.8	13.4	83	6691	19.5	38.6	91	5590	21.9	32.2	1
RADIO-DRIVE TIME	QUINTILE 1	15911	4279	22.0	26.9	112	3040	23.3	19.1	119	7160	20.9	45.0	106	5015	19.7	31.5	1
	QUINTILE 2	14837	3525	18.1	23.8	99	2137	16.4	14.4	89	6290	18.3	42.4	100	4865	19.1	32.8	1
	QUINTILE 3	15339	3815	19.6	24.9	104	2555	19.6	16.7	103	6674	19.4	43.5	103	4794	18.8	31.3	
	QUINTILE 4	16723	3823	19.7	22.9	95	2705	20.7	16.2	100	7193	21.0	43.0	101	4961	19.5	29.7	
	QUINTILE 5	18176	4008	20.6	22.1	92	2615	20.0	14.4	89	7003	20.4	38.5	91	5839	22.9	32.1	1
RADIO-MID-DAY	TERCILE 1	21020	5348	27.5	25.4	106	3467	26.6	16.5	102	9189	26.8	43.7	103	6430	25.2	30.6	
	TERCILE 2	21610	5658	29.1	26.2	109	3805	29.2	17.6	109	9696	28.3	44.9	106	6905	27.1	32.0	1
	TERCILE 3	38355	8444	43.4	22.0	92	5779	44.3	15.1	93	15435	45.0	40.2	95	12139	47.7	31.6	1
RADIO-TOTAL	QUINTILE 1	15988	4299	22.1	26.9	112	3001	23.0	18.8	116	6997	20.4	43.8	103	5083	20.0	31.8	1
	QUINTILE 2	15626	3732	19.2	23.9	99	2401	18.4	15.4	95	6959	20.3	44.5	105	4938	19.4	31.6	1
	QUINTILE 3	16723	4315	22.2	25.8	107	2758	21.1	16.5	102	7343	21.4	43.9	104	5032	19.8	30.1	
	QUINTILE 4	16342	3724	19.1	22.8	95	2730	20.9	16.7	104	6706	19.5	41.0	97	5302	20.8	32.4	1
	QUINTILE 5	16306	3381	17.4	20.7	86	2160	16.6	13.2	82	6315	18.4	38.7	91	5120	20.1	31.4	1
TV-PRIME TIME	QUINTILE 1	15953	3584	18.4	22.5	94	2249	17.2	14.1	87	6548	19.1	41.0	97	4919	19.3	30.8	
	QUINTILE 2	16137	4231	21.8	26.2	109	2705	20.7	16.8	104	7133	20.8	44.2	104	5182	20.3	32.1	1
	QUINTILE 3	16420	3954	20.3	24.1	100	2749	21.1	16.7	104	7150	20.8	43.5	103	5055	19.8	30.8	
	QUINTILE 4	16687	4101	21.1	24.6	102	2636	20.2	15.8	98	7144	20.8	42.8	101	5898	23.2	35.3	1
	QUINTILE 5	15789	3580	18.4	22.7	94	2711	20.8	17.2	107	6345	18.5	40.2	95	4421	17.4	28.0	
TV-DAYTIME	TERCILE 1	27736	6351	32.7	22.9	95	3826	29.3	13.8	86	11017	32.1	39.7	94	8478	33.3	30.6	
	TERCILE 2	26489	6436	33.1	24.3	101	4147	31.8	15.7	97	11562	33.7	43.6	103	8616	33.8	32.5	1
	TERCILE 3	26761	6664	34.3	24.9	104	5078	38.9	19.0	118	11741	34.2	43.9	104	8380	32.9	31.3	1
TV-TOTAL	QUINTILE 1	16345	3583	18.4	21.9	91	2259	17.3	13.8	86	6499	18.9	39.8	94	4660	18.3	28.5	
	QUINTILE 2	16447	4231	21.8	25.7	107	2292	17.6	13.9	86	6885	20.1	41.9	99	5515	21.6	33.5	1
	QUINTILE 3	15980	3785	19.5	23.7	99	2668	20.4	16.7	104	6843	19.9	42.8	101	5136	20.2	32.1	1
	QUINTILE 4	15887	3960	20.4	24.9	104	2999	23.0	18.9	117	7222	21.0	45.5	107	5103	20.0	32.1	1
	QUINTILE 5	16326	3891	20.0	23.8	99	2833	21.7	17.4	108	6871	20.0	42.1	99	5060	19.9	31.0	
MAGAZINES-NEWSPAPERS: DUAL		20721	5626	28.9	27.2	113	4390	33.6	21.2	131	9876	28.8	47.7	112	7243	28.4	35.0	1
MAGAZINE IMPERATIVE		19186	5207	26.8	27.1	113	3249	24.9	16.9	105	8858	25.8	46.2	109	6393	25.1	33.3	1
NEWSPAPER IMPERATIVE		21899	5124	26.3	23.4	97	3219	24.7	14.7	91	9165	26.7	41.9	99	6490	25.5	29.6	
MAGAZINES-OUTDOOR: DUAL		15451	4176	21.5	27.0	113	3032	23.2	19.6	122	7489	21.8	48.5	114	5574	21.9	36.1	1
MAGAZINE IMPERATIVE		25953	7004	36.0	27.0	112	4565	35.0	17.6	109	11781	34.3	45.4	107	8490	33.3	32.7	1
OUTDOOR IMPERATIVE		24400	5351	27.5	21.9	91	3522	27.0	14.4	90	9509	27.7	39.0	92	6957	27.3	28.5	
MAGAZINES-RADIO: DUAL		18049	4938	25.4	27.4	114	3434	26.3	19.0	118	8446	24.6	46.8	110	5927	23.3	32.8	1
MAGAZINE IMPERATIVE		23571	6490	33.4	27.5	115	4449	34.1	18.9	117	10864	31.7	46.1	109	8191	32.2	34.8	1
RADIO IMPERATIVE		23278	5379	27.7	23.1	96	3333	25.5	14.3	89	9424	27.5	40.5	96	6829	26.8	29.3	
MAGAZINES-TELEVISION: DUAL		15459	4346	22.3	28.1	117	2755	21.1	17.8	111	7071	20.6	45.7	108	5242	20.6	33.9	1
MAGAZINE IMPERATIVE		25829	6990	35.9	27.1	113	5224	40.0	20.2	126	12150	35.4	47.0	111	8840	34.7	34.2	1
TELEVISION IMPERATIVE		26039	5332	27.4	20.5	85	3068	23.5	11.8	73	9640	28.1	37.0	87	7621	29.9	29.3	
NEWSPAPERS-OUTDOOR: DUAL		16605	4198	21.6	25.3	105	3172	24.3	19.1	119	7567	22.0	45.6	108	5756	22.6	34.7	1
NEWSPAPER IMPERATIVE		26834	6691	34.4	24.9	104	4517	34.6	16.8	104	11692	34.1	43.6	103	8411	33.0	31.3	1
OUTDOOR IMPERATIVE		23346	5621	28.9	24.1	100	3497	26.8	15.0	93	9782	28.5	41.9	99	7042	27.6	30.2	
NEWSPAPERS-RADIO: DUAL		17133	4279	22.0	25.0	104	3155	24.2	18.4	114	7956	23.2	46.4	110	5555	21.8	32.4	1
NEWSPAPER IMPERATIVE		25892	6527	33.6	25.2	105	4492	34.4	17.3	108	11309	33.0	43.7	103	8372	32.9	32.3	1
RADIO IMPERATIVE		23167	5921	30.4	25.6	106	3571	27.4	15.4	96	9720	28.3	42.0	99	7082	27.8	30.6	
NEWSPAPERS-TELEVISION: DUAL		17159	4363	22.4	25.4	106	2701	20.7	15.7	98	7483	21.8	43.6	103	5659	22.2	33.0	1
NEWSPAPER IMPERATIVE		26214	6603	33.9	25.2	105	5083	38.9	19.4	120	11942	34.8	45.6	107	8492	33.3	32.4	1
TELEVISION IMPERATIVE		23412	5144	26.4	22.0	91	3030	23.2	12.9	80	9179	26.7	39.2	93	7084	27.8	30.3	
OUTDOOR-RADIO: DUAL		15303	4258	21.9	27.8	116	2764	21.2	18.1	112	7208	21.0	47.1	111	5075	19.9	33.2	1
OUTDOOR IMPERATIVE		24901	5797	29.8	23.3	97	3936	30.2	15.8	98	10216	29.8	41.0	97	7888	31.0	31.7	1
RADIO IMPERATIVE		26492	6341	32.6	23.9	100	4332	33.2	16.4	101	11374	33.1	42.9	101	8065	31.7	30.4	
OUTDOOR-TELEVISION: DUAL		14794	3592	18.5	24.3	101	2112	16.2	14.3	89	6574	19.2	44.4	105	4559	17.9	30.8	
OUTDOOR IMPERATIVE		25437	6536	33.6	25.7	107	4799	36.8	18.9	117	11389	33.2	44.8	106	8383	32.9	33.0	1
TELEVISION IMPERATIVE		27877	6606	34.0	23.7	99	4067	31.2	14.6	91	11077	32.3	39.7	94	8741	34.3	31.4	1
RADIO-TELEVISION: DUAL		15996	3844	19.8	24.0	100	2379	18.2	14.9	92	6658	19.4	41.6	98	4872	19.1	30.5	
RADIO IMPERATIVE		25478	6668	34.3	26.2	109	4783	36.6	18.8	116	11669	34.0	45.8	108	8219	32.3	32.3	1
TELEVISION IMPERATIVE		26573	6151	31.6	23.1	96	3773	28.9	14.2	88	10937	31.9	41.2	97	8352	32.8	31.4	1

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	MIXED A '000	MIXED B % DOWN	MIXED C % ACROSS	MIXED D INDX	ALMONDS A '000	ALMONDS B % DOWN	ALMONDS C % ACROSS	ALMONDS D INDX	PEANUTS A '000	PEANUTS B % DOWN	PEANUTS C % ACROSS	PEANUTS D INDX	PECANS A '000	PECANS B % DOWN	PECANS C % ACROSS	PECANS D INDX
TOTAL FEMALE HOMEMAKERS	80986	19450	100.0	24.0	100	13051	100.0	16.1	100	34320	100.0	42.4	100	25474	100.0	31.5	100
ATLANTIC MONTHLY	415	**83	0.4	20.0	83	*149	1.1	35.9	223	*202	0.6	48.7	115	*140	0.5	33.7	107
BARRON'S	453	**167	0.9	36.9	154	*161	1.2	35.5	221	*222	0.6	49.0	116	**190	0.7	41.9	133
BETTER HOMES & GARDENS	16256	4637	23.8	28.5	119	2950	22.6	18.1	113	7588	22.1	46.7	110	5926	23.3	36.5	116
BON APPETIT	2535	705	3.6	27.8	116	886	6.8	35.0	217	1320	3.8	52.1	123	1111	4.4	43.8	139
BUSINESS WEEK	1278	308	1.6	24.1	100	265	2.0	20.7	129	511	1.5	40.0	94	387	1.5	30.3	96
CAR AND DRIVER	378	**82	0.4	21.7	90	**68	0.5	18.0	112	*168	0.5	44.4	105	**46	0.2	12.2	39
CBS MAGAZINE NETWORK (GROSS)	1498	482	2.5	32.2	134	373	2.9	24.9	155	719	2.1	48.0	113	555	2.2	37.0	118
CHANGING TIMES	1505	405	2.1	26.9	112	366	2.8	24.3	151	591	1.7	39.3	93	661	2.6	43.9	140
COLONIAL HOMES	1231	409	2.1	33.2	138	321	2.5	26.1	162	592	1.7	48.1	113	555	2.2	45.1	143
CONDE NAST MAG. PKG. (GROSS)	14146	3923	20.2	27.7	115	2990	22.9	21.1	131	6236	18.2	44.1	104	4160	16.3	29.4	93
CONSUMERS DIGEST	1323	461	2.4	34.8	145	331	2.5	25.0	155	668	1.9	50.5	119	534	2.1	40.4	128
COSMOPOLITAN	7102	1706	8.8	24.0	100	1140	8.7	16.1	100	2872	8.4	40.4	95	2197	8.6	30.9	98
COUNTRY LIVING	2481	878	4.5	35.4	147	481	3.7	19.4	120	1193	3.5	48.1	113	1142	4.5	46.0	146
CUISINE	1472	425	2.2	28.9	120	420	3.2	28.5	177	730	2.1	49.6	117	519	2.0	35.3	112
CYCLE WORLD	425	**114	0.6	26.8	112	**65	0.5	15.3	95	*221	0.6	52.0	123	**153	0.6	36.0	114
DCI:CREATIVE IDEAS FOR LIV	2510	584	3.0	23.3	97	404	3.1	16.1	100	1236	3.6	49.2	116	997	3.9	39.7	126
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1679	8.6	25.1	104	1025	7.9	15.3	95	3249	9.5	48.5	115	3359	13.2	50.2	160
DISCOVER	894	229	1.2	25.6	107	194	1.5	21.7	135	436	1.3	48.8	115	303	1.2	33.9	108
EBONY	3507	783	4.0	22.3	93	500	3.8	14.3	88	1302	3.8	37.1	88	1234	4.8	35.2	112
ESQUIRE	1083	*245	1.3	22.6	94	*221	1.7	20.4	127	417	1.2	38.5	91	359	1.4	33.1	105
ESSENCE	1830	389	2.0	21.3	89	207	1.6	11.3	70	695	2.0	38.0	90	677	2.7	37.0	118
FAMILY CIRCLE	15930	4357	22.4	27.4	114	2833	21.7	17.8	110	7609	22.2	47.8	113	5431	21.3	34.1	108
THE FAMILY HANDYMAN	1126	352	1.8	31.3	130	*233	1.8	20.7	128	529	1.5	47.0	111	400	1.6	35.5	113
FAMILY WEEKLY	11468	2843	14.6	24.8	103	1944	14.9	17.0	105	5156	15.0	45.0	106	3874	15.2	33.8	107
FIELD & STREAM	2234	721	3.7	32.3	134	353	2.7	15.8	98	1070	3.1	47.9	113	723	2.8	32.4	103
FOOD & WINE	579	*152	0.8	26.3	109	*110	0.8	19.0	118	250	0.7	43.2	102	*234	0.9	40.4	128
FORBES	728	*232	1.2	31.9	133	*241	1.8	33.1	205	308	0.9	42.3	100	331	1.3	45.5	145
FORTUNE	906	*295	1.5	32.6	136	*240	1.8	26.5	164	451	1.3	49.8	117	445	1.7	49.1	156
GENTLEMEN'S QUARTERLY	791	*214	1.1	27.1	113	*267	2.0	33.8	209	361	1.1	45.6	108	*278	1.1	35.1	112
GLAMOUR	5265	1408	7.2	26.7	111	1038	8.0	19.7	122	2460	7.2	46.7	110	1561	6.1	29.6	94
GOLF DIGEST	636	*210	1.1	33.0	137	**114	0.9	17.9	111	310	0.9	48.7	115	*238	0.9	37.4	119
GOLF DIGEST/TENNIS (GROSS)	1186	366	1.9	30.9	128	272	2.1	22.9	142	606	1.8	51.1	121	527	2.1	44.4	141
GOLF MAGAZINE	441	**135	0.7	30.6	127	**106	0.8	24.0	149	*190	0.6	43.1	102	**156	0.6	35.4	112
GOLF MAGAZINE/SKI (GROSS)	922	278	1.4	30.2	126	*237	1.8	25.7	160	431	1.3	46.7	110	291	1.1	31.6	100
GOOD HOUSEKEEPING	16487	4673	24.0	28.3	118	2806	21.5	17.0	106	7999	23.3	48.5	114	5610	22.0	34.0	108
HARPER'S BAZAAR	2423	738	3.8	30.5	127	660	5.1	27.2	169	1155	3.4	47.7	112	805	3.2	33.2	106
HEALTH	1994	597	3.1	29.9	125	353	2.7	17.7	110	903	2.6	45.3	107	671	2.6	33.7	107
HEARST MAG CORP. BUY (GROSS)	44101	12487	64.2	28.3	118	7969	61.1	18.1	112	20613	60.1	46.7	110	15683	61.6	35.6	113
HEARST MAN POWER (GROSS)	1993	635	3.3	31.9	133	481	3.7	24.1	150	1008	2.9	50.6	119	712	2.8	35.7	114
HEARST WOMAN POWER (GROSS)	31274	8484	43.6	27.1	113	5181	39.7	16.6	103	14597	42.5	46.7	110	10586	41.6	33.8	108
HOUSE BEAUTIFUL	3623	1047	5.4	28.9	120	634	4.9	17.5	109	1564	4.6	43.2	102	1431	5.6	39.5	126
INC.	283	**89	0.5	31.4	131	**72	0.6	25.4	158	**127	0.4	44.9	106	**104	0.4	36.7	117
JET	2928	681	3.5	23.3	97	429	3.3	14.7	91	1105	3.2	37.7	89	1085	4.3	37.1	118
LADIES' HOME JOURNAL	11918	3243	16.7	27.2	113	1968	15.1	16.5	102	5716	16.7	48.0	113	4070	16.0	34.2	109
LHJ FAMILY GRP COMBO(GROSS)	16764	4758	24.5	28.4	118	2819	21.6	16.8	104	8058	23.5	48.1	113	5700	22.4	34.0	108
LIFE	4254	1208	6.2	28.4	118	1011	7.7	23.8	147	1978	5.8	46.5	110	1442	5.7	33.9	108
L.A. TIMES HOME MAGAZINE	1145	*307	1.6	26.8	112	416	3.2	36.3	225	615	1.8	53.7	127	422	1.7	36.9	117
MADEMOISELLE	2884	922	4.7	32.0	133	640	4.9	22.2	138	1293	3.8	44.8	106	818	3.2	28.4	90
MC CALL'S	13460	3689	19.0	27.4	114	2367	18.1	17.6	109	6403	18.7	47.6	112	5141	20.2	38.2	121
MC CALL'S/WRK MOTHER (GROSS)	14606	4020	20.7	27.5	115	2545	19.5	17.4	108	6956	20.3	47.6	112	5556	21.8	38.0	121
MECHANIX ILLUSTRATED	772	*206	1.1	26.7	111	*178	1.4	23.1	143	408	1.2	52.8	125	*201	0.8	26.0	83
METROPOLITAN HOME	967	213	1.1	22.0	92	209	1.6	21.6	134	443	1.3	45.8	108	375	1.5	38.8	123
MONEY	1588	439	2.3	27.6	115	411	3.1	25.9	161	705	2.1	44.4	105	648	2.5	40.8	130
MOTHER EARTH NEWS	1002	*279	1.4	27.8	116	288	2.2	28.7	178	541	1.6	54.0	127	431	1.7	43.0	137
MS.	825	211	1.1	25.6	106	206	1.6	25.0	155	351	1.0	42.5	100	230	0.9	27.9	89
NATIONAL ENQUIRER	10336	2421	12.4	23.4	98	1330	10.2	12.9	80	4360	12.7	42.2	100	3247	12.7	31.4	100
NATIONAL GEOGRAPHIC	9597	2709	13.9	28.2	118	2235	17.1	23.3	145	4572	13.3	47.6	112	3688	14.5	38.4	122
NATIONAL SUNDAY MAGAZINE PKG	49558	12368	63.6	25.0	104	8695	66.6	17.5	109	22001	64.1	44.4	105	15829	62.1	31.9	102
NATURAL HISTORY	573	*160	0.8	27.9	116	*134	1.0	23.4	145	246	0.7	42.9	101	*228	0.9	39.8	127
NEW WOMAN	1699	401	2.1	23.6	98	295	2.3	17.4	108	694	2.0	40.8	96	582	2.3	34.3	109
NEW YORK INCLUDING CUE	443	*171	0.9	38.6	161	*128	1.0	28.9	179	185	0.5	41.8	99	*116	0.5	26.2	83
THE NEW YORKER	1270	414	2.1	32.6	136	291	2.2	22.9	142	638	1.9	50.2	119	436	1.7	34.3	109
NEWSWEEK	6277	1749	9.0	27.9	116	1362	10.4	21.7	135	2885	8.4	46.0	108	2044	8.0	32.6	104
THE N.Y. TIMES DAILY EDITION	1205	397	2.0	32.9	137	255	2.0	21.2	131	534	1.6	44.3	105	319	1.3	26.5	84
THE N.Y. TIMES MAGAZINE	2081	623	3.2	29.9	125	596	4.6	28.6	178	1010	2.9	48.5	115	542	2.1	26.0	83
OMNI	788	*219	1.1	27.8	116	*207	1.6	26.3	163	410	1.2	52.0	123	286	1.1	36.3	115
ON CABLE	1158	*301	1.5	26.0	108	**76	0.6	6.6	41	539	1.6	46.5	110	*243	1.0	21.0	67
1001 HOME IDEAS	2852	918	4.7	32.2	134	498	3.8	17.5	108	1439	4.2	50.5	119	959	3.8	33.6	107
ORGANIC GARDENING	1658	529	2.7	31.9	133	466	3.6	28.1	174	888	2.6	53.6	126	643	2.5	38.8	123
OUTDOOR LIFE	896	300	1.5	33.5	139	*164	1.3	18.3	114	397	1.2	44.3	105	241	0.9	26.9	86
PARADE MAGAZINE	24275	6001	30.9	24.7	103	4356	33.4	17.9	111	10861	31.6	44.7	106	7554	29.7	31.1	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	MIXED A '000	MIXED B % DOWN	MIXED C % ACROSS	MIXED D INDX	ALMONDS A '000	ALMONDS B % DOWN	ALMONDS C % ACROSS	ALMONDS D INDX	PEANUTS A '000	PEANUTS B % DOWN	PEANUTS C % ACROSS	PEANUTS D INDX	PECANS A '000	PECANS B % DOWN	PECANS C % ACROSS
TOTAL FEMALE HOMEMAKERS	80986	19450	100.0	24.0	100	13051	100.0	16.1	100	34320	100.0	42.4	100	25474	100.0	31.5
PARENTS	3845	1004	5.2	26.1	109	621	4.8	16.2	100	1958	5.7	50.9	120	1177	4.6	30.6
PENTHOUSE	831	*275	1.4	33.1	138	*170	1.3	20.5	127	361	1.1	43.4	103	*224	0.9	27.0
PEOPLE	11645	3283	16.9	28.2	117	2221	17.0	19.1	118	5403	15.7	46.4	109	3395	13.3	29.2
PLAYBOY	2006	539	2.8	26.9	112	447	3.4	22.3	138	835	2.4	41.6	98	677	2.7	33.7
POPULAR HOT RODDING	297	**111	0.6	37.4	156	**58	0.4	19.5	121	*139	0.4	46.8	110	**61	0.2	20.5
POPULAR MECHANICS	1018	357	1.8	35.1	146	*291	2.2	28.6	177	588	1.7	57.8	136	386	1.5	37.9
POPULAR SCIENCE	878	*238	1.2	27.1	113	*186	1.4	21.2	131	371	1.1	42.3	100	358	1.4	40.8
PREVENTION	3913	1069	5.5	27.3	114	920	7.0	23.5	146	1753	5.1	44.8	106	1269	5.0	32.4
PSYCHOLOGY TODAY	1710	446	2.3	26.1	109	283	2.2	16.5	103	748	2.2	43.7	103	625	2.5	36.5
READER'S DIGEST	22204	6153	31.6	27.7	115	4063	31.1	18.3	114	10499	30.6	47.3	112	8126	31.9	36.6
REDBOOK	7684	2105	10.8	27.4	114	1235	9.5	16.1	100	3726	10.9	48.5	114	2779	10.9	36.2
ROAD & TRACK	410	**139	0.7	33.9	141	**97	0.7	23.7	147	*182	0.5	44.4	105	**102	0.4	24.9
ROLLING STONE	969	334	1.7	34.5	144	320	2.5	33.0	205	424	1.2	43.8	103	226	0.9	23.3
RUNNER'S WORLD	298	**99	0.5	33.2	138	**102	0.8	34.2	212	*158	0.5	53.0	125	**120	0.5	40.3
SATURDAY EVENING POST	1169	407	2.1	34.8	145	248	1.9	21.2	132	503	1.5	43.0	102	478	1.9	40.9
SCIENCE 84	587	*202	1.0	34.4	143	*212	1.6	36.1	224	358	1.0	61.0	144	*191	0.7	32.5
SCIENCE DIGEST	482	**110	0.6	22.8	95	*111	0.9	23.0	143	187	0.5	38.8	92	*180	0.7	37.3
SCIENTIFIC AMERICAN	594	*170	0.9	28.6	119	*173	1.3	29.1	181	296	0.9	49.8	118	*231	0.9	38.9
SELF	2089	577	3.0	27.6	115	345	2.6	16.5	102	861	2.5	41.2	97	584	2.3	28.0
SEVENTEEN	2411	731	3.8	30.3	126	445	3.4	18.5	115	1112	3.2	46.1	109	720	2.8	29.9
SKI	480	*143	0.7	29.8	124	*130	1.0	27.1	168	*241	0.7	50.2	118	*135	0.5	28.1
SMITHSONIAN	2760	819	4.2	29.7	124	805	6.2	29.2	181	1350	3.9	48.9	115	1131	4.4	41.0
SOAP OPERA DIGEST	3013	839	4.3	27.8	116	412	3.2	13.7	85	1379	4.0	45.8	108	869	3.4	28.8
SOUTHERN LIVING	4184	1095	5.6	26.2	109	620	4.8	14.8	92	2013	5.9	48.1	114	2362	9.3	56.5
SPORT	559	*116	0.6	20.8	86	**69	0.5	12.3	77	*323	0.9	57.8	136	*189	0.7	33.8
THE SPORTING NEWS	436	**145	0.7	33.3	138	**116	0.9	26.6	165	**174	0.5	39.9	94	**97	0.4	22.2
SPORTS AFIELD	493	*168	0.9	34.1	142	**80	0.6	16.2	101	*233	0.7	47.3	112	*146	0.6	29.6
SPORTS ILLUSTRATED	2758	905	4.7	32.8	137	754	5.8	27.3	170	1316	3.8	47.7	113	973	3.8	35.3
STAR	7456	1606	8.3	21.5	90	927	7.1	12.4	77	3050	8.9	40.9	97	2096	8.2	28.1
SUNDAY	24936	6225	32.0	25.0	104	4175	32.0	16.7	104	10450	30.4	41.9	99	7198	28.3	28.9
SUNSET	2124	606	3.1	28.5	119	865	6.6	40.7	253	1152	3.4	54.2	128	681	2.7	32.1
TV GUIDE	21661	5711	29.4	26.4	110	3357	25.7	15.5	96	9745	28.4	45.0	106	6716	26.4	31.0
TENNIS	550	*155	0.8	28.2	117	*158	1.2	28.7	178	*296	0.9	53.8	127	289	1.1	52.5
TIME	8880	2328	12.0	26.2	109	2051	15.7	23.1	143	4110	12.0	46.3	109	2841	11.2	32.0
TOWN & COUNTRY	917	235	1.2	25.6	107	*179	1.4	19.5	121	425	1.2	46.3	109	412	1.6	44.9
TRAVEL & LEISURE	972	331	1.7	34.1	142	266	2.0	27.4	170	443	1.3	45.6	108	389	1.5	40.0
TRUE STORY	3356	809	4.2	24.1	100	425	3.3	12.7	79	1359	4.0	40.5	96	1027	4.0	30.6
U.S.NEWS & WORLD REPORT	3410	957	4.9	28.1	117	786	6.0	23.0	143	1556	4.5	45.6	108	1315	5.2	38.6
USA TODAY	1759	516	2.7	29.3	122	380	2.9	21.6	134	854	2.5	48.6	115	532	2.1	30.2
US	1873	638	3.3	34.1	142	297	2.3	15.9	98	903	2.6	48.2	114	584	2.3	31.2
VOGUE	3909	1016	5.2	26.0	108	966	7.4	24.7	153	1622	4.7	41.5	98	1198	4.7	30.6
WALL STREET JOURNAL	1886	516	2.7	27.4	114	569	4.4	30.2	187	910	2.7	48.3	114	735	2.9	39.0
WEIGHT WATCHERS	2120	753	3.9	35.5	148	474	3.6	22.4	139	1023	3.0	48.3	114	674	2.6	31.8
WOMAN'S DAY	14172	3885	20.0	27.4	114	2424	18.6	17.1	106	6690	19.5	47.2	111	4865	19.1	34.3
WORKING MOTHER	1146	331	1.7	28.9	120	*179	1.4	15.6	97	553	1.6	48.3	114	415	1.6	36.2
WORKING WOMAN	1322	308	1.6	23.3	97	263	2.0	19.9	123	649	1.9	49.1	116	451	1.8	34.1
WORLD TENNIS	*163	**53	0.3	32.5	135	**45	0.3	27.6	171	**81	0.2	49.7	117	**66	0.3	40.5
ZIFF-DAVIS MAG NETWK (GROSS)	2532	666	3.4	26.3	110	559	4.3	22.1	137	1082	3.2	42.7	101	881	3.5	34.8
BLAIR INSERTS	43657	11108	57.1	25.4	106	7825	60.0	17.9	111	19186	55.9	43.9	104	13789	54.1	31.6
DAILY NEWSPAPERS																
READ ANY	51633	12934	66.5	25.0	104	8866	67.9	17.2	107	22674	66.1	43.9	104	16559	65.0	32.1
READ ONE	43463	10650	54.8	24.5	102	7466	57.2	17.2	107	18897	55.1	43.5	103	13636	53.5	31.4
READ TWO OR MORE	8170	2284	11.7	28.0	116	1400	10.7	17.1	106	3777	11.0	46.2	109	2923	11.5	35.8
WEEKEND/SUNDAY NEWSPAPERS																
READ ANY	52678	13274	68.2	25.2	105	9264	71.0	17.6	109	23354	68.0	44.3	105	16977	66.6	32.2
READ ONE	46126	11383	58.5	24.7	103	7877	60.4	17.1	106	20257	59.0	43.9	104	14920	58.6	32.3
READ TWO OR MORE	6552	1891	9.7	28.9	120	1387	10.6	21.2	131	3097	9.0	47.3	112	2057	8.1	31.4
OUTDOOR																
100 SHHG - 30 DAY AV FREQ	27.55	28.03				27.01				28.55				27.74		
30 DAY REACH	71455	17348	89.2	24.3	101	11911	91.3	16.7	103	30558	89.0	42.8	101	22327	87.6	31.2
50 SHHG - 30 DAY AV FREQ	14.56	14.65				14.18				15.02				14.58		
30 DAY REACH	67742	16608	85.4	24.5	102	11379	87.2	16.8	104	29130	84.9	43.0	101	21288	83.6	31.4
25 SHHG - 30 DAY AV FREQ	7.94	7.91				7.68				8.13				7.99		
30 DAY REACH	62117	15408	79.2	24.8	103	10479	80.3	16.9	105	26929	78.5	43.4	102	19442	76.3	31.3
CABLE TV: HOME WIRED	32077	9008	46.3	28.1	117	5363	41.1	16.7	104	14825	43.2	46.2	109	10539	41.4	32.9
HOME NOT WIRED	48909	10443	53.7	21.4	89	7688	58.9	15.7	98	19494	56.8	39.9	94	14935	58.6	30.5
HAVE PAY CABLE	15935	4918	25.3	30.9	129	2880	22.1	18.1	112	7966	23.2	50.0	118	5254	20.6	33.0

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

0434
P-22

	TOTAL U.S. '000	MIXED A '000	MIXED B % DOWN	MIXED C % ACROSS	MIXED D INDX	ALMONDS A '000	ALMONDS B % DOWN	ALMONDS C % ACROSS	ALMONDS D INDX	PEANUTS A '000	PEANUTS B % DOWN	PEANUTS C % ACROSS	PEANUTS D INDX	PECANS A '000	PECANS B % DOWN	PECANS C % ACROSS	PECANS D INDX
TOTAL FEMALE HOMEMAKERS	80986	19450	100.0	24.0	100	13051	100.0	16.1	100	34320	100.0	42.4	100	25474	100.0	31.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10937	56.2	24.9	104	7518	57.6	17.1	106	19331	56.3	44.0	104	14064	55.2	32.0	102
10:00 AM - 3:00 PM	30659	7870	40.5	25.7	107	5174	39.6	16.9	105	13597	39.6	44.3	105	9509	37.3	31.0	99
3:00 PM - 7:00 PM	31045	8179	42.1	26.3	110	5406	41.4	17.4	108	13837	40.3	44.6	105	9734	38.2	31.4	100
7:00 PM - MIDNIGHT	15767	3857	19.8	24.5	102	2959	22.7	18.8	116	6879	20.0	43.6	103	5072	19.9	32.2	102
MIDNIGHT - 6:00 AM	9120	2365	12.2	25.9	108	1709	13.1	18.7	116	4077	11.9	44.7	105	3131	12.3	34.3	109
6:00 AM - MIDNIGHT	58527	14573	74.9	24.9	104	9950	76.2	17.0	105	25669	74.8	43.9	103	18578	72.9	31.7	101
ENTIRE DAY	59311	14754	75.9	24.9	104	10073	77.2	17.0	105	26010	75.8	43.9	103	18798	73.8	31.7	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4189	21.5	25.9	108	2811	21.5	17.4	108	7817	22.8	48.3	114	5208	20.4	32.2	102
ALL NEWS	2256	533	2.7	23.6	98	476	3.6	21.1	131	842	2.5	37.3	88	529	2.1	23.4	75
AOR/PROGRESSIVE	3874	989	5.1	25.5	106	858	6.6	22.1	137	1998	5.8	51.6	122	1192	4.7	30.8	98
BEAUTIFUL MUSIC	5660	1406	7.2	24.8	103	980	7.5	17.3	107	2578	7.5	45.5	107	1900	7.5	33.6	107
BLACK	2204	591	3.0	26.8	112	289	2.2	13.1	81	975	2.8	44.2	104	754	3.0	34.2	109
CLASSICAL	1418	325	1.7	22.9	95	403	3.1	28.4	176	675	2.0	47.6	112	489	1.9	34.5	110
CHR/ROCK	9538	2397	12.3	25.1	105	1633	12.5	17.1	106	4102	12.0	43.0	101	2910	11.4	30.5	97
COUNTRY	12648	3308	17.0	26.2	109	1820	13.9	14.4	89	5706	16.6	45.1	106	4566	17.9	36.1	115
GOLDEN OLDIES	1191	308	1.6	25.9	108	*128	1.0	10.7	67	402	1.2	33.8	80	333	1.3	28.0	89
MOR/NOSTALGIA	4757	1147	5.9	24.1	100	797	6.1	16.8	104	2008	5.9	42.2	100	1415	5.6	29.7	95
NEWS/TALK	3863	845	4.3	21.9	91	901	6.9	23.3	145	1630	4.7	42.2	100	1156	4.5	29.9	95
RELIGIOUS	3084	797	4.1	25.8	108	494	3.8	16.0	99	1263	3.7	41.0	97	899	3.5	29.2	93
SOFT ROCK	521	**103	0.5	19.8	82	**70	0.5	13.4	83	*216	0.6	41.5	98	**84	0.3	16.1	51
URBAN CONTEMPORARY	1585	320	1.6	20.2	84	*205	1.6	12.9	80	477	1.4	30.1	71	362	1.4	22.8	73
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	821	4.2	25.2	105	359	2.8	11.0	68	1255	3.7	38.5	91	898	3.5	27.5	88
ABC DIRECTION	2316	524	2.7	22.6	94	378	2.9	16.3	101	902	2.6	38.9	92	696	2.7	30.1	96
ABC ENTERTAINMENT	4834	1035	5.3	21.4	89	770	5.9	15.9	99	2069	6.0	42.8	101	1616	6.3	33.4	106
ABC FM	2202	535	2.8	24.3	101	274	2.1	12.4	77	1037	3.0	47.1	111	809	3.2	36.7	117
ABC INFORMATION	5425	1457	7.5	26.9	112	1174	9.0	21.6	134	2493	7.3	46.0	108	1781	7.0	32.8	104
ABC ROCK	1677	480	2.5	28.6	119	327	2.5	19.5	121	815	2.4	48.6	115	420	1.6	25.0	80
CBS	4430	1179	6.1	26.6	111	885	6.8	20.0	124	1981	5.8	44.7	106	1420	5.6	32.1	102
MUTUAL	4992	1257	6.5	25.2	105	943	7.2	18.9	117	2399	7.0	48.1	113	1774	7.0	35.5	113
NBC	4679	1129	5.8	24.1	100	772	5.9	16.5	102	2271	6.6	48.5	115	1388	5.4	29.7	94
RADIORADIO	1994	498	2.6	25.0	104	285	2.2	14.3	89	740	2.2	37.1	88	452	1.8	22.7	72
RKO ONE	2298	477	2.5	20.8	86	400	3.1	17.4	108	1023	3.0	44.5	105	761	3.0	33.1	105
RKO TWO	3311	733	3.8	22.1	92	405	3.1	12.2	76	1408	4.1	42.5	100	1060	4.2	32.0	102
THE SOURCE	2114	550	2.8	26.0	108	331	2.5	15.7	97	1029	3.0	48.7	115	776	3.0	36.7	117
NON-WIRED : BLAIR	8654	2078	10.7	24.0	100	1427	10.9	16.5	102	3802	11.1	43.9	104	3174	12.5	36.7	117
INTERNET	12025	3059	15.7	25.4	106	2362	18.1	19.6	122	5524	16.1	45.9	108	3839	15.1	31.9	101
KATZ RADIO GROUP	15359	3902	20.1	25.4	106	2813	21.6	18.3	114	6963	20.3	45.3	107	4649	18.2	30.3	96
SUPERNET	10628	2487	12.8	23.4	97	1623	12.4	15.3	95	4612	13.4	43.4	102	3345	13.1	31.5	100
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1950	10.0	22.5	94	1358	10.4	15.7	97	3511	10.2	40.5	96	2581	10.1	29.8	95
MKDAY 9:00 AM - 1:00 PM	12163	2820	14.5	23.2	97	1715	13.1	14.1	87	4899	14.3	40.3	95	3551	13.9	29.2	93
MKDAY 1:00 PM - 4:30 PM	16150	3776	19.4	23.4	97	2198	16.8	13.6	84	6433	18.7	39.8	94	4982	19.6	30.8	98
MKDAY 4:30 PM - 7:30 PM	22463	5057	26.0	22.5	94	3414	26.2	15.2	94	9089	26.5	40.5	95	6707	26.3	29.9	95
MKDAY 7:30 PM - 8:00 PM	31795	7261	37.3	22.8	95	4755	36.4	15.0	93	13182	38.4	41.5	98	10020	39.3	31.5	100
MKDAY 11:00 PM - 11:30 PM	23977	6155	31.6	25.7	107	3625	27.8	15.1	94	10421	30.4	43.5	103	7943	31.2	33.1	105
MKDAY 11:30 PM - 1:00 AM	7703	2134	11.0	27.7	115	1167	8.9	15.1	94	3518	10.3	45.7	108	2574	10.1	33.4	106
M-SAT 8-11 PM+SUN 7-11 PM	33800	8150	41.9	24.1	100	5296	40.6	15.7	97	14478	42.2	42.8	101	10708	42.0	31.7	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1542	7.9	23.6	98	920	7.0	14.1	87	2598	7.6	39.7	94	1775	7.0	27.1	86
ANOTHER WORLD N	4620	1086	5.6	23.5	98	711	5.4	15.4	95	1928	5.6	41.7	98	1556	6.1	33.7	107
AS THE WORLD TURNS C	5614	1393	7.2	24.8	103	640	4.9	11.4	71	2105	6.1	37.5	88	2036	8.0	36.3	115
CAPITOL C	3396	924	4.8	27.2	113	361	2.8	10.6	66	1137	3.3	33.5	79	1120	4.4	33.0	105
CBS MORN. NEWS 1 C	1446	285	1.5	19.7	82	192	1.5	13.3	82	496	1.4	34.3	81	474	1.9	32.8	104
CBS MORN. NEWS 2 C	1207	244	1.3	20.2	84	165	1.3	13.7	85	381	1.1	31.6	74	317	1.2	26.3	83
DAYS OF OUR LIVES N	5877	1340	6.9	22.8	95	973	7.5	16.6	103	2491	7.3	42.4	100	1973	7.7	33.6	107
FACTS OF LIFE - DAYTIME N	2290	479	2.5	20.9	87	290	2.2	12.7	79	856	2.5	37.4	88	634	2.5	27.7	88
FAMILY FEUD A	3023	643	3.3	21.3	89	414	3.2	13.7	85	1215	3.5	40.2	95	818	3.2	27.1	86
GENERAL HOSPITAL A	6097	1370	7.0	22.5	94	860	6.6	14.1	88	2599	7.6	42.6	101	1710	6.7	28.0	89
GOOD MORNING, AMERICA-730 A	3515	853	4.4	24.3	101	489	3.7	13.9	86	1547	4.5	44.0	104	1071	4.2	30.5	97
GOOD MORNING, AMERICA-830 A	2818	752	3.9	26.7	111	406	3.1	14.4	89	1356	4.0	48.1	114	1068	4.2	37.9	120
GUIDING LIGHT C	5339	1364	7.0	25.5	106	717	5.5	13.4	83	2067	6.0	38.7	91	1829	7.2	34.3	109
ONE LIFE TO LIVE A	4478	1005	5.2	22.4	93	588	4.5	13.1	81	1920	5.6	42.9	101	1226	4.8	27.4	87
PRESS YOUR LUCK C	2244	456	2.3	20.3	85	328	2.5	14.6	91	963	2.8	42.9	101	549	2.2	24.5	78
PRICE IS RIGHT 1 C	4348	967	5.0	22.2	93	527	4.0	12.1	75	1720	5.0	39.6	93	1261	5.0	29.0	92
PRICE IS RIGHT 2 C	5014	1196	6.1	23.9	99	634	4.9	12.6	78	2034	5.9	40.6	96	1482	5.8	29.6	94
RYAN'S HOPE A	3150	684	3.5	21.7	90	406	3.1	12.9	80	1354	3.9	43.0	101	893	3.5	28.3	90
SALE OF THE CENTURY N	2695	577	3.0	21.4	89	383	2.9	14.2	88	1082	3.2	40.1	95	755	3.0	28.0	89
SEARCH FOR TOMORROW N	2319	407	2.1	17.6	73	375	2.9	16.2	100	981	2.9	42.3	100	722	2.8	31.1	99
TODAY SHOW 1 N	2693	565	2.9	21.0	87	484	3.7	18.0	112	1094	3.2	40.6	96	759	3.0	28.2	90
TODAY SHOW 2 N	2498	523	2.7	20.9	87	449	3.4	18.0	112	919	2.7	36.8	87	704	2.8	28.2	90
$25,000 PYRAMID C	2753	521	2.7	18.9	79	405	3.1	14.7	91	1135	3.3	41.2	97	739	2.9	26.8	85
WHEEL OF FORTUNE N	4388	1054	5.4	24.0	100	599	4.6	13.7	85	1815	5.3	41.4	98	1290	5.1	29.4	93
YOUNG AND THE RESTLESS C	5695	1453	7.5	25.5	106	696	5.3	12.2	76	2045	6.0	35.9	85	1839	7.2	32.3	103
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	390	2.0	22.2	92	237	1.8	13.5	84	662	1.9	37.6	89	528	2.1	30.0	95
NBA PLAYOFF GAME -1 C	1136	286	1.5	25.2	105	124	1.0	10.9	68	451	1.3	39.7	94	384	1.5	33.8	107
NBC MAJOR LEAGUE PRE-GAME N	953	*173	0.9	18.2	76	**126	1.0	13.2	82	373	1.1	39.1	92	390	1.5	40.9	130
SPORTSWORLD - SUN N	1233	222	1.1	18.0	75	*128	1.0	10.4	64	487	1.4	39.5	93	401	1.6	32.5	103
SUNDAY MORNING C	1611	415	2.1	25.8	107	272	2.1	16.9	105	751	2.2	46.6	110	554	2.2	34.4	109

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	MIXED A '000	MIXED B % DOWN	MIXED C % ACROSS	MIXED D INDX	ALMONDS A '000	ALMONDS B % DOWN	ALMONDS C % ACROSS	ALMONDS D INDX	PEANUTS A '000	PEANUTS B % DOWN	PEANUTS C % ACROSS	PEANUTS D INDX	PECANS A '000	PECANS B % DOWN	PECANS C % ACROSS	PECANS D INDX
TOTAL FEMALE HOMEMAKERS		80986	19450	100.0	24.0	100	13051	100.0	16.1	100	34320	100.0	42.4	100	25474	100.0	31.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5910	30.4	22.7	94	3846	29.5	14.8	92	10569	30.8	40.6	96	8444	33.1	32.4	103
NETWORK AFFILIATES - LATE		20261	5137	26.4	25.4	106	3002	23.0	14.8	92	8755	25.5	43.2	102	6756	26.5	33.3	106
INDEPENDENTS - LATE		2076	581	3.0	28.0	117	492	3.8	23.7	147	915	2.7	44.1	104	600	2.4	28.9	92
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2287	11.8	21.9	91	1310	10.0	12.5	78	4559	13.3	43.6	103	3414	13.4	32.7	104
ABC MONDAY NIGHT MOVIE	A	6412	1524	7.8	23.8	99	1066	8.2	16.6	103	2826	8.2	44.1	104	2199	8.6	34.3	109
ABC SUNDAY NIGHT MOVIE	A	12407	3100	15.9	25.0	104	2150	16.5	17.3	108	5271	15.4	42.5	100	3918	15.4	31.6	100
ABC WORLD NEWS TONIGHT	A	6176	1318	6.8	21.3	89	851	6.5	13.8	86	2582	7.5	41.8	99	2029	8.0	32.9	104
AFTERMASH	C	5863	1445	7.4	24.6	103	974	7.5	16.6	103	2417	7.0	41.2	97	1960	7.7	33.4	106
ALICE	C	9594	2216	11.4	23.1	96	1560	12.0	16.3	101	4083	11.9	42.6	100	3038	11.9	31.7	101
AMERICAN PARADE	C	6622	1527	7.9	23.1	96	1010	7.7	15.3	95	2840	8.3	42.9	101	2020	7.9	30.5	97
BENSON	A	10886	2320	11.9	21.3	89	1619	12.4	14.9	92	4432	12.9	40.7	96	3096	12.2	28.4	90
BLUE THUNDER	A	5036	1141	5.9	22.7	94	778	6.0	15.4	96	2152	6.3	42.7	101	1591	6.2	31.6	100
CAGNEY & LACEY	C	9965	2451	12.6	24.6	102	1572	12.0	15.8	98	4353	12.7	43.7	103	3362	13.2	33.7	107
CBS EVENING NEWS-DEAN	C	3491	735	3.8	21.1	88	550	4.2	15.8	98	1305	3.8	37.4	88	1017	4.0	29.1	93
CBS EVENING NEWS-RATHER	C	7123	1737	8.9	24.4	102	1024	7.8	14.4	89	2848	8.3	40.0	94	2214	8.7	31.1	99
CBS SAT. NEWS-SCHIEFFER	C	3621	734	3.8	20.3	84	571	4.4	15.8	98	1345	3.9	37.1	88	1184	4.6	32.7	104
CBS SATURDAY NIGHT MOVIE	C	5436	1314	6.8	24.2	101	886	6.8	16.3	101	2257	6.6	41.5	98	1820	7.1	33.5	106
CBS WEDNESDAY NIGHT MOVIE	C	6100	1412	7.3	23.1	96	925	7.1	15.2	94	2577	7.5	42.2	100	1891	7.4	31.0	99
CHEERS	N	8889	2395	12.3	26.9	112	1483	11.4	16.7	104	3784	11.0	42.6	100	2598	10.2	29.2	93
DALLAS	C	22109	5173	26.6	23.4	97	3339	25.6	15.1	94	9404	27.4	42.5	100	7289	28.6	33.0	105
DIFF'RENT STROKES	N	6940	1512	7.8	21.8	91	1029	7.9	14.8	92	2715	7.9	39.1	92	2137	8.4	30.8	98
DOUBLE TROUBLE	N	7223	1911	9.8	26.5	110	1124	8.6	15.6	97	3330	9.7	46.1	109	2499	9.8	34.6	110
DUCK FACTORY	N	5595	1416	7.3	25.3	105	888	6.8	15.9	98	2297	6.7	41.1	97	1739	6.8	31.1	99
DUKES OF HAZZARD	C	5768	1564	8.0	27.1	113	785	6.0	13.6	84	2435	7.1	42.2	100	1985	7.8	34.4	109
DYNASTY	A	20053	4954	25.5	24.7	103	2993	22.9	14.9	93	8741	25.5	43.6	103	6470	25.4	32.3	103
FACTS OF LIFE	N	8087	2005	10.3	24.8	103	1230	9.4	15.2	94	3425	10.0	42.4	100	2715	10.7	33.6	107
FALCON CREST	C	20046	4568	23.5	22.8	95	2929	22.4	14.6	91	8374	24.4	41.8	99	6578	25.8	32.8	104
FALL GUY	A	9084	2145	11.0	23.6	98	1249	9.6	13.7	85	3884	11.3	42.8	101	3006	11.8	33.1	105
FAMILY TIES	N	7964	1920	9.9	24.1	100	1161	8.9	14.6	90	3442	10.0	43.2	102	2723	10.7	34.2	109
FANTASY ISLAND	A	7687	1783	9.2	23.2	97	1141	8.7	14.8	92	3262	9.5	42.4	100	2288	9.0	29.8	95
FOULUPS,BLEEPS & BLUNDERS	A	8861	2175	11.2	24.5	102	1297	9.9	14.6	91	3747	10.9	42.3	100	2737	10.7	30.9	98
FOUR SEASONS	C	5095	1314	6.8	25.8	107	802	6.1	15.7	98	2021	5.9	39.7	94	1676	6.6	32.9	105
GIMME A BREAK	N	8838	1983	10.2	22.4	93	1234	9.5	14.0	87	3473	10.1	39.3	93	2948	11.6	33.4	106
HART TO HART	A	8978	2028	10.4	22.6	94	1203	9.2	13.4	83	3800	11.1	42.3	100	3011	11.8	33.5	107
HILL STREET BLUES	N	8590	2368	12.2	27.6	115	1644	12.6	19.1	119	3743	10.9	43.6	103	2885	11.3	33.6	107
HOTEL	A	14085	3324	17.1	23.6	98	2046	15.7	14.5	90	6102	17.8	43.3	102	4516	17.7	32.1	102
JEFFERSONS	C	9360	2221	11.4	23.7	99	1429	10.9	15.3	95	3880	11.3	41.5	98	2754	10.8	29.4	94
JENNIFER SLEPT HERE	N	5841	1389	7.1	23.8	99	872	6.7	14.9	93	2299	6.7	39.4	93	1674	6.6	28.7	91
KATE & ALLIE	C	9206	2115	10.9	23.0	96	1452	11.1	15.8	98	3838	11.2	41.7	98	2734	10.7	29.7	94
KNIGHT RIDER	N	7076	1673	8.6	23.6	98	1148	8.8	16.2	101	3054	8.9	43.2	102	2371	9.3	33.5	107
LOVE BOAT	A	12219	2596	13.3	21.2	88	1810	13.9	14.8	92	4942	14.4	40.4	95	3639	14.3	29.8	95
MAGNUM PI	C	11199	2756	14.2	24.6	102	1597	12.2	14.3	88	4923	14.3	44.0	104	3867	15.2	34.5	110
MAMA'S FAMILY	N	6057	1458	7.5	24.1	100	914	7.0	15.1	94	2470	7.2	40.8	96	1867	7.3	30.8	98
MASTER, THE	N	3598	821	4.2	22.8	95	502	3.8	14.0	87	1527	4.4	42.4	100	1111	4.4	30.9	98
MATT HOUSTON	A	6344	1593	8.2	25.1	105	913	7.0	14.4	89	2889	8.4	45.5	107	1905	7.5	30.0	95
NBC MONDAY NIGHT MOVIE	N	11994	2765	14.2	23.1	96	1690	12.9	14.1	87	5167	15.1	43.1	102	3575	14.0	29.8	95
NBC NIGHTLY NEWS	N	5132	1087	5.6	21.2	88	909	7.0	17.7	110	2055	6.0	40.0	94	1792	7.0	34.9	111
NBC NIGHTLY NEWS-SAT	N	3375	650	3.3	19.3	80	437	3.3	12.9	80	1340	3.9	39.7	94	974	3.8	28.9	92
NBC NIGHTLY NEWS-SUN	N	3130	551	2.8	17.6	73	444	3.4	14.2	88	1219	3.6	38.9	92	1004	3.9	32.1	102
NBC SUNDAY NIGHT MOVIE	N	8284	1919	9.9	23.2	96	1144	8.8	13.8	86	3726	10.9	45.0	106	2680	10.5	32.4	103
NEWHART	C	9240	2235	11.5	24.2	101	1498	11.5	16.2	101	3896	11.4	42.2	99	2773	10.9	30.0	95
ONE DAY AT A TIME	C	7288	1830	9.4	25.1	105	1110	8.5	15.2	95	3074	9.0	42.2	100	2178	8.5	29.9	95
PEOPLE ARE FUNNY	N	4855	1168	6.0	24.1	100	742	5.7	15.3	95	1917	5.6	39.5	93	1501	5.9	30.9	98
REAL PEOPLE	N	8869	1933	9.9	21.8	91	1300	10.0	14.7	91	3637	10.6	41.0	97	3041	11.9	34.3	109
REMINGTON STEELE	N	7743	1739	8.9	22.5	94	1224	9.4	15.8	98	2954	8.6	38.2	90	2321	9.1	30.0	95
RIPLEY'S BELIEVE IT - NOT	A	5345	1191	6.1	22.3	93	838	6.4	15.7	97	2487	7.2	46.5	110	1641	6.4	30.7	98
RIPTIDE	N	6988	1747	9.0	25.0	104	1142	8.8	16.3	101	2896	8.4	41.4	98	2186	8.6	31.3	99
SCARECROW & MRS. KING	C	10002	2254	11.6	22.5	94	1439	11.0	14.4	89	4069	11.9	40.7	96	3217	12.6	32.2	102
SIMON & SIMON	C	10638	2650	13.6	24.9	104	1540	11.8	14.5	90	4641	13.5	43.6	103	3643	14.3	34.2	109
60 MINUTES	C	13293	3070	15.8	23.1	96	2207	16.9	16.6	103	5559	16.2	41.8	99	4298	16.9	32.3	103
ST. ELSEWHERE	N	7017	1661	8.5	23.7	99	1156	8.9	16.5	102	3191	9.3	45.5	107	2318	9.1	33.0	105
THREE'S COMPANY	A	10917	2777	14.3	25.4	106	1673	12.8	15.3	95	4810	14.0	44.1	104	3543	13.9	32.5	103
T.J. HOOKER	A	9204	1909	9.8	20.7	86	1295	9.9	14.1	87	3815	11.1	41.4	98	2810	11.0	30.5	97
TONIGHT SHOW	N	2372	718	3.7	30.3	126	397	3.0	16.7	104	1137	3.3	47.9	113	834	3.3	35.2	112
TRAPPER JOHN, M.D.	C	9846	2324	11.9	23.6	98	1428	10.9	14.5	90	4073	11.9	41.4	98	3068	12.0	31.2	99
TV BLOOPERS & PRAC. JOKES	N	9105	2132	11.0	23.4	97	1411	10.8	15.5	96	3961	11.5	43.5	103	2812	11.0	30.9	98
20/20	A	9387	2183	11.2	23.3	97	1307	10.0	13.9	86	4358	12.7	46.4	110	3023	11.9	32.2	102
WEBSTER	A	11067	2339	12.0	21.1	88	1617	12.4	14.6	91	4419	12.9	39.9	94	3223	12.7	29.1	93
WORLD NEWS - SUN	A	3062	569	2.9	18.6	77	469	3.6	15.3	95	1236	3.6	40.4	95	943	3.7	30.8	98
YELLOW ROSE	N	4978	1115	5.7	22.4	93	716	5.5	14.4	89	2148	6.3	43.1	102	1806	7.1	36.3	115
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2415	12.4	27.2	113	1508	11.6	17.0	105	4193	12.2	47.2	111	3007	11.8	33.9	108
BASKETBALL - COLLEGE GAMES		4080	1216	6.3	29.8	124	693	5.3	17.0	105	2046	6.0	50.1	118	1703	6.7	41.7	133
BASKETBALL - PRO GAMES		3607	1019	5.2	28.3	118	744	5.7	20.6	128	1651	4.8	45.8	108	1308	5.1	36.3	115
BOWLING		3883	998	5.1	25.7	107	743	5.7	19.1	119	1871	5.5	48.2	114	1210	4.7	31.2	99
BOXING		3928	1020	5.2	26.0	108	525	4.0	13.4	83	1826	5.3	46.5	110	1243	4.9	31.6	101
FOOTBALL - COLLEGE GAMES		6366	1923	9.9	30.2	126	1061	8.1	16.7	103	3085	9.0	48.5	114	2638	10.4	41.4	132
FOOTBALL - PRO GAMES		11300	3204	16.5	28.4	118	2035	15.6	18.0	112	5869	17.1	51.9	123	4080	16.0	36.1	115
GOLF		3378	916	4.7	27.1	113	843	6.5	25.0	155	1717	5.0	50.8	120	1278	5.0	37.8	120
POST-SEASON COLL. FOOTBALL		4906	1409	7.2	28.7	120	965	7.4	19.7	122	2480	7.2	50.6	119	1871	7.3	38.1	121
POST-SEASON PRO FOOTBALL		6120	1813	9.3	29.6	123	1283	9.8	21.0	130	3370	9.8	55.1	130	2259	8.9	36.9	117
TENNIS		3033	720	3.7	23.7	99	680	5.2	22.4	139	1527	4.4	50.3	119	1057	4.1	34.8	111
WRESTLING - PROFESSIONAL		3344	983	5.1	29.4	122	551	4.2	16.5	102	1569	4.6	46.9	111	1158	4.5	34.6	110

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	PISTACHIO NUTS A '000	B % DOWN	C % ACROSS	D INDX	WALNUTS A '000	B % DOWN	C % ACROSS	D INDX	OTHER KINDS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7350	100.0	9.1	100	31294	100.0	38.6	100	7503	100.0	9.3	100				
18 - 24	9282	914	12.4	9.8	108	2403	7.7	25.9	67	741	9.9	8.0	86				
25 - 34	19072	2272	30.9	11.9	131	7479	23.9	39.2	101	2576	34.3	13.5	146				
35 - 44	14591	1614	22.0	11.1	122	6029	19.3	41.3	107	1534	20.4	10.5	113				
45 - 54	11345	1099	15.0	9.7	107	4612	14.7	40.7	105	1071	14.3	9.4	102				
55 - 64	11635	711	9.7	6.1	67	5101	16.3	43.8	113	804	10.7	6.9	75				
65 OR OLDER	15061	741	10.1	4.9	54	5671	18.1	37.7	97	777	10.4	5.2	56				
18 - 34	28354	3185	43.3	11.2	124	9883	31.6	34.9	90	3316	44.2	11.7	126				
18 - 49	48339	5361	72.9	11.1	122	17968	57.4	37.2	96	5482	73.1	11.3	122				
25 - 54	45008	4984	67.8	11.1	122	18120	57.9	40.3	104	5181	69.1	11.5	124				
35 - 49	19985	2176	29.6	10.9	120	8086	25.8	40.5	105	2166	28.9	10.8	117				
50 OR OLDER	32647	1989	27.1	6.1	67	13326	42.6	40.8	106	2021	26.9	6.2	67				
GRADUATED COLLEGE	11155	1267	17.2	11.4	125	5209	16.6	46.7	121	1591	21.2	14.3	154				
ATTENDED COLLEGE	13682	1617	22.0	11.8	130	6351	20.3	46.4	120	1609	21.4	11.8	127				
GRADUATED HIGH SCHOOL	33880	3140	42.7	9.3	102	13215	42.2	39.0	101	2897	38.6	8.6	92				
DID NOT GRADUATE HIGH SCHOOL	22270	1327	18.1	6.0	66	6519	20.8	29.3	76	1406	18.7	6.3	68				
EMPLOYED	40306	4202	57.2	10.4	115	15825	50.6	39.3	102	4437	59.1	11.0	119				
EMPLOYED FULL-TIME	32850	3543	48.2	10.8	119	12581	40.2	38.3	99	3707	49.4	11.3	122				
EMPLOYED PART-TIME	7456	660	9.0	8.9	98	3243	10.4	43.5	113	730	9.7	9.8	106				
NOT EMPLOYED	40680	3148	42.8	7.7	85	15470	49.4	38.0	98	3066	40.9	7.5	81				
PROFESSIONAL/MANAGER	10392	1163	15.8	11.2	123	4538	14.5	43.7	113	1463	19.5	14.1	152				
TECH/CLERICAL/SALES	17574	2077	28.3	11.8	130	7546	24.1	42.9	111	1841	24.5	10.5	113				
PRECISION/CRAFT	985	**116	1.6	11.8	130	*361	1.2	36.6	95	**88	1.2	8.9	96				
OTHER EMPLOYED	11354	847	11.5	7.5	82	3380	10.8	29.8	77	1045	13.9	9.2	99				
SINGLE	9863	1023	13.9	10.4	114	2977	9.5	30.2	78	755	10.1	7.7	83				
MARRIED	51375	4921	67.0	9.6	106	21453	68.6	41.8	108	5159	68.8	10.0	108				
DIVORCED/SEPARATED/WIDOWED	19748	1407	19.1	7.1	79	6865	21.9	34.8	90	1589	21.2	8.0	87				
PARENTS	32590	3443	46.8	10.6	116	12540	40.1	38.5	100	3831	51.1	11.8	127				
WHITE	70416	6346	86.3	9.0	99	28605	91.4	40.6	105	6785	90.4	9.6	104				
BLACK	8778	755	10.3	8.6	95	1948	6.2	22.2	57	451	6.0	5.1	55				
OTHER	1791	**250	3.4	14.0	154	*742	2.4	41.4	107	**267	3.6	14.9	161				
NORTHEAST-CENSUS	17786	2176	29.6	12.2	135	8295	26.5	46.6	121	1894	25.2	10.6	115				
NORTH CENTRAL	20741	1456	19.8	7.0	77	9560	30.5	46.1	119	1988	26.5	9.6	103				
SOUTH	27775	2030	27.6	7.3	81	6100	19.5	22.0	57	1640	21.9	5.9	64				
WEST	14683	1688	23.0	11.5	127	7340	23.5	50.0	129	1982	26.4	13.5	146				
NORTHEAST-MKTG.	17961	2240	30.5	12.5	137	7660	24.5	42.6	110	1794	23.9	10.0	108				
EAST CENTRAL	11885	1115	15.2	9.4	103	5375	17.2	45.2	117	1049	14.0	8.8	95				
WEST CENTRAL	14090	957	13.0	6.8	75	6757	21.6	48.0	124	1446	19.3	10.3	111				
SOUTH	24081	1563	21.3	6.5	72	5139	16.4	21.3	55	1450	19.3	6.0	65				
PACIFIC	12969	1476	20.1	11.4	125	6364	20.3	49.1	127	1764	23.5	13.6	147				
COUNTY SIZE A	32439	3703	50.4	11.4	126	12839	41.0	39.6	102	3130	41.7	9.6	104				
COUNTY SIZE B	24915	1917	26.1	7.7	85	9110	29.1	36.6	95	2273	30.3	9.1	98				
COUNTY SIZE C	12930	1059	14.4	8.2	90	5422	17.3	41.9	109	1285	17.1	9.9	107				
COUNTY SIZE D	10703	672	9.1	6.3	69	3923	12.5	36.7	95	815	10.9	7.6	82				
METRO CENTRAL CITY	24518	2560	34.8	10.4	115	8425	26.9	34.4	89	2208	29.4	9.0	97				
METRO SUBURBAN	35919	3303	44.9	9.2	101	15311	48.9	42.6	110	3751	50.0	10.4	113				
NON METRO	20549	1487	20.2	7.2	80	7559	24.2	36.8	95	1544	20.6	7.5	81				
TOP 5 ADI'S	18341	2230	30.3	12.2	134	7852	25.1	42.8	111	1908	25.4	10.4	112				
TOP 10 ADI'S	25378	2969	40.4	11.7	129	10060	32.1	39.6	103	2438	32.5	9.6	104				
TOP 20 ADI'S	36488	3971	54.0	10.9	120	14780	47.2	40.5	105	3526	47.0	9.7	104				
HSHLD INC. $50,000 OR MORE	6612	1024	13.9	15.5	171	3489	11.1	52.8	137	796	10.6	12.0	130				
$40,000 OR MORE	12659	1803	24.5	14.2	157	6389	20.4	50.5	131	1552	20.7	12.3	132				
$30,000 OR MORE	24698	3481	47.4	14.1	155	11770	37.6	47.7	123	3064	40.8	12.4	134				
$25,000 OR MORE	32077	4154	56.5	13.0	143	15029	48.0	46.9	121	3660	48.8	11.4	123				
$20,000 - $24,999	9144	700	9.5	7.7	84	3566	11.4	39.0	101	1077	14.4	11.8	127				
$15,000 - $19,999	8728	649	8.8	7.4	82	3122	10.0	35.8	93	668	8.9	7.7	83				
$10,000 - $14,999	12562	861	11.7	6.9	76	4472	14.3	35.6	92	1084	14.4	8.6	93				
UNDER $10,000	18475	986	13.4	5.3	59	5106	16.3	27.6	72	1014	13.5	5.5	59				
HOUSEHOLD OF 1 PERSON	11987	741	10.1	6.2	68	4095	13.1	34.2	88	761	10.1	6.3	69				
2 PEOPLE	26577	2220	30.2	8.4	92	10510	33.6	39.5	102	2323	31.0	8.7	94				
3 OR 4 PEOPLE	30617	3003	40.9	9.8	108	12004	38.4	39.2	101	3287	43.8	10.7	116				
5 OR MORE PEOPLE	11804	1387	18.9	11.8	129	4686	15.0	39.7	103	1133	15.1	9.6	104				
NO CHILD IN HSHLD	46165	3657	49.8	7.9	87	17869	57.1	38.7	100	3537	47.1	7.7	83				
CHILD(REN) UNDER 2 YRS	5325	*468	6.4	8.8	97	1745	5.6	32.8	85	*498	6.6	9.4	101				
2 - 5 YEARS	14221	1313	17.9	9.2	102	5283	16.9	37.1	96	1599	21.3	11.2	121				
6 - 11 YEARS	15117	1781	24.2	11.8	130	5993	19.2	39.6	103	1853	24.7	12.3	132				
12 - 17 YEARS	16611	1851	25.2	11.1	123	6779	21.7	40.8	106	1788	23.8	10.8	116				
RESIDENCE OWNED	55884	5035	68.5	9.0	99	24051	76.9	43.0	111	5153	68.7	9.2	100				
VALUE: $50,000 OR MORE	31744	3341	45.5	10.5	116	15377	49.1	48.4	125	3184	42.4	10.0	108				
VALUE: UNDER $50,000	24140	1694	23.0	7.0	77	8674	27.7	35.9	93	1969	26.2	8.2	88				

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NUTS FOR COOKING & SNACKS—KINDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	PISTACHIO NUTS A '000	B % DOWN	C % ACROSS	D INDX	WALNUTS A '000	B % DOWN	C % ACROSS	D INDX	OTHER KINDS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	7350	100.0	9.1	100	31294	100.0	38.6	100	7503	100.0	9.3	100				
MAGAZINES	QUINTILE 1	15799	2016	27.4	12.8	141	6869	21.9	43.5	113	1848	24.6	11.7	126				
	QUINTILE 2	17259	1649	22.4	9.6	105	7796	24.9	45.2	117	1954	26.0	11.3	122				
	QUINTILE 3	13545	1144	15.6	8.4	93	5557	17.8	41.0	106	1233	16.4	9.1	98				
	QUINTILE 4	15133	1197	16.3	7.9	87	5323	17.0	35.2	91	1164	15.5	7.7	83				
	QUINTILE 5	19250	1344	18.3	7.0	77	5750	18.4	29.9	77	1304	17.4	6.8	73				
NEWSPAPERS	QUINTILE 1	12413	1394	19.0	11.2	124	6036	19.3	48.6	126	1270	16.9	10.2	110				
	QUINTILE 2	24116	2219	30.2	9.2	101	9880	31.6	41.0	106	2153	28.7	8.9	96				
	QUINTILE 3	11261	979	13.3	8.7	96	4195	13.4	37.3	96	1020	13.6	9.1	98				
	QUINTILE 4	20255	1775	24.1	8.8	97	7612	24.3	37.6	97	2038	27.2	10.1	109				
	QUINTILE 5	12940	984	13.4	7.6	84	3572	11.4	27.6	71	1022	13.6	7.9	85				
OUTDOOR	QUINTILE 1	14852	1451	19.7	9.8	108	6010	19.2	40.5	105	1533	20.4	10.3	111				
	QUINTILE 2	15725	1415	19.3	9.0	99	6030	19.3	38.3	99	1614	21.5	10.3	111				
	QUINTILE 3	16330	1570	21.4	9.6	106	6244	20.0	38.2	99	1533	20.4	9.4	101				
	QUINTILE 4	16744	1505	20.5	9.0	99	6614	21.1	39.5	102	1331	17.7	7.9	86				
	QUINTILE 5	17334	1408	19.2	8.1	90	6396	20.4	36.9	95	1492	19.9	8.6	93				
RADIO-DRIVE TIME	QUINTILE 1	15911	1521	20.7	9.6	105	6537	20.9	41.1	106	1605	21.4	10.1	109				
	QUINTILE 2	14837	1289	17.5	8.7	96	6298	20.1	42.4	110	1483	19.8	10.0	108				
	QUINTILE 3	15339	1535	20.9	10.0	110	5452	17.4	35.5	92	1428	19.0	9.3	100				
	QUINTILE 4	16723	1759	23.9	10.5	116	6087	19.5	36.4	94	1550	20.7	9.3	100				
	QUINTILE 5	18176	1247	17.0	6.9	76	6921	22.1	38.1	99	1437	19.2	7.9	85				
RADIO-MID-DAY	TERCILE 1	21020	2133	29.0	10.1	112	8373	26.8	39.8	103	2032	27.1	9.7	104				
	TERCILE 2	21610	2117	28.8	9.8	108	8700	27.8	40.3	104	2300	30.7	10.6	115				
	TERCILE 3	38355	3100	42.2	8.1	89	14221	45.4	37.1	96	3171	42.3	8.3	89				
RADIO-TOTAL	QUINTILE 1	15988	1506	20.5	9.4	104	6710	21.4	42.0	109	1522	20.3	9.5	103				
	QUINTILE 2	15626	1537	20.9	9.8	108	6138	19.6	39.3	102	1519	20.2	9.7	105				
	QUINTILE 3	16723	1754	23.9	10.5	116	6272	20.0	37.5	97	1692	22.6	10.1	109				
	QUINTILE 4	16342	1492	20.3	9.1	101	6121	19.6	37.5	97	1634	21.8	10.0	108				
	QUINTILE 5	16306	1062	14.4	6.5	72	6055	19.3	37.1	96	1136	15.1	7.0	75				
TV-PRIME TIME	QUINTILE 1	15953	1255	17.1	7.9	87	5930	18.9	37.2	96	1316	17.5	8.2	89				
	QUINTILE 2	16137	1364	18.6	8.5	93	6648	21.2	41.2	107	1760	23.5	10.9	118				
	QUINTILE 3	16420	1651	22.5	10.1	111	6642	21.2	40.5	105	1558	20.8	9.5	102				
	QUINTILE 4	16687	1529	20.8	9.2	101	6254	20.0	37.5	97	1470	19.6	8.8	95				
	QUINTILE 5	15789	1551	21.1	9.8	108	5821	18.6	36.9	95	1399	18.6	8.9	96				
TV-DAYTIME	TERCILE 1	27736	2195	29.9	7.9	87	10026	32.0	36.1	94	2234	29.8	8.1	87				
	TERCILE 2	26489	2633	35.8	9.9	110	10267	32.8	38.8	100	2438	32.5	9.2	99				
	TERCILE 3	26761	2522	34.3	9.4	104	11001	35.2	41.1	106	2831	37.7	10.6	114				
TV-TOTAL	QUINTILE 1	16345	1077	14.7	6.6	73	5686	18.2	34.8	90	1396	18.6	8.5	92				
	QUINTILE 2	16447	1615	22.0	9.8	108	6329	20.2	38.5	100	1359	18.1	8.3	89				
	QUINTILE 3	15980	1304	17.7	8.2	90	6491	20.7	40.6	105	1457	19.4	9.1	98				
	QUINTILE 4	15887	1748	23.8	11.0	121	6742	21.5	42.4	110	1726	23.0	10.9	117				
	QUINTILE 5	16326	1607	21.9	9.8	108	6047	19.3	37.0	96	1564	20.8	9.6	103				
MAGAZINES-NEWSPAPERS: DUAL		20721	2235	30.4	10.8	119	9614	30.7	46.4	120	2371	31.6	11.4	124				
MAGAZINE IMPERATIVE		19186	2012	27.4	10.5	116	7687	24.6	40.1	104	2227	29.7	11.6	125				
NEWSPAPER IMPERATIVE		21899	1897	25.8	8.7	95	8402	26.8	38.4	99	1648	22.0	7.5	81				
MAGAZINES-OUTDOOR: DUAL		15451	1738	23.6	11.2	124	6668	21.3	43.2	112	1764	23.5	11.4	123				
MAGAZINE IMPERATIVE		25953	2577	35.1	9.9	109	11208	35.8	43.2	112	2715	36.2	10.5	113				
OUTDOOR IMPERATIVE		24400	1862	25.3	7.6	84	8589	27.4	35.2	91	2023	27.0	8.3	89				
MAGAZINES-RADIO: DUAL		18049	1966	26.7	10.9	120	7716	24.7	42.8	111	2008	26.8	11.1	120				
MAGAZINE IMPERATIVE		23571	2433	33.1	10.3	114	10304	32.9	43.7	113	2580	34.4	10.9	118				
RADIO IMPERATIVE		23278	2002	27.2	8.6	95	8268	26.4	35.5	92	1875	25.0	8.1	87				
MAGAZINES-TELEVISION: DUAL		15459	1552	21.1	10.0	111	6495	20.8	42.0	109	1676	22.3	10.8	117				
MAGAZINE IMPERATIVE		25829	2900	39.5	11.2	124	11526	36.8	44.6	115	2875	38.3	11.1	120				
TELEVISION IMPERATIVE		26039	1725	23.5	6.6	73	8678	27.7	33.3	86	1715	22.9	6.6	71				
NEWSPAPERS-OUTDOOR: DUAL		16605	1608	21.9	9.7	107	7156	22.9	43.1	112	1714	22.8	10.3	111				
NEWSPAPER IMPERATIVE		26834	2552	34.7	9.5	105	11307	36.1	42.1	109	2249	30.0	8.4	90				
OUTDOOR IMPERATIVE		23346	2101	28.6	9.0	99	8158	26.1	34.9	90	2298	30.6	9.8	106				
NEWSPAPERS-RADIO: DUAL		17133	1603	21.8	9.4	103	7371	23.6	43.0	111	1640	21.9	9.6	103				
NEWSPAPER IMPERATIVE		25892	2496	34.0	9.6	106	10958	35.0	42.3	110	2385	31.8	9.2	99				
RADIO IMPERATIVE		23167	2238	30.4	9.7	106	8304	26.5	35.8	93	2377	31.7	10.3	111				
NEWSPAPERS-TELEVISION: DUAL		17159	1524	20.7	8.9	98	7228	23.1	42.1	109	1468	19.6	8.6	92				
NEWSPAPER IMPERATIVE		26214	2557	34.8	9.8	107	11323	36.2	43.2	112	2570	34.3	9.8	106				
TELEVISION IMPERATIVE		23412	1741	23.7	7.4	82	7667	24.5	32.7	85	2013	26.8	8.6	93				
OUTDOOR-RADIO: DUAL		15303	1466	19.9	9.6	106	6420	20.5	42.0	109	1716	22.9	11.2	121				
OUTDOOR IMPERATIVE		24901	2231	30.4	9.0	99	9308	29.7	37.4	97	2404	32.0	9.7	104				
RADIO IMPERATIVE		26492	2690	36.6	10.2	112	10351	33.1	39.1	101	2323	31.0	8.8	95				
OUTDOOR-TELEVISION: DUAL		14794	1363	18.5	9.2	102	5575	17.8	37.7	98	1361	18.1	9.2	99				
OUTDOOR IMPERATIVE		25437	2583	35.1	10.2	112	10326	33.0	40.6	105	2716	36.2	10.7	115				
TELEVISION IMPERATIVE		27877	2102	28.6	7.5	83	10465	33.4	37.5	97	2258	30.1	8.1	87				
RADIO-TELEVISION: DUAL		15996	1383	18.8	8.6	95	5957	19.0	37.2	96	1373	18.3	8.6	93				
RADIO IMPERATIVE		25478	2662	36.2	10.4	115	10788	34.5	42.3	110	2711	36.1	10.6	115				
TELEVISION IMPERATIVE		26573	2040	27.8	7.7	85	9898	31.6	37.2	96	2266	30.2	8.5	92				

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	PISTACHIO NUTS A '000	B % DOWN	C % ACROSS	D INDX	HALNUTS A '000	B % DOWN	C % ACROSS	D INDX	OTHER KINDS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7350	100.0	9.1	100	31294	100.0	38.6	100	7503	100.0	9.3	100				
ATLANTIC MONTHLY	415	**50	0.7	12.0	133	*214	0.7	51.6	133	**52	0.7	12.5	135				
BARRON'S	453	**81	1.1	17.9	197	*227	0.7	50.1	130	**113	1.5	24.9	269				
BETTER HOMES & GARDENS	16256	1711	23.3	10.5	116	7483	23.9	46.0	119	1732	23.1	10.7	115				
BON APPETIT	2535	421	5.7	16.6	183	1448	4.6	57.1	148	408	5.4	16.1	174				
BUSINESS WEEK	1278	*118	1.6	9.2	102	505	1.6	39.5	102	*149	2.0	11.7	126				
CAR AND DRIVER	378	**32	0.4	8.5	93	**114	0.4	30.2	78	**37	0.5	9.8	106				
CBS MAGAZINE NETWORK (GROSS)	1498	*242	3.3	16.2	178	671	2.1	44.8	116	*171	2.3	11.4	123				
CHANGING TIMES	1505	*198	2.7	13.2	145	699	2.2	46.4	120	*200	2.7	13.3	143				
COLONIAL HOMES	1231	*187	2.5	15.2	167	536	1.7	43.5	113	*156	2.1	12.7	137				
CONDE NAST MAG. PKG. (GROSS)	14146	1810	24.6	12.8	141	5530	17.7	39.1	101	1799	24.0	12.7	137				
CONSUMERS DIGEST	1323	*211	2.9	15.9	176	622	2.0	47.0	122	*130	1.7	9.8	106				
COSMOPOLITAN	7102	939	12.8	13.2	146	2632	8.4	37.1	96	715	9.5	10.1	109				
COUNTRY LIVING	2481	250	3.4	10.1	111	1249	4.0	50.3	130	*212	2.8	8.5	92				
CUISINE	1472	319	4.3	21.7	239	717	2.3	48.7	126	*185	2.5	12.6	136				
CYCLE WORLD	425	**33	0.4	7.8	86	*189	0.6	44.5	115	**45	0.6	10.6	114				
DCI:CREATIVE IDEAS FOR LIV	2510	*253	3.4	10.1	111	1096	3.5	43.7	113	*235	3.1	9.4	101				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	666	9.1	9.9	110	2330	7.4	34.8	90	476	6.3	7.1	77				
DISCOVER	894	*127	1.7	14.2	157	413	1.3	46.2	120	*147	2.0	16.4	177				
EBONY	3507	426	5.8	12.1	134	946	3.0	27.0	70	182	2.4	5.2	56				
ESQUIRE	1083	*132	1.8	12.2	134	427	1.4	39.4	102	*144	1.9	13.3	144				
ESSENCE	1830	190	2.6	10.4	114	489	1.6	26.7	69	**76	1.0	4.2	45				
FAMILY CIRCLE	15930	1621	22.1	10.2	112	7395	23.6	46.4	120	1760	23.5	11.0	119				
THE FAMILY HANDYMAN	1126	**124	1.7	11.0	121	459	1.5	40.8	105	**123	1.6	10.9	118				
FAMILY WEEKLY	11468	851	11.6	7.4	82	4869	15.6	42.5	110	1126	15.0	9.8	106				
FIELD & STREAM	2234	*199	2.7	8.9	98	926	3.0	41.5	107	*240	3.2	10.7	116				
FOOD & WINE	579	*99	1.3	17.1	188	272	0.9	47.0	122	**61	0.8	10.5	114				
FORBES	728	**109	1.5	15.0	165	375	1.2	51.5	133	**115	1.5	15.8	171				
FORTUNE	906	*196	2.7	21.6	238	400	1.3	44.2	114	*175	2.3	19.3	208				
GENTLEMEN'S QUARTERLY	791	**146	2.0	18.5	203	306	1.0	38.7	100	**111	1.5	14.0	151				
GLAMOUR	5265	625	8.5	11.9	131	2091	6.7	39.7	103	684	9.1	13.0	140				
GOLF DIGEST	636	**40	0.5	6.3	69	*207	0.7	32.5	84	*138	1.8	21.7	234				
GOLF DIGEST/TENNIS (GROSS)	1186	**116	1.6	9.8	108	406	1.3	34.2	89	*201	2.7	16.9	183				
GOLF MAGAZINE	441	**32	0.4	7.3	80	*228	0.7	51.7	134	**65	0.9	14.7	159				
GOLF MAGAZINE/SKI (GROSS)	922	**67	0.9	7.3	80	464	1.5	50.3	130	*119	1.6	12.9	139				
GOOD HOUSEKEEPING	16487	1473	20.0	8.9	98	7291	23.3	44.2	114	1566	20.9	9.5	103				
HARPER'S BAZAAR	2423	418	5.7	17.3	190	1007	3.2	41.6	108	378	5.0	15.6	168				
HEALTH	1994	*290	3.9	14.5	160	809	2.6	40.6	105	*260	3.5	13.0	141				
HEARST MAG CORP. BUY (GROSS)	44101	5069	69.0	11.5	127	18840	60.2	42.7	111	4529	60.4	10.3	111				
HEARST MAN POWER (GROSS)	1993	*196	2.7	9.8	108	947	3.0	47.5	123	*251	3.3	12.6	136				
HEARST WOMAN POWER (GROSS)	31274	3355	45.6	10.7	118	13063	41.7	41.8	108	3096	41.3	9.9	107				
HOUSE BEAUTIFUL	3623	466	6.3	12.9	142	1603	5.1	44.2	115	340	4.5	9.4	101				
INC.	283	**73	1.0	25.8	284	*143	0.5	50.5	131	**54	0.7	19.1	206				
JET	2928	317	4.3	10.8	119	732	2.3	25.0	65	*158	2.1	5.4	58				
LADIES' HOME JOURNAL	11918	1228	16.7	10.3	114	5058	16.2	42.4	110	1323	17.6	11.1	120				
LHJ FAMILY GRP COMBO(GROSS)	16764	1824	24.8	10.9	120	7007	22.4	41.8	108	1916	25.5	11.4	123				
LIFE	4254	606	8.2	14.2	157	1836	5.9	43.2	112	477	6.4	11.2	121				
L.A. TIMES HOME MAGAZINE	1145	*151	2.1	13.2	145	609	1.9	53.2	138	*190	2.5	16.6	179				
MADEMOISELLE	2884	331	4.5	11.5	126	1089	3.5	37.8	98	278	3.7	9.6	104				
MC CALL'S	13460	1400	19.0	10.4	115	5825	18.6	43.3	112	1266	16.9	9.4	102				
MC CALL'S/MRK MOTHER (GROSS)	14606	1551	21.1	10.6	117	6298	20.1	43.1	112	1435	19.1	9.8	106				
MECHANIX ILLUSTRATED	772	**109	1.5	14.1	156	313	1.0	40.5	105	**107	1.4	13.9	150				
METROPOLITAN HOME	967	*190	2.6	19.6	216	431	1.4	44.6	115	**90	1.2	9.3	100				
MONEY	1588	*176	2.4	11.1	122	682	2.2	42.9	111	*176	2.3	11.1	120				
MOTHER EARTH NEWS	1002	**90	1.2	9.0	99	579	1.9	57.8	150	*144	1.9	14.4	155				
MS.	825	*157	2.1	19.0	210	339	1.1	41.1	106	*121	1.6	14.7	158				
NATIONAL ENQUIRER	10336	945	12.9	9.1	101	3512	11.2	34.0	88	973	13.0	9.4	102				
NATIONAL GEOGRAPHIC	9597	1185	16.1	12.3	136	4558	14.6	47.5	123	1292	17.2	13.5	145				
NATIONAL SUNDAY MAGAZINE PKG	49558	4777	65.0	9.6	106	20711	66.2	41.8	108	4735	63.1	9.6	103				
NATURAL HISTORY	573	**97	1.3	16.9	187	324	1.0	56.5	146	**94	1.3	16.4	177				
NEW WOMAN	1699	*194	2.6	11.4	126	597	1.9	35.1	91	*205	2.7	12.1	130				
NEW YORK INCLUDING CUE	443	**64	0.9	14.4	159	204	0.7	46.0	119	**51	0.7	11.5	124				
THE NEW YORKER	1270	195	2.7	15.4	169	651	2.1	51.3	133	*147	2.0	11.6	125				
NEWSWEEK	6277	811	11.0	12.9	142	2792	8.9	44.5	115	810	10.8	12.9	139				
THE N.Y. TIMES DAILY EDITION	1205	*187	2.5	15.5	171	607	1.9	50.4	130	*114	1.5	9.5	102				
THE N.Y. TIMES MAGAZINE	2081	343	4.7	16.5	182	1189	3.8	57.1	148	376	5.0	18.1	195				
OMNI	788	*133	1.8	16.9	186	324	1.0	41.1	106	*174	2.3	22.1	238				
ON CABLE	1158	*161	2.2	13.9	153	395	1.3	34.1	88	**129	1.7	11.1	120				
1001 HOME IDEAS	2852	305	4.1	10.7	118	1140	3.6	40.0	103	333	4.4	11.7	126				
ORGANIC GARDENING	1658	*173	2.4	10.4	115	960	3.1	57.9	150	*206	2.7	12.4	134				
OUTDOOR LIFE	896	**70	1.0	7.8	86	367	1.2	41.0	106	**103	1.4	11.5	124				
PARADE MAGAZINE	24275	2528	34.4	10.4	115	10018	32.0	41.3	107	2282	30.4	9.4	101				

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	PISTACHIO NUTS A '000	B % DOWN	C % ACROSS	D INDX	WALNUTS A '000	B % DOWN	C % ACROSS	D INDX	OTHER KINDS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7350	100.0	9.1	100	31294	100.0	38.6	100	7503	100.0	9.3	100				
PARENTS	3845	501	6.8	13.0	144	1482	4.7	38.5	100	474	6.3	12.3	133				
PENTHOUSE	831	**96	1.3	11.6	127	316	1.0	38.0	98	**118	1.6	14.2	153				
PEOPLE	11645	1362	18.5	11.7	129	4660	14.9	40.0	104	1265	16.9	10.9	117				
PLAYBOY	2006	253	3.4	12.6	139	740	2.4	36.9	95	*264	3.5	13.2	142				
POPULAR HOT RODDING	297	**39	0.5	13.1	145	**98	0.3	33.0	85	**48	0.6	16.2	174				
POPULAR MECHANICS	1018	**98	1.3	9.6	106	540	1.7	53.0	137	**154	2.1	15.1	163				
POPULAR SCIENCE	878	**84	1.1	9.6	105	365	1.2	41.6	108	**85	1.1	9.7	104				
PREVENTION	3913	345	4.7	8.8	97	1987	6.3	50.8	131	435	5.8	11.1	120				
PSYCHOLOGY TODAY	1710	194	2.6	11.3	125	726	2.3	42.5	110	*223	3.0	13.0	141				
READER'S DIGEST	22204	1946	26.5	8.8	97	9799	31.3	44.1	114	2325	31.0	10.5	113				
REDBOOK	7684	943	12.8	12.3	135	3140	10.0	40.9	106	815	10.9	10.6	114				
ROAD & TRACK	410	**64	0.9	15.6	172	*218	0.7	53.2	138	**56	0.7	13.7	147				
ROLLING STONE	969	*168	2.3	17.3	191	387	1.2	39.9	103	*144	1.9	14.9	160				
RUNNER'S WORLD	298	**61	0.8	20.5	226	*161	0.5	54.0	140	**54	0.7	18.1	196				
SATURDAY EVENING POST	1169	*154	2.1	13.2	145	561	1.8	48.0	124	**90	1.2	7.7	83				
SCIENCE 84	587	**98	1.3	16.7	184	309	1.0	52.6	136	**52	0.7	8.9	96				
SCIENCE DIGEST	482	**36	0.5	7.5	82	*208	0.7	43.2	112	**53	0.7	11.0	119				
SCIENTIFIC AMERICAN	594	**54	0.7	9.1	100	271	0.9	45.6	118	**62	0.8	10.4	113				
SELF	2089	364	5.0	17.4	192	800	2.6	38.3	99	313	4.2	15.0	162				
SEVENTEEN	2411	365	5.0	15.1	167	926	3.0	38.4	99	*314	4.2	13.0	141				
SKI	480	**36	0.5	7.5	83	236	0.8	49.2	127	**54	0.7	11.3	121				
SMITHSONIAN	2760	473	6.4	17.1	189	1402	4.5	50.8	131	337	4.5	12.2	132				
SOAP OPERA DIGEST	3013	340	4.6	11.3	124	1081	3.5	35.9	93	*252	3.4	8.4	90				
SOUTHERN LIVING	4184	413	5.6	9.9	109	1234	3.9	29.5	76	*241	3.2	5.8	62				
SPORT	559	**68	0.9	12.2	134	*191	0.6	34.2	88	**41	0.5	7.3	79				
THE SPORTING NEWS	436	**75	1.0	17.2	190	*202	0.6	46.3	120	**29	0.4	6.7	72				
SPORTS AFIELD	493	**61	0.8	12.4	136	*199	0.6	40.4	104	**45	0.6	9.1	99				
SPORTS ILLUSTRATED	2758	401	5.5	14.5	160	1143	3.7	41.4	107	347	4.6	12.6	136				
STAR	7456	794	10.8	10.6	117	2610	8.3	35.0	91	555	7.4	7.4	80				
SUNDAY	24936	2517	34.2	10.1	111	10471	33.5	42.0	109	2419	32.2	9.7	105				
SUNSET	2124	402	5.5	18.9	209	1344	4.3	63.3	164	*286	3.8	13.5	145				
TV GUIDE	21661	2201	29.9	10.2	112	8506	27.2	39.3	102	2039	27.2	9.4	102				
TENNIS	550	**76	1.0	13.8	152	*200	0.6	36.4	94	**64	0.9	11.6	126				
TIME	8880	1078	14.7	12.1	134	4094	13.1	46.1	119	1114	14.8	12.5	135				
TOWN & COUNTRY	917	*142	1.9	15.5	171	399	1.3	43.5	113	**88	1.2	9.6	104				
TRAVEL & LEISURE	972	*161	2.2	16.6	183	496	1.6	51.0	132	**115	1.5	11.8	128				
TRUE STORY	3356	*293	4.0	8.7	96	1107	3.5	33.0	85	354	4.7	10.5	114				
U.S.NEWS & WORLD REPORT	3410	381	5.2	11.2	123	1557	5.0	45.7	118	486	6.5	14.3	154				
USA TODAY	1759	*140	1.9	8.0	88	900	2.9	51.2	132	*196	2.6	11.1	120				
US	1873	293	4.0	15.6	172	764	2.4	40.8	106	*200	2.7	10.7	115				
VOGUE	3909	490	6.7	12.5	138	1550	5.0	39.7	103	523	7.0	13.4	144				
WALL STREET JOURNAL	1886	313	4.3	16.6	183	908	2.9	48.1	125	*224	3.0	11.9	128				
WEIGHT WATCHERS	2120	*178	2.4	8.4	93	1065	3.4	50.2	130	281	3.7	13.3	143				
WOMAN'S DAY	14172	1534	20.9	10.8	119	6691	21.4	47.2	122	1543	20.6	10.9	118				
WORKING MOTHER	1146	*151	2.1	13.2	145	473	1.5	41.3	107	*168	2.2	14.7	158				
WORKING WOMAN	1322	*135	1.8	10.2	113	564	1.8	42.7	110	*197	2.6	14.9	161				
WORLD TENNIS	*163	**13	0.2	8.0	88	**65	0.2	39.9	103	**33	0.4	20.2	219				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	265	3.6	10.5	115	1118	3.6	44.2	114	233	3.1	9.2	99				
BLAIR INSERTS	43657	4654	63.3	10.7	117	18529	59.2	42.4	110	4258	56.8	9.8	105				
DAILY NEWSPAPERS																	
READ ANY	51633	4749	64.6	9.2	101	21591	69.0	41.8	108	4687	62.5	9.1	98				
READ ONE	43463	3795	51.6	8.7	96	17689	56.5	40.7	105	4028	53.7	9.3	100				
READ TWO OR MORE	8170	954	13.0	11.7	129	3902	12.5	47.8	124	659	8.8	8.1	87				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5224	71.1	9.9	109	21964	70.2	41.7	108	5119	68.2	9.7	105				
READ ONE	46126	4533	61.7	9.8	108	18678	59.7	40.5	105	4321	57.6	9.4	101				
READ TWO OR MORE	6552	691	9.4	10.5	116	3285	10.5	50.1	130	798	10.6	12.2	131				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.63				27.64				28.53							
30 DAY REACH	71455	6635	90.3	9.3	102	27762	88.7	38.9	101	6856	91.4	9.6	104				
50 SHWG - 30 DAY AV FREQ	14.56	14.55				14.55				15.27							
30 DAY REACH	67742	6308	85.8	9.3	103	26409	84.4	39.0	101	6412	85.5	9.5	102				
25 SHWG - 30 DAY AV FREQ	7.94	7.88				7.91				8.30							
30 DAY REACH	62117	5785	78.7	9.3	103	24262	77.5	39.1	101	5891	78.5	9.5	102				
CABLE TV: HOME WIRED	32077	3201	43.6	10.0	110	13562	43.3	42.3	109	3457	46.1	10.8	116				
HOME NOT WIRED	48909	4149	56.4	8.5	93	17732	56.7	36.3	94	4046	53.9	8.3	89				
HAVE PAY CABLE	15935	1975	26.9	12.4	137	7194	23.0	45.1	117	1893	25.2	11.9	128				

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	PISTACHIO NUTS A '000	B % DOWN	C % ACROSS	D INDX	WALNUTS A '000	B % DOWN	C % ACROSS	D INDX	OTHER KINDS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7350	100.0	9.1	100	31294	100.0	38.6	100	7503	100.0	9.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4127	56.1	9.4	104	17682	56.5	40.3	104	4330	57.7	9.9	106				
10:00 AM - 3:00 PM	30659	3081	41.9	10.0	111	12349	39.5	40.3	104	3150	42.0	10.3	111				
3:00 PM - 7:00 PM	31045	3127	42.5	10.1	111	12302	39.3	39.6	103	3281	43.7	10.6	114				
7:00 PM - MIDNIGHT	15767	1485	20.2	9.4	104	6154	19.7	39.0	101	1525	20.3	9.7	104				
MIDNIGHT - 6:00 AM	9120	931	12.7	10.2	112	3822	12.2	41.9	108	929	12.4	10.2	110				
6:00 AM - MIDNIGHT	58527	5747	78.2	9.8	108	23116	73.9	39.5	102	5834	77.8	10.0	108				
ENTIRE DAY	59311	5796	78.9	9.8	108	23414	74.8	39.5	102	5929	79.0	10.0	108				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1588	21.6	9.8	108	7355	23.5	45.5	118	1724	23.0	10.7	115				
ALL NEWS	2256	363	4.9	16.1	177	997	3.2	44.2	114	300	4.0	13.3	144				
AOR/PROGRESSIVE	3874	491	6.7	12.7	140	1598	5.1	41.2	107	470	6.3	12.1	131				
BEAUTIFUL MUSIC	5660	606	8.2	10.7	118	2245	7.2	39.7	103	520	6.9	9.2	99				
BLACK	2204	*211	2.9	9.6	105	555	1.8	25.2	65	*155	2.1	7.0	76				
CLASSICAL	1418	*169	2.3	11.9	131	674	2.2	47.5	123	*187	2.5	13.2	142				
CHR/ROCK	9538	1104	15.0	11.6	128	3738	11.9	39.2	101	1086	14.5	11.4	123				
COUNTRY	12648	1006	13.7	8.0	88	4628	14.8	36.6	95	1189	15.8	9.4	101				
GOLDEN OLDIES	1191	**101	1.4	8.5	93	313	1.0	26.3	68	**75	1.0	6.3	68				
MOR/NOSTALGIA	4757	388	5.3	8.2	90	2021	6.5	42.5	110	378	5.0	7.9	86				
NEWS/TALK	3863	465	6.3	12.0	133	1801	5.8	46.6	121	380	5.1	9.8	106				
RELIGIOUS	3084	*179	2.4	5.8	64	970	3.1	31.5	81	384	5.1	12.5	134				
SOFT ROCK	521	**48	0.7	9.2	102	*178	0.6	34.2	88	**35	0.5	6.7	73				
URBAN CONTEMPORARY	1585	*158	2.1	10.0	110	368	1.2	23.2	60	**87	1.2	5.5	59				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	359	4.9	11.0	121	1240	4.0	38.0	98	*291	3.9	8.9	96				
ABC DIRECTION	2316	*229	3.1	9.9	109	1027	3.3	44.3	115	*305	4.1	13.2	142				
ABC ENTERTAINMENT	4834	476	6.5	9.8	108	1884	6.0	39.0	101	408	5.4	8.4	91				
ABC FM	2202	*206	2.8	9.4	103	720	2.3	32.7	85	*183	2.4	8.3	90				
ABC INFORMATION	5425	521	7.1	9.6	106	2613	8.3	48.2	125	646	8.6	11.9	129				
ABC ROCK	1677	*239	3.3	14.3	157	725	2.3	43.2	112	*232	3.1	13.8	149				
CBS	4430	419	5.7	9.5	104	2091	6.7	47.2	122	419	5.6	9.5	102				
MUTUAL	4992	578	7.9	11.6	128	2357	7.5	47.2	122	524	7.0	10.5	113				
NBC	4679	465	6.3	9.9	110	2078	6.6	44.4	115	422	5.6	9.0	97				
RADIORADIO	1994	*173	2.4	8.7	96	666	2.1	33.4	86	*209	2.8	10.5	113				
RKO ONE	2298	*179	2.4	7.8	86	750	2.4	32.6	84	*286	3.8	12.4	134				
RKO TWO	3311	293	4.0	8.8	98	1187	3.8	35.9	93	381	5.1	11.5	124				
THE SOURCE	2114	*266	3.6	12.6	139	700	2.2	33.1	86	*177	2.4	8.4	90				
NON-WIRED : BLAIR	8654	863	11.7	10.0	110	3362	10.7	38.8	101	820	10.9	9.5	102				
INTERNET	12025	1370	18.6	11.4	126	4775	15.3	39.7	103	1470	19.6	12.2	132				
KATZ RADIO GROUP	15359	1629	22.2	10.6	117	6777	21.7	44.1	114	1472	19.6	9.6	103				
SUPERNET	10628	808	11.0	7.6	84	3802	12.1	35.8	93	1034	13.8	9.7	105				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	705	9.6	8.1	90	3074	9.8	35.5	92	705	9.4	8.1	88				
WKDAY 9:00 AM - 1:00 PM	12163	962	13.1	7.9	87	4282	13.7	35.2	91	933	12.4	7.7	83				
WKDAY 1:00 PM - 4:30 PM	16150	1263	17.2	7.8	86	5695	18.2	35.3	91	1284	17.1	8.0	86				
WKDAY 4:30 PM - 7:30 PM	22463	1798	24.5	8.0	88	8480	27.1	37.8	98	2005	26.7	8.9	96				
WKDAY 7:30 PM - 8:00 PM	31795	2654	36.1	8.3	92	11959	38.2	37.6	97	2720	36.3	8.6	92				
WKDAY 11:00 PM - 11:30 PM	23977	1971	26.8	8.2	91	9408	30.1	39.2	102	2209	29.4	9.2	99				
WKDAY 11:30 PM - 1:00 AM	7703	670	9.1	8.7	96	3030	9.7	39.3	102	749	10.0	9.7	105				
M-SAT 8-11 PM+SUN 7-11 PM	33800	2928	39.8	8.7	95	13214	42.2	39.1	101	3119	41.6	9.2	100				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	598	8.1	9.1	101	2430	7.8	37.2	96	565	7.5	8.6	93				
ANOTHER WORLD N	4620	407	5.5	8.8	97	1642	5.2	35.5	92	370	4.9	8.0	86				
AS THE WORLD TURNS C	5614	339	4.6	6.0	67	1788	5.7	31.8	82	320	4.3	5.7	62				
CAPITOL C	3396	209	2.8	6.2	68	1003	3.2	29.5	76	195	2.6	5.7	62				
CBS MORN. NEWS 1 C	1446	*94	1.3	6.5	72	467	1.5	32.3	84	*97	1.3	6.7	72				
CBS MORN. NEWS 2 C	1207	*69	0.9	5.7	63	410	1.3	34.0	88	*67	0.9	5.6	60				
DAYS OF OUR LIVES N	5877	477	6.5	8.1	89	2310	7.4	39.3	102	461	6.1	7.8	85				
FACTS OF LIFE - DAYTIME N	2290	198	2.7	8.6	95	696	2.2	30.4	79	138	1.8	6.0	65				
FAMILY FEUD A	3023	200	2.7	6.6	73	1082	3.5	35.8	93	174	2.3	5.8	62				
GENERAL HOSPITAL A	6097	560	7.6	9.2	101	2215	7.1	36.3	94	621	8.3	10.2	110				
GOOD MORNING, AMERICA-730 A	3515	333	4.5	9.5	104	1328	4.2	37.8	98	306	4.1	8.7	94				
GOOD MORNING, AMERICA-830 A	2818	240	3.3	8.5	94	1154	3.7	41.0	106	216	2.9	7.7	83				
GUIDING LIGHT C	5339	350	4.8	6.6	72	1764	5.6	33.0	86	278	3.7	5.2	56				
ONE LIFE TO LIVE A	4478	367	5.0	8.2	90	1564	5.0	34.9	90	437	5.8	9.8	105				
PRESS YOUR LUCK C	2244	191	2.6	8.5	94	869	2.8	38.7	100	189	2.5	8.4	91				
PRICE IS RIGHT 1 C	4348	283	3.9	6.5	72	1349	4.3	31.0	80	318	4.2	7.3	79				
PRICE IS RIGHT 2 C	5014	321	4.4	6.4	71	1655	5.3	33.0	85	357	4.8	7.1	77				
RYAN'S HOPE A	3150	354	4.8	11.2	124	1243	4.0	39.5	102	278	3.7	8.8	95				
SALE OF THE CENTURY N	2695	239	3.3	8.9	98	914	2.9	33.9	88	242	3.2	9.0	97				
SEARCH FOR TOMORROW N	2319	*116	1.6	5.0	55	783	2.5	33.8	87	191	2.5	8.2	89				
TODAY SHOW 1 N	2693	237	3.2	8.8	97	930	3.0	34.5	89	268	3.6	10.0	107				
TODAY SHOW 2 N	2498	249	3.4	10.0	110	891	2.8	35.7	92	174	2.3	7.0	75				
$25,000 PYRAMID C	2753	225	3.1	8.2	90	985	3.1	35.8	93	252	3.4	9.2	99				
WHEEL OF FORTUNE N	4388	347	4.7	7.9	87	1553	5.0	35.4	92	318	4.2	7.2	78				
YOUNG AND THE RESTLESS C	5695	328	4.5	5.8	63	1754	5.6	30.8	80	329	4.4	5.8	62				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	142	1.9	8.1	89	622	2.0	35.3	91	150	2.0	8.5	92				
NBA PLAYOFF GAME -1 C	1136	*84	1.1	7.4	81	437	1.4	38.5	100	*99	1.3	8.7	94				
NBC MAJOR LEAGUE PRE-GAME N	953	**48	0.7	5.0	55	*249	0.8	26.1	68	**42	0.6	4.4	48				
SPORTSWORLD - SUN N	1233	**64	0.9	5.2	57	404	1.3	32.8	85	**126	1.7	10.2	110				
SUNDAY MORNING C	1611	*133	1.8	8.3	91	603	1.9	37.4	97	*122	1.6	7.6	82				

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NUTS FOR COOKING & SNACKS-KINDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	PISTACHIO NUTS A '000	B % DOWN	C % ACROSS	D INDX	WALNUTS A '000	B % DOWN	C % ACROSS	D INDX	OTHER KINDS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	7350	100.0	9.1	100	31294	100.0	38.6	100	7503	100.0	9.3	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1973	26.8	7.6	83	9670	30.9	37.1	96	2149	28.6	8.2	89				
NETWORK AFFILIATES - LATE		20261	1640	22.3	8.1	89	7913	25.3	39.1	101	1928	25.7	9.5	103				
INDEPENDENTS - LATE		2076	185	2.5	8.9	98	971	3.1	46.8	121	217	2.9	10.5	113				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	931	12.7	8.9	98	3751	12.0	35.9	93	826	11.0	7.9	85				
ABC MONDAY NIGHT MOVIE	A	6412	648	8.8	10.1	111	2492	8.0	38.9	101	551	7.3	8.6	93				
ABC SUNDAY NIGHT MOVIE	A	12407	1144	15.6	9.2	102	5006	16.0	40.3	104	1115	14.9	9.0	97				
ABC WORLD NEWS TONIGHT	A	6176	440	6.0	7.1	78	2273	7.3	36.8	95	470	6.3	7.6	82				
AFTERMASH	C	5863	577	7.9	9.8	108	2275	7.3	38.8	100	494	6.6	8.4	91				
ALICE	C	9594	910	12.4	9.5	105	3702	11.8	38.6	100	861	11.5	9.0	97				
AMERICAN PARADE	C	6622	601	8.2	9.1	100	2533	8.1	38.3	99	531	7.1	8.0	87				
BENSON	A	10886	827	11.3	7.6	84	4286	13.7	39.4	102	925	12.3	8.5	92				
BLUE THUNDER	A	5036	340	4.6	6.8	74	1959	6.3	38.9	101	392	5.2	7.8	84				
CAGNEY & LACEY	C	9965	901	12.3	9.0	100	4000	12.8	40.1	104	912	12.2	9.2	99				
CBS EVENING NEWS-DEAN	C	3491	*252	3.4	7.2	80	1495	4.8	42.8	111	*296	3.9	8.5	92				
CBS EVENING NEWS-RATHER	C	7123	491	6.7	6.9	76	2889	9.2	40.6	105	577	7.7	8.1	87				
CBS SAT. NEWS-SCHIEFFER	C	3621	194	2.6	5.4	59	1379	4.4	38.1	99	286	3.8	7.9	85				
CBS SATURDAY NIGHT MOVIE	C	5436	513	7.0	9.4	104	2144	6.9	39.4	102	505	6.7	9.3	100				
CBS WEDNESDAY NIGHT MOVIE	C	6100	472	6.4	7.7	85	2314	7.4	37.9	98	490	6.5	8.0	87				
CHEERS	N	8889	954	13.0	10.7	118	3672	11.7	41.3	107	1023	13.6	11.5	124				
DALLAS	C	22109	1947	26.5	8.8	97	8353	26.7	37.8	98	1901	25.3	8.6	93				
DIFF'RENT STROKES	N	6940	509	6.9	7.3	81	2405	7.7	34.7	90	473	6.3	6.8	74				
DOUBLE TROUBLE	N	7223	669	9.1	9.3	102	2653	8.5	36.7	95	713	9.5	9.9	107				
DUCK FACTORY	N	5595	565	7.7	10.1	111	2224	7.1	39.7	103	556	7.4	9.9	107				
DUKES OF HAZZARD	C	5768	409	5.6	7.1	78	2178	7.0	37.8	98	609	8.1	10.6	114				
DYNASTY	A	20053	1654	22.5	8.2	91	7282	23.3	36.3	94	1924	25.6	9.6	104				
FACTS OF LIFE	N	8087	667	9.1	8.2	91	2933	9.4	36.3	94	686	9.1	8.5	92				
FALCON CREST	C	20046	1678	22.8	8.4	92	7515	24.0	37.5	97	1714	22.8	8.6	92				
FALL GUY	A	9084	794	10.8	8.7	96	3431	11.0	37.8	98	873	11.6	9.6	104				
FAMILY TIES	N	7964	656	8.9	8.2	91	3066	9.8	38.5	100	669	8.9	8.4	91				
FANTASY ISLAND	A	7687	608	8.3	7.9	87	2791	8.9	36.3	94	761	10.1	9.9	107				
FOULUPS,BLEEPS & BLUNDERS	A	8861	758	10.3	8.6	94	3433	11.0	38.7	100	768	10.2	8.7	94				
FOUR SEASONS	C	5095	527	7.2	10.3	114	1910	6.1	37.5	97	478	6.4	9.4	101				
GIMME A BREAK	N	8838	660	9.0	7.5	82	3169	10.1	35.9	93	640	8.5	7.2	78				
HART TO HART	A	8978	814	11.1	9.1	100	3435	11.0	38.3	99	858	11.4	9.6	103				
HILL STREET BLUES	N	8590	977	13.3	11.4	125	3612	11.5	42.0	109	991	13.2	11.5	125				
HOTEL	A	14085	1330	18.1	9.4	104	5424	17.3	38.5	100	1516	20.2	10.8	116				
JEFFERSONS	C	9360	860	11.7	9.2	101	3392	10.8	36.2	94	895	11.9	9.6	103				
JENNIFER SLEPT HERE	N	5841	416	5.7	7.1	78	2123	6.8	36.3	94	602	8.0	10.3	111				
KATE & ALLIE	C	9206	718	9.8	7.8	86	3528	11.3	38.3	99	833	11.1	9.0	98				
KNIGHT RIDER	N	7076	563	7.7	8.0	88	2804	9.0	39.6	103	603	8.0	8.5	92				
LOVE BOAT	A	12219	806	11.0	6.6	73	4357	13.9	35.7	92	1096	14.6	9.0	97				
MAGNUM PI	C	11199	993	13.5	8.9	98	4170	13.3	37.2	96	1051	14.0	9.4	101				
MAMA'S FAMILY	N	6057	456	6.2	7.5	83	2344	7.5	38.7	100	510	6.8	8.4	91				
MASTER, THE	N	3598	285	3.9	7.9	87	1451	4.6	40.3	104	324	4.3	9.0	97				
MATT HOUSTON	A	6344	495	6.7	7.8	86	2706	8.6	42.7	110	555	7.4	8.7	94				
NBC MONDAY NIGHT MOVIE	N	11994	1058	14.4	8.8	97	4435	14.2	37.0	96	1228	16.4	10.2	111				
NBC NIGHTLY NEWS	N	5132	501	6.8	9.8	108	1982	6.3	38.6	100	488	6.5	9.5	103				
NBC NIGHTLY NEWS-SAT	N	3375	*172	2.3	5.1	56	1213	3.9	35.9	93	*270	3.6	8.0	86				
NBC NIGHTLY NEWS-SUN	N	3130	252	3.4	8.1	89	1169	3.7	37.3	97	*255	3.4	8.1	88				
NBC SUNDAY NIGHT MOVIE	N	8284	768	10.4	9.3	102	3113	9.9	37.6	97	857	11.4	10.3	112				
NEWHART	C	9240	745	10.1	8.1	89	3649	11.7	39.5	102	768	10.2	8.3	90				
ONE DAY AT A TIME	C	7288	619	8.4	8.5	94	2709	8.7	37.2	96	547	7.3	7.5	81				
PEOPLE ARE FUNNY	N	4855	330	4.5	6.8	75	1977	6.3	40.7	105	381	5.1	7.8	85				
REAL PEOPLE	N	8869	698	9.5	7.9	87	3158	10.1	35.6	92	633	8.4	7.1	77				
REMINGTON STEELE	N	7743	653	8.9	8.4	93	3094	9.9	40.0	103	627	8.4	8.1	87				
RIPLEY'S BELIEVE IT - NOT	A	5345	422	5.7	7.9	87	2088	6.7	39.1	101	571	7.6	10.7	115				
RIPTIDE	N	6988	685	9.3	9.8	108	2927	9.4	41.9	108	698	9.3	10.0	108				
SCARECROW & MRS. KING	C	10002	811	11.0	8.1	89	3831	12.2	38.3	99	819	10.9	8.2	88				
SIMON & SIMON	C	10638	824	11.2	7.7	85	4127	13.2	38.8	100	991	13.2	9.3	101				
60 MINUTES	C	13293	1239	16.9	9.3	103	5308	17.0	39.9	103	1358	18.1	10.2	110				
ST. ELSEWHERE	N	7017	824	11.2	11.7	129	2748	8.8	39.2	101	760	10.1	10.8	117				
THREE'S COMPANY	A	10917	1017	13.8	9.3	103	4124	13.2	37.8	98	1057	14.1	9.7	105				
T.J. HOOKER	A	9204	653	8.9	7.1	78	3390	10.8	36.8	95	882	11.8	9.6	103				
TONIGHT SHOW	N	2372	231	3.1	9.7	107	977	3.1	41.2	107	239	3.2	10.1	109				
TRAPPER JOHN, M.D.	C	9846	815	11.1	8.3	91	3709	11.9	37.7	97	875	11.7	8.9	96				
TV BLOOPERS & PRAC. JOKES	N	9105	852	11.6	9.4	103	3309	10.6	36.3	94	846	11.3	9.3	100				
20/20	A	9387	788	10.7	8.4	92	3808	12.2	40.6	105	870	11.6	9.3	100				
WEBSTER	A	11067	836	11.4	7.6	83	4226	13.5	38.2	99	934	12.4	8.4	91				
WORLD NEWS - SUN	A	3062	*195	2.7	6.4	70	1102	3.5	36.0	93	312	4.2	10.2	110				
YELLOW ROSE	N	4978	402	5.5	8.1	89	2003	6.4	40.2	104	584	7.8	11.7	127				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	736	10.0	8.3	91	4115	13.1	46.4	120	646	8.6	7.3	79				
BASKETBALL - COLLEGE GAMES		4080	*319	4.3	7.8	86	1694	5.4	41.5	107	*261	3.5	6.4	69				
BASKETBALL - PRO GAMES		3607	**412	5.6	11.4	126	1547	4.9	42.9	111	**247	3.3	6.8	74				
BOWLING		3883	*527	7.2	13.6	150	1791	5.7	46.1	119	*244	3.3	6.3	68				
BOXING		3928	*407	5.5	10.4	114	1426	4.6	36.3	94	*316	4.2	8.0	87				
FOOTBALL - COLLEGE GAMES		6366	556	7.6	8.7	96	2724	8.7	42.8	111	624	8.3	9.8	106				
FOOTBALL - PRO GAMES		11300	1060	14.4	9.4	103	4943	15.8	43.7	113	1168	15.6	10.3	112				
GOLF		3378	*319	4.3	9.4	104	1624	5.2	48.1	124	**237	3.2	7.0	76				
POST-SEASON COLL. FOOTBALL		4906	**484	6.6	9.9	109	2159	6.9	44.0	114	**482	6.4	9.8	106				
POST-SEASON PRO FOOTBALL		6120	590	8.0	9.6	106	2776	8.9	45.4	117	691	9.2	11.3	122				
TENNIS		3033	*303	4.1	10.0	110	1360	4.3	44.8	116	*259	3.5	8.5	92				
WRESTLING - PROFESSIONAL		3344	**476	6.5	14.2	157	1086	3.5	32.5	84	**401	5.3	12.0	129				

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NUTS FOR COOKING & SNACKS—HOW USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	FOR COOKING A '000	B % DOWN	C % ACROSS %	D INDX	FOR SNACKS A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40469	100.0	50.0	100	44072	100.0	54.4	100								
18 - 24	9282	3230	8.0	34.8	70	4384	9.9	47.2	87								
25 - 34	19072	9337	23.1	49.0	98	11302	25.6	59.3	109								
35 - 44	14591	7659	18.9	52.5	105	8676	19.7	59.5	109								
45 - 54	11345	6429	15.9	56.7	113	6952	15.8	61.3	113								
55 - 64	11635	6191	15.3	53.2	106	6408	14.5	55.1	101								
65 OR OLDER	15061	7622	18.8	50.6	101	6351	14.4	42.2	77								
18 - 34	28354	12568	31.1	44.3	89	15686	35.6	55.3	102								
18 - 49	48339	23208	57.3	48.0	96	27724	62.9	57.4	105								
25 - 54	45008	23426	57.9	52.0	104	26930	61.1	59.8	110								
35 - 49	19985	10641	26.3	53.2	107	12038	27.3	60.2	111								
50 OR OLDER	32647	17261	42.7	52.9	106	16348	37.1	50.1	92								
GRADUATED COLLEGE	11155	6868	17.0	61.6	123	7214	16.4	64.7	119								
ATTENDED COLLEGE	13682	7888	19.5	57.7	115	8620	19.6	63.0	116								
GRADUATED HIGH SCHOOL	33880	16751	41.4	49.4	99	18982	43.1	56.0	103								
DID NOT GRADUATE HIGH SCHOOL	22270	8962	22.1	40.2	81	9256	21.0	41.6	76								
EMPLOYED	40306	20808	51.4	51.6	103	23478	53.3	58.2	107								
EMPLOYED FULL-TIME	32850	16816	41.6	51.2	102	19211	43.6	58.5	107								
EMPLOYED PART-TIME	7456	3992	9.9	53.5	107	4267	9.7	57.2	105								
NOT EMPLOYED	40680	19661	48.6	48.3	97	20595	46.7	50.6	93								
PROFESSIONAL/MANAGER	10392	6023	14.9	58.0	116	6763	15.3	65.1	120								
TECH/CLERICAL/SALES	17574	9343	23.1	53.2	106	10570	24.0	60.1	111								
PRECISION/CRAFT	985	*463	1.1	47.0	94	557	1.3	56.5	104								
OTHER EMPLOYED	11354	4979	12.3	43.9	88	5588	12.7	49.2	90								
SINGLE	9863	3482	8.6	35.3	71	4697	10.7	47.6	88								
MARRIED	51375	28013	69.2	54.5	109	30327	68.8	59.0	108								
DIVORCED/SEPARATED/WIDOWED	19748	8975	22.2	45.4	91	9049	20.5	45.8	84								
PARENTS	32590	15817	39.1	48.5	97	18760	42.6	57.6	106								
WHITE	70416	36867	91.1	52.4	105	39352	89.3	55.9	103								
BLACK	8778	2776	6.9	31.6	63	3689	8.4	42.0	77								
OTHER	1791	*826	2.0	46.1	92	1031	2.3	57.6	106								
NORTHEAST-CENSUS	17786	8189	20.2	46.0	92	10015	22.7	56.3	103								
NORTH CENTRAL	20741	11733	29.0	56.6	113	11619	26.4	56.0	103								
SOUTH	27775	12508	30.9	45.0	90	13430	30.5	48.4	89								
WEST	14683	8039	19.9	54.8	110	9009	20.4	61.4	113								
NORTHEAST-MKTG.	17961	7753	19.2	43.2	86	9743	22.1	54.2	100								
EAST CENTRAL	11885	6589	16.3	55.4	111	6429	14.6	54.1	99								
WEST CENTRAL	14090	8057	19.9	57.2	114	8188	18.6	58.1	107								
SOUTH	24081	11150	27.6	46.3	93	11797	26.8	49.0	90								
PACIFIC	12969	6920	17.1	53.4	107	7916	18.0	61.0	112								
COUNTY SIZE A	32439	15105	37.3	46.6	93	17941	40.7	55.3	102								
COUNTY SIZE B	24915	12690	31.4	50.9	102	13390	30.4	53.7	99								
COUNTY SIZE C	12930	7042	17.4	54.5	109	7506	17.0	58.1	107								
COUNTY SIZE D	10703	5632	13.9	52.6	105	5236	11.9	48.9	90								
METRO CENTRAL CITY	24518	10980	27.1	44.8	90	12342	28.0	50.3	93								
METRO SUBURBAN	35919	18455	45.6	51.4	103	21089	47.9	58.7	108								
NON METRO	20549	11035	27.3	53.7	107	10642	24.1	51.8	95								
TOP 5 ADI'S	18341	8271	20.4	45.1	90	10342	23.5	56.4	104								
TOP 10 ADI'S	25378	11732	29.0	46.2	93	14071	31.9	55.4	102								
TOP 20 ADI'S	36488	17336	42.8	47.5	95	20325	46.1	55.7	102								
HSHLD INC. $50,000 OR MORE	6612	4229	10.4	64.0	128	4773	10.8	72.2	133								
$40,000 OR MORE	12659	7562	18.7	59.7	120	8510	19.3	67.2	124								
$30,000 OR MORE	24698	14285	35.3	57.8	116	16109	36.6	65.2	120								
$25,000 OR MORE	32077	18687	46.2	58.3	117	20755	47.1	64.7	119								
$20,000 - $24,999	9144	4998	12.4	54.7	109	5282	12.0	57.8	106								
$15,000 - $19,999	8728	4104	10.1	47.0	94	4608	10.5	52.8	97								
$10,000 - $14,999	12562	5979	14.8	47.6	95	6276	14.2	50.0	92								
UNDER $10,000	18475	6702	16.6	36.3	73	7152	16.2	38.7	71								
HOUSEHOLD OF 1 PERSON	11987	5492	13.6	45.8	92	4970	11.3	41.5	76								
2 PEOPLE	26577	13797	34.1	51.9	104	14615	33.2	55.0	101								
3 OR 4 PEOPLE	30617	15553	38.4	50.8	102	17685	40.1	57.8	106								
5 OR MORE PEOPLE	11804	5628	13.9	47.7	95	6802	15.4	57.6	106								
NO CHILD IN HSHLD	46165	23643	58.4	51.2	102	23988	54.4	52.0	95								
CHILD(REN) UNDER 2 YRS	5325	2274	5.6	42.7	85	3069	7.0	57.6	106								
2 - 5 YEARS	14221	6515	16.1	45.8	92	7539	17.1	53.0	97								
6 - 11 YEARS	15117	7245	17.9	47.9	96	8766	19.9	58.0	107								
12 - 17 YEARS	16611	8249	20.4	49.7	99	9946	22.6	59.9	110								
RESIDENCE OWNED	55884	31506	77.9	56.4	113	32596	74.0	58.3	107								
VALUE: $50,000 OR MORE	31744	18852	46.6	59.4	119	19715	44.7	62.1	114								
VALUE: UNDER $50,000	24140	12654	31.3	52.4	105	12881	29.2	53.4	98								

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NUTS FOR COOKING & SNACKS--HOW USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	FOR COOKING A '000	B % DOWN	C % ACROSS	D INDX	FOR SNACKS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	40469	100.0	50.0	100	44072	100.0	54.4	100								
MAGAZINES	QUINTILE 1	15799	8473	20.9	53.6	107	9546	21.7	60.4	111								
	QUINTILE 2	17259	9881	24.4	57.3	115	10664	24.2	61.8	114								
	QUINTILE 3	13545	7093	17.5	52.4	105	7451	16.9	55.0	101								
	QUINTILE 4	15133	7185	17.8	47.5	95	7995	18.1	52.8	97								
	QUINTILE 5	19250	7837	19.4	40.7	81	8416	19.1	43.7	80								
NEWSPAPERS	QUINTILE 1	12413	6987	17.3	56.3	113	7562	17.2	60.9	112								
	QUINTILE 2	24116	12736	31.5	52.8	106	13792	31.3	57.2	105								
	QUINTILE 3	11261	5662	14.0	50.3	101	6272	14.2	55.7	102								
	QUINTILE 4	20255	9616	23.8	47.5	95	10566	24.0	52.2	96								
	QUINTILE 5	12940	5468	13.5	42.3	85	5881	13.3	45.4	84								
OUTDOOR	QUINTILE 1	14852	7689	19.0	51.8	104	8752	19.9	58.9	108								
	QUINTILE 2	15725	7793	19.3	49.6	99	8542	19.4	54.3	100								
	QUINTILE 3	16330	8144	20.1	49.9	100	9215	20.9	56.4	104								
	QUINTILE 4	16744	8283	20.5	49.5	99	8769	19.9	52.4	96								
	QUINTILE 5	17334	8561	21.2	49.4	99	8794	20.0	50.7	93								
RADIO-DRIVE TIME	QUINTILE 1	15911	8412	20.8	52.9	106	9103	20.7	57.2	105								
	QUINTILE 2	14837	8013	19.8	54.0	108	8268	18.8	55.7	102								
	QUINTILE 3	15339	6888	17.0	44.9	90	8462	19.2	55.2	101								
	QUINTILE 4	16723	8164	20.2	48.8	98	9123	20.7	54.6	100								
	QUINTILE 5	18176	8992	22.2	49.5	99	9117	20.7	50.2	92								
RADIO-MID-DAY	TERCILE 1	21020	10554	26.1	50.2	100	11701	26.5	55.7	102								
	TERCILE 2	21610	11331	28.0	52.4	105	12427	28.2	57.5	106								
	TERCILE 3	38355	18585	45.9	48.5	97	19945	45.3	52.0	96								
RADIO-TOTAL	QUINTILE 1	15988	8371	20.7	52.4	105	9080	20.6	56.8	104								
	QUINTILE 2	15626	7741	19.1	49.5	99	8786	19.9	56.2	103								
	QUINTILE 3	16723	8298	20.5	49.6	99	9373	21.3	56.0	103								
	QUINTILE 4	16342	8166	20.2	50.0	100	8884	20.2	54.4	100								
	QUINTILE 5	16306	7894	19.5	48.4	97	7950	18.0	48.8	90								
TV-PRIME TIME	QUINTILE 1	15953	7461	18.4	46.8	94	8349	18.9	52.3	96								
	QUINTILE 2	16137	8411	20.8	52.1	104	9130	20.7	56.6	104								
	QUINTILE 3	16420	8452	20.9	51.5	103	9174	20.8	55.9	103								
	QUINTILE 4	16687	8533	21.1	51.1	102	9175	20.8	55.0	101								
	QUINTILE 5	15789	7612	18.8	48.2	96	8244	18.7	52.2	96								
TV-DAYTIME	TERCILE 1	27736	13146	32.5	47.4	95	13753	31.2	49.6	91								
	TERCILE 2	26489	13220	32.7	49.9	100	14684	33.3	55.4	102								
	TERCILE 3	26761	14103	34.8	52.7	105	15635	35.5	58.4	107								
TV-TOTAL	QUINTILE 1	16345	7297	18.0	44.6	89	7998	18.1	48.9	90								
	QUINTILE 2	16447	8624	21.3	52.4	105	8883	20.2	54.0	99								
	QUINTILE 3	15980	8132	20.1	50.9	102	8793	20.0	55.0	101								
	QUINTILE 4	15887	8270	20.4	52.1	104	9335	21.2	58.8	108								
	QUINTILE 5	16326	8146	20.1	49.9	100	9064	20.6	55.5	102								
MAGAZINES-NEWSPAPERS: DUAL		20721	11893	29.4	57.4	115	12849	29.2	62.0	114								
MAGAZINE IMPERATIVE		19186	9891	24.4	51.6	103	11249	25.5	58.6	108								
NEWSPAPER IMPERATIVE		21899	10734	26.5	49.0	98	11795	26.8	53.9	99								
MAGAZINES-OUTDOOR: DUAL		15451	8533	21.1	55.2	111	9531	21.6	61.7	113								
MAGAZINE IMPERATIVE		25953	14068	34.8	54.2	108	15184	34.5	58.5	108								
OUTDOOR IMPERATIVE		24400	11301	27.9	46.3	93	12498	28.4	51.2	94								
MAGAZINES-RADIO: DUAL		18049	9698	24.0	53.7	108	10589	24.0	58.7	108								
MAGAZINE IMPERATIVE		23571	13033	32.2	55.3	111	14176	32.2	60.1	111								
RADIO IMPERATIVE		23278	10826	26.8	46.5	93	12207	27.7	52.4	96								
MAGAZINES-TELEVISION: DUAL		15459	8261	20.4	53.4	107	8743	19.8	56.6	104								
MAGAZINE IMPERATIVE		25829	14349	35.5	55.6	111	15970	36.2	61.8	114								
TELEVISION IMPERATIVE		26039	11888	29.4	45.7	91	12384	28.1	47.6	87								
NEWSPAPERS-OUTDOOR: DUAL		16605	8885	22.0	53.5	107	9870	22.4	59.4	109								
NEWSPAPER IMPERATIVE		26834	14259	35.2	53.1	106	15192	34.5	56.6	104								
OUTDOOR IMPERATIVE		23346	10911	27.0	46.7	94	12377	28.1	53.0	97								
NEWSPAPERS-RADIO: DUAL		17133	9052	22.4	52.8	106	9828	22.3	57.4	105								
NEWSPAPER IMPERATIVE		25892	13871	34.3	53.6	107	15002	34.0	57.9	106								
RADIO IMPERATIVE		23167	11074	27.4	47.8	96	12588	28.6	54.3	100								
NEWSPAPERS-TELEVISION: DUAL		17159	8974	22.2	52.3	105	9683	22.0	56.4	104								
NEWSPAPER IMPERATIVE		26214	14274	35.3	54.5	109	15577	35.3	59.4	109								
TELEVISION IMPERATIVE		23412	10745	26.6	45.9	92	11241	25.5	48.0	88								
OUTDOOR-RADIO: DUAL		15303	8094	20.0	52.9	106	9282	21.1	60.7	111								
OUTDOOR IMPERATIVE		24901	12280	30.3	49.3	99	13339	30.3	53.6	98								
RADIO IMPERATIVE		26492	13201	32.6	49.8	100	14431	32.7	54.5	100								
OUTDOOR-TELEVISION: DUAL		14794	7285	18.0	49.2	99	8194	18.6	55.4	102								
OUTDOOR IMPERATIVE		25437	13196	32.6	51.9	104	14790	33.6	58.1	107								
TELEVISION IMPERATIVE		27877	13749	34.0	49.3	99	14059	31.9	50.4	93								
RADIO-TELEVISION: DUAL		15996	7509	18.6	46.9	94	8393	19.0	52.5	96								
RADIO IMPERATIVE		25478	13685	33.8	53.7	107	15030	34.1	59.0	108								
TELEVISION IMPERATIVE		26573	13284	32.8	50.0	100	13814	31.3	52.0	96								

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NUTS FOR COOKING & SNACKS-HOW USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	FOR COOKING A '000	B % DOWN	C % ACROSS	D INDX	FOR SNACKS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40469	100.0	50.0	100	44072	100.0	54.4	100								
ATLANTIC MONTHLY	415	282	0.7	68.0	136	233	0.5	56.1	103								
BARRON'S	453	*287	0.7	63.4	127	*317	0.7	70.0	129								
BETTER HOMES & GARDENS	16256	9342	23.1	57.5	115	9831	22.3	60.5	111								
BON APPETIT	2535	1682	4.2	66.4	133	1739	3.9	68.6	126								
BUSINESS WEEK	1278	630	1.6	49.3	99	702	1.6	54.9	101								
CAR AND DRIVER	378	*112	0.3	29.6	59	*237	0.5	62.7	115								
CBS MAGAZINE NETWORK (GROSS)	1498	710	1.8	47.4	95	927	2.1	61.9	114								
CHANGING TIMES	1505	866	2.1	57.5	115	841	1.9	55.9	103								
COLONIAL HOMES	1231	767	1.9	62.3	125	778	1.8	63.2	116								
CONDE NAST MAG. PKG. (GROSS)	14146	6707	16.6	47.4	95	8292	18.8	58.6	108								
CONSUMERS DIGEST	1323	685	1.7	51.8	104	890	2.0	67.3	124								
COSMOPOLITAN	7102	3114	7.7	43.8	88	4017	9.1	56.6	104								
COUNTRY LIVING	2481	1681	4.2	67.8	136	1590	3.6	64.1	118								
CUISINE	1472	780	1.9	53.0	106	1012	2.3	68.8	126								
CYCLE WORLD	425	*243	0.6	57.2	114	*266	0.6	62.6	115								
DCI:CREATIVE IDEAS FOR LIV	2510	1391	3.4	55.4	111	1532	3.5	61.0	112								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3988	9.9	59.6	119	3952	9.0	59.0	108								
DISCOVER	894	397	1.0	44.4	89	606	1.4	67.8	125								
EBONY	3507	1156	2.9	33.0	66	1665	3.8	47.5	87								
ESQUIRE	1083	417	1.0	38.5	77	637	1.4	58.8	108								
ESSENCE	1830	584	1.4	31.9	64	909	2.1	49.7	91								
FAMILY CIRCLE	15930	9190	22.7	57.7	115	9716	22.0	61.0	112								
THE FAMILY HANDYMAN	1126	634	1.6	56.3	113	634	1.4	56.3	103								
FAMILY WEEKLY	11468	6306	15.6	55.0	110	6584	14.9	57.4	105								
FIELD & STREAM	2234	1087	2.7	48.7	97	1308	3.0	58.5	108								
FOOD & WINE	579	264	0.7	45.6	91	337	0.8	58.2	107								
FORBES	728	438	1.1	60.2	120	436	1.0	59.9	110								
FORTUNE	906	527	1.3	58.2	116	623	1.4	68.8	126								
GENTLEMEN'S QUARTERLY	791	345	0.9	43.6	87	475	1.1	60.1	110								
GLAMOUR	5265	2581	6.4	49.0	98	3178	7.2	60.4	111								
GOLF DIGEST	636	402	1.0	63.2	126	464	1.1	73.0	134								
GOLF DIGEST/TENNIS (GROSS)	1186	756	1.9	63.7	128	808	1.8	68.1	125								
GOLF MAGAZINE	441	*329	0.8	74.6	149	*308	0.7	69.8	128								
GOLF MAGAZINE/SKI (GROSS)	922	599	1.5	65.0	130	589	1.3	63.9	117								
GOOD HOUSEKEEPING	16487	9350	23.1	56.7	113	9773	22.2	59.3	109								
HARPER'S BAZAAR	2423	1245	3.1	51.4	103	1490	3.4	61.5	113								
HEALTH	1994	1012	2.5	50.8	102	1177	2.7	59.0	108								
HEARST MAG CORP. BUY (GROSS)	44101	24060	59.5	54.6	109	26551	60.2	60.2	111								
HEARST MAN POWER (GROSS)	1993	1156	2.9	58.0	116	1312	3.0	65.8	121								
HEARST WOMAN POWER (GROSS)	31274	16501	40.8	52.8	106	18516	42.0	59.2	109								
HOUSE BEAUTIFUL	3623	2043	5.0	56.4	113	2172	4.9	60.0	110								
INC.	283	*169	0.4	59.7	120	*159	0.4	56.2	103								
JET	2928	1023	2.5	34.9	70	1413	3.2	48.3	89								
LADIES' HOME JOURNAL	11918	6377	15.8	53.5	107	7311	16.6	61.3	113								
LHJ FAMILY GRP COMBO(GROSS)	16764	8932	22.1	53.3	107	10325	23.4	61.6	113								
LIFE	4254	2211	5.5	52.0	104	2567	5.8	60.3	111								
L.A. TIMES HOME MAGAZINE	1145	690	1.7	60.3	121	800	1.8	69.9	128								
MADEMOISELLE	2884	1411	3.5	48.9	98	1712	3.9	59.4	109								
MC CALL'S	13460	7730	19.1	57.4	115	8037	18.2	59.7	110								
MC CALL'S/WRK MOTHER (GROSS)	14606	8277	20.5	56.7	113	8761	19.9	60.0	110								
MECHANIX ILLUSTRATED	772	450	1.1	58.3	117	451	1.0	58.4	107								
METROPOLITAN HOME	967	526	1.3	54.4	109	586	1.3	60.6	111								
MONEY	1588	890	2.2	56.0	112	871	2.0	54.8	101								
MOTHER EARTH NEWS	1002	680	1.7	67.9	136	742	1.7	74.1	136								
MS.	825	425	1.1	51.5	103	535	1.2	64.8	119								
NATIONAL ENQUIRER	10336	4536	11.2	43.9	88	5478	12.4	53.0	97								
NATIONAL GEOGRAPHIC	9597	5847	14.4	60.9	122	6040	13.7	62.9	116								
NATIONAL SUNDAY MAGAZINE PKG	49558	26074	64.4	52.6	105	28402	64.4	57.3	105								
NATURAL HISTORY	573	422	1.0	73.6	147	419	1.0	73.1	134								
NEW WOMAN	1699	779	1.9	45.9	92	1026	2.3	60.4	111								
NEW YORK INCLUDING CUE	443	222	0.5	50.1	100	282	0.6	63.7	117								
THE NEW YORKER	1270	756	1.9	59.5	119	875	2.0	68.9	127								
NEWSWEEK	6277	3474	8.6	55.3	111	3740	8.5	59.6	109								
THE N.Y. TIMES DAILY EDITION	1205	612	1.5	50.8	102	776	1.8	64.4	118								
THE N.Y. TIMES MAGAZINE	2081	1148	2.8	55.2	110	1386	3.1	66.6	122								
OMNI	788	316	0.8	40.1	80	465	1.1	59.0	108								
ON CABLE	1158	469	1.2	40.5	81	646	1.5	55.8	103								
1001 HOME IDEAS	2852	1543	3.8	54.1	108	1837	4.2	64.4	118								
ORGANIC GARDENING	1658	1110	2.7	66.9	134	1183	2.7	71.4	131								
OUTDOOR LIFE	896	466	1.2	52.0	104	501	1.1	55.9	103								
PARADE MAGAZINE	24275	12497	30.9	51.5	103	14184	32.2	58.4	107								

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NUTS FOR COOKING & SNACKS—HOW USED
(FEMALE HOMEMAKERS)

0445
P-22

	TOTAL U.S. '000	FOR COOKING A '000	B % DOWN	C % ACROSS	D INDX	FOR SNACKS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40469	100.0	50.0	100	44072	100.0	54.4	100								
PARENTS	3845	1941	4.8	50.5	101	2341	5.3	60.9	112								
PENTHOUSE	831	329	0.8	39.6	79	497	1.1	59.8	110								
PEOPLE	11645	5663	14.0	48.6	97	6929	15.7	59.5	109								
PLAYBOY	2006	885	2.2	44.1	88	1195	2.7	59.6	109								
POPULAR HOT RODDING	297	**100	0.2	33.7	67	*162	0.4	54.5	100								
POPULAR MECHANICS	1018	688	1.7	67.6	135	698	1.6	68.6	126								
POPULAR SCIENCE	878	512	1.3	58.3	117	518	1.2	59.0	108								
PREVENTION	3913	2297	5.7	58.7	117	2351	5.3	60.1	110								
PSYCHOLOGY TODAY	1710	932	2.3	54.5	109	1107	2.5	64.7	119								
READER'S DIGEST	22204	12576	31.1	56.6	113	13308	30.2	59.9	110								
REDBOOK	7684	4037	10.0	52.5	105	4726	10.7	61.5	113								
ROAD & TRACK	410	*231	0.6	56.3	113	*291	0.7	71.0	130								
ROLLING STONE	969	420	1.0	43.3	87	635	1.4	65.5	120								
RUNNER'S WORLD	298	*163	0.4	54.7	109	*212	0.5	71.1	131								
SATURDAY EVENING POST	1169	679	1.7	58.1	116	643	1.5	55.0	101								
SCIENCE 84	587	340	0.8	57.9	116	476	1.1	81.1	149								
SCIENCE DIGEST	482	235	0.6	48.8	98	321	0.7	66.6	122								
SCIENTIFIC AMERICAN	594	380	0.9	64.0	128	415	0.9	69.9	128								
SELF	2089	901	2.2	43.1	86	1167	2.6	55.9	103								
SEVENTEEN	2411	1098	2.7	45.5	91	1374	3.1	57.0	105								
SKI	480	270	0.7	56.3	113	281	0.6	58.5	108								
SMITHSONIAN	2760	1680	4.2	60.9	122	1814	4.1	65.7	121								
SOAP OPERA DIGEST	3013	1144	2.8	38.0	76	1649	3.7	54.7	101								
SOUTHERN LIVING	4184	2598	6.4	62.1	124	2420	5.5	57.8	106								
SPORT	559	*244	0.6	43.6	87	341	0.8	61.0	112								
THE SPORTING NEWS	436	*171	0.4	39.2	78	*279	0.6	64.0	118								
SPORTS AFIELD	493	*234	0.6	47.5	95	294	0.7	59.6	110								
SPORTS ILLUSTRATED	2758	1514	3.7	54.9	110	1780	4.0	64.5	119								
STAR	7456	3162	7.8	42.4	85	3929	8.9	52.7	97								
SUNDAY	24936	12744	31.5	51.1	102	13875	31.5	55.6	102								
SUNSET	2124	1474	3.6	69.4	139	1586	3.6	74.7	137								
TV GUIDE	21661	10461	25.8	48.3	97	12452	28.3	57.5	106								
TENNIS	550	353	0.9	64.2	128	343	0.8	62.4	115								
TIME	8880	4989	12.3	56.2	112	5473	12.4	61.6	113								
TOWN & COUNTRY	917	587	1.5	64.0	128	579	1.3	63.1	116								
TRAVEL & LEISURE	972	556	1.4	57.2	114	632	1.4	65.0	119								
TRUE STORY	3356	1355	3.3	40.4	81	1642	3.7	48.9	90								
U.S.NEWS & WORLD REPORT	3410	1994	4.9	58.5	117	1995	4.5	58.5	108								
USA TODAY	1759	1001	2.5	56.9	114	1111	2.5	63.2	116								
US	1873	842	2.1	45.0	90	1200	2.7	64.1	118								
VOGUE	3909	1814	4.5	46.4	93	2235	5.1	57.2	105								
WALL STREET JOURNAL	1886	1181	2.9	62.6	125	1279	2.9	67.8	125								
WEIGHT WATCHERS	2120	1168	2.9	55.1	110	1288	2.9	60.8	112								
WOMAN'S DAY	14172	8065	19.9	56.9	114	8746	19.8	61.7	113								
WORKING MOTHER	1146	547	1.4	47.7	96	724	1.6	63.2	116								
WORKING WOMAN	1322	600	1.5	45.4	91	872	2.0	66.0	121								
WORLD TENNIS	*163	**74	0.2	45.4	91	**78	0.2	47.9	88								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1271	3.1	50.2	100	1523	3.5	60.2	111								
BLAIR INSERTS	43657	22848	56.5	52.3	105	25077	56.9	57.4	106								
DAILY NEWSPAPERS																	
READ ANY	51633	27055	66.9	52.4	105	29270	66.4	56.7	104								
READ ONE	43463	22298	55.1	51.3	103	24309	55.2	55.9	103								
READ TWO OR MORE	8170	4758	11.8	58.2	117	4962	11.3	60.7	112								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	27675	68.4	52.5	105	30311	68.8	57.5	106								
READ ONE	46126	23890	59.0	51.8	104	26098	59.2	56.6	104								
READ TWO OR MORE	6552	3784	9.4	57.8	116	4213	9.6	64.3	118								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.38				28.51											
30 DAY REACH	71455	35820	88.5	50.1	100	39311	89.2	55.0	101								
50 SHWG - 30 DAY AV FREQ	14.56	14.46				14.99											
30 DAY REACH	67742	33978	84.0	50.2	100	37466	85.0	55.3	102								
25 SHWG - 30 DAY AV FREQ	7.94	7.90				8.15											
30 DAY REACH	62117	31091	76.8	50.1	100	34484	78.2	55.5	102								
CABLE TV: HOME WIRED	32077	17309	42.8	54.0	108	18998	43.1	59.2	109								
HOME NOT WIRED	48909	23160	57.2	47.4	95	25075	56.9	51.3	94								
HAVE PAY CABLE	15935	8752	21.6	54.9	110	10110	22.9	63.4	117								

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NUTS FOR COOKING & SNACKS-HOH USED
(FEMALE HOMEMAKERS)

0446
P-22

	TOTAL U.S. '000	FOR COOKING A '000	B % DOWN	C % ACROSS	D INDX	FOR SNACKS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40469	100.0	50.0	100	44072	100.0	54.4	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	22798	56.3	51.9	104	24839	56.4	56.6	104								
10:00 AM - 3:00 PM	30659	15727	38.9	51.3	103	17380	39.4	56.7	104								
3:00 PM - 7:00 PM	31045	15860	39.2	51.1	102	17763	40.3	57.2	105								
7:00 PM - MIDNIGHT	15767	7881	19.5	50.0	100	8837	20.1	56.0	103								
MIDNIGHT - 6:00 AM	9120	4843	12.0	53.1	106	5323	12.1	58.4	107								
6:00 AM - MIDNIGHT	58527	29759	73.5	50.8	102	33021	74.9	56.4	104								
ENTIRE DAY	59311	30092	74.4	50.7	102	33473	76.0	56.4	104								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8867	21.9	54.8	110	9752	22.1	60.3	111								
ALL NEWS	2256	1101	2.7	48.8	98	1215	2.8	53.9	99								
AOR/PROGRESSIVE	3874	1958	4.8	50.5	101	2361	5.4	60.9	112								
BEAUTIFUL MUSIC	5660	3062	7.6	54.1	108	3371	7.6	59.6	109								
BLACK	2204	846	2.1	38.4	77	1116	2.5	50.6	93								
CLASSICAL	1418	831	2.1	58.6	117	845	1.9	59.6	110								
CHR/ROCK	9538	4625	11.4	48.5	97	5547	12.6	58.2	107								
COUNTRY	12648	6717	16.6	53.1	106	7024	15.9	55.5	102								
GOLDEN OLDIES	1191	493	1.2	41.4	83	575	1.3	48.3	89								
MOR/NOSTALGIA	4757	2478	6.1	52.1	104	2757	6.3	58.0	107								
NEWS/TALK	3863	2063	5.1	53.4	107	2287	5.2	59.2	109								
RELIGIOUS	3084	1357	3.4	44.0	88	1721	3.9	55.8	103								
SOFT ROCK	521	*209	0.5	40.1	80	*239	0.5	45.9	84								
URBAN CONTEMPORARY	1585	511	1.3	32.2	65	661	1.5	41.7	77								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1632	4.0	50.0	100	1675	3.8	51.4	94								
ABC DIRECTION	2316	1294	3.2	55.9	112	1239	2.8	53.5	98								
ABC ENTERTAINMENT	4834	2578	6.4	53.3	107	2782	6.3	57.6	106								
ABC FM	2202	1070	2.6	48.6	97	1241	2.8	56.4	104								
ABC INFORMATION	5425	3104	7.7	57.2	115	3281	7.4	60.5	111								
ABC ROCK	1677	798	2.0	47.6	95	1007	2.3	60.0	110								
CBS	4430	2466	6.1	55.7	111	2639	6.0	59.6	109								
MUTUAL	4992	2796	6.9	56.0	112	3023	6.9	60.6	111								
NBC	4679	2580	6.4	55.1	110	2673	6.1	57.1	105								
RADIORADIO	1994	805	2.0	40.4	81	1022	2.3	51.3	94								
RKO ONE	2298	1002	2.5	43.6	87	1397	3.2	60.8	112								
RKO TWO	3311	1713	4.2	51.7	104	1748	4.0	52.8	97								
THE SOURCE	2114	992	2.5	46.9	94	1226	2.8	58.0	107								
NON-WIRED : BLAIR	8654	4633	11.4	53.5	107	4864	11.0	56.2	103								
INTERNET	12025	6163	15.2	51.3	103	7345	16.7	61.1	112								
KATZ RADIO GROUP	15359	8086	20.0	52.6	105	9088	20.6	59.2	109								
SUPERNET	10628	5167	12.8	48.6	97	5787	13.1	54.5	100								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	4113	10.2	47.5	95	4384	9.9	50.6	93								
MKDAY 9:00 AM - 1:00 PM	12163	5625	13.9	46.2	93	6066	13.8	49.9	92								
MKDAY 1:00 PM - 4:30 PM	16150	7600	18.8	47.1	94	8088	18.4	50.1	92								
MKDAY 4:30 PM - 7:30 PM	22463	10876	26.9	48.4	97	11591	26.3	51.6	95								
MKDAY 7:30 PM - 8:00 PM	31795	15741	38.9	49.5	99	16725	37.9	52.6	97								
MKDAY 11:00 PM - 11:30 PM	23977	12090	29.9	50.4	101	13230	30.0	55.2	101								
MKDAY 11:30 PM - 1:00 AM	7703	3884	9.6	50.4	101	4504	10.2	58.5	107								
M-SAT 8-11 PM+SUN 7-11 PM	33800	16857	41.7	49.9	100	18472	41.9	54.7	100								
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2766	6.8	42.3	85	3382	7.7	51.7	95								
ANOTHER WORLD N	4620	2395	5.9	51.8	104	2339	5.3	50.6	93								
AS THE WORLD TURNS C	5614	2736	6.8	48.7	98	2563	5.8	45.7	84								
CAPITOL C	3396	1534	3.8	45.2	90	1574	3.6	46.3	85								
CBS MORN. NEWS 1 C	1446	698	1.7	48.3	97	626	1.4	43.3	80								
CBS MORN. NEWS 2 C	1207	587	1.5	48.6	97	511	1.2	42.3	78								
DAYS OF OUR LIVES N	5877	3136	7.7	53.4	107	3208	7.3	54.6	100								
FACTS OF LIFE - DAYTIME N	2290	927	2.3	40.5	81	1057	2.4	46.2	85								
FAMILY FEUD A	3023	1326	3.3	43.9	88	1429	3.2	47.3	87								
GENERAL HOSPITAL A	6097	2669	6.6	43.8	88	3093	7.0	50.7	93								
GOOD MORNING, AMERICA-730 A	3515	1728	4.3	49.2	98	1863	4.2	53.0	97								
GOOD MORNING, AMERICA-830 A	2818	1561	3.9	55.4	111	1581	3.6	56.1	103								
GUIDING LIGHT C	5339	2568	6.3	48.1	96	2655	6.0	49.7	91								
ONE LIFE TO LIVE A	4478	1920	4.7	42.9	86	2261	5.1	50.5	93								
PRESS YOUR LUCK C	2244	1037	2.6	46.2	92	1204	2.7	53.7	99								
PRICE IS RIGHT 1 C	4348	1980	4.9	45.5	91	2081	4.7	47.9	88								
PRICE IS RIGHT 2 C	5014	2418	6.0	48.2	97	2420	5.5	48.3	89								
RYAN'S HOPE A	3150	1313	3.2	41.7	83	1650	3.7	52.4	96								
SALE OF THE CENTURY N	2695	1241	3.1	46.0	92	1229	2.8	45.6	84								
SEARCH FOR TOMORROW N	2319	1143	2.8	49.3	99	1165	2.6	50.2	92								
TODAY SHOW 1 N	2693	1286	3.2	47.8	96	1357	3.1	50.4	93								
TODAY SHOW 2 N	2498	1155	2.9	46.2	93	1208	2.7	48.4	89								
$25,000 PYRAMID C	2753	1291	3.2	46.9	94	1334	3.0	48.5	89								
WHEEL OF FORTUNE N	4388	2137	5.3	48.7	97	2209	5.0	50.3	93								
YOUNG AND THE RESTLESS C	5695	2619	6.5	46.0	92	2648	6.0	46.5	85								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	786	1.9	44.7	89	835	1.9	47.4	87								
NBA PLAYOFF GAME -1 C	1136	591	1.5	52.0	104	542	1.2	47.7	88								
NBC MAJOR LEAGUE PRE-GAME N	953	406	1.0	42.6	85	477	1.1	50.1	92								
SPORTSWORLD - SUN N	1233	623	1.5	50.5	101	593	1.3	48.1	88								
SUNDAY MORNING C	1611	854	2.1	53.0	106	891	2.0	55.3	102								

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NUTS FOR COOKING & SNACKS-HOW USED
(FEMALE HOMEMAKERS)

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P-22

		TOTAL U.S. '000	FOR COOKING A '000	B % DOWN	C % ACROSS	D INDX	FOR SNACKS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	40469	100.0	50.0	100	44072	100.0	54.4	100								
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	13059	32.3	50.1	100	13294	30.2	51.0	94								
NETWORK AFFILIATES - LATE		20261	10223	25.3	50.5	101	11141	25.3	55.0	101								
INDEPENDENTS - LATE		2076	1122	2.8	54.0	108	1227	2.8	59.1	109								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4976	12.3	47.6	95	5620	12.8	53.8	99								
ABC MONDAY NIGHT MOVIE	A	6412	3210	7.9	50.1	100	3595	8.2	56.1	103								
ABC SUNDAY NIGHT MOVIE	A	12407	6345	15.7	51.1	102	6891	15.6	55.5	102								
ABC WORLD NEWS TONIGHT	A	6176	2964	7.3	48.0	96	3191	7.2	51.7	95								
AFTERMASH	C	5863	2965	7.3	50.6	101	2991	6.8	51.0	94								
ALICE	C	9594	4687	11.6	48.9	98	5081	11.5	53.0	97								
AMERICAN PARADE	C	6622	3354	8.3	50.6	101	3454	7.8	52.2	96								
BENSON	A	10886	5370	13.3	49.3	99	5771	13.1	53.0	97								
BLUE THUNDER	A	5036	2562	6.3	50.9	102	2695	6.1	53.5	98								
CAGNEY & LACEY	C	9965	5127	12.7	51.5	103	5630	12.8	56.5	104								
CBS EVENING NEWS-DEAN	C	3491	1672	4.1	47.9	96	1742	4.0	49.9	92								
CBS EVENING NEWS-RATHER	C	7123	3637	9.0	51.1	102	3710	8.4	52.1	96								
CBS SAT. NEWS-SCHIEFFER	C	3621	1690	4.2	46.7	93	1699	3.9	46.9	86								
CBS SATURDAY NIGHT MOVIE	C	5436	2708	6.7	49.8	100	3025	6.9	55.6	102								
CBS WEDNESDAY NIGHT MOVIE	C	6100	3109	7.7	51.0	102	3229	7.3	52.9	97								
CHEERS	N	8889	4469	11.0	50.3	101	5079	11.5	57.1	105								
DALLAS	C	22109	11085	27.4	50.1	100	11949	27.1	54.0	99								
DIFF'RENT STROKES	N	6940	3160	7.8	45.5	91	3448	7.8	49.7	91								
DOUBLE TROUBLE	N	7223	3633	9.0	50.3	101	4210	9.6	58.3	107								
DUCK FACTORY	N	5595	2724	6.7	48.7	97	3212	7.3	57.4	105								
DUKES OF HAZZARD	C	5768	2880	7.1	49.9	100	3070	7.0	53.2	98								
DYNASTY	A	20053	9506	23.5	47.4	95	10793	24.5	53.8	99								
FACTS OF LIFE	N	8087	3941	9.7	48.7	98	4464	10.1	55.2	101								
FALCON CREST	C	20046	10112	25.0	50.4	101	10580	24.0	52.8	97								
FALL GUY	A	9084	4424	10.9	48.7	97	4825	10.9	53.1	98								
FAMILY TIES	N	7964	4065	10.0	51.0	102	4431	10.1	55.6	102								
FANTASY ISLAND	A	7687	3450	8.5	44.9	90	4035	9.2	52.5	96								
FOULUPS,BLEEPS & BLUNDERS	A	8861	4332	10.7	48.9	98	4770	10.8	53.8	99								
FOUR SEASONS	C	5095	2481	6.1	48.7	97	2604	5.9	51.1	94								
GIMME A BREAK	N	8838	4133	10.2	46.8	94	4568	10.4	51.7	95								
HART TO HART	A	8978	4572	11.3	50.9	102	4754	10.8	53.0	97								
HILL STREET BLUES	N	8590	4329	10.7	50.4	101	5103	11.6	59.4	109								
HOTEL	A	14085	7088	17.5	50.3	101	7549	17.1	53.6	98								
JEFFERSONS	C	9360	4343	10.7	46.4	93	4929	11.2	52.7	97								
JENNIFER SLEPT HERE	N	5841	2590	6.4	44.3	89	3085	7.0	52.8	97								
KATE & ALLIE	C	9206	4523	11.2	49.1	98	4905	11.1	53.3	98								
KNIGHT RIDER	N	7076	3606	8.9	51.0	102	3861	8.8	54.6	100								
LOVE BOAT	A	12219	5750	14.2	47.1	94	6351	14.4	52.0	96								
MAGNUM PI	C	11199	5772	14.3	51.5	103	6028	13.7	53.8	99								
MAMA'S FAMILY	N	6057	2808	6.9	46.4	93	3281	7.4	54.2	100								
MASTER, THE	N	3598	1739	4.3	48.3	97	1902	4.3	52.9	97								
MATT HOUSTON	A	6344	3172	7.8	50.0	100	3631	8.2	57.2	105								
NBC MONDAY NIGHT MOVIE	N	11994	5734	14.2	47.8	96	6470	14.7	53.9	99								
NBC NIGHTLY NEWS	N	5132	2731	6.7	53.2	106	2659	6.0	51.8	95								
NBC NIGHTLY NEWS-SAT	N	3375	1642	4.1	48.7	97	1611	3.7	47.7	88								
NBC NIGHTLY NEWS-SUN	N	3130	1511	3.7	48.3	97	1429	3.2	45.7	84								
NBC SUNDAY NIGHT MOVIE	N	8284	3860	9.5	46.6	93	4893	11.1	59.1	109								
NEWHART	C	9240	4514	11.2	48.9	98	4994	11.3	54.0	99								
ONE DAY AT A TIME	C	7288	3559	8.8	48.8	98	3684	8.4	50.5	93								
PEOPLE ARE FUNNY	N	4855	2274	5.6	46.8	94	2532	5.7	52.2	96								
REAL PEOPLE	N	8869	4344	10.7	49.0	98	4649	10.5	52.4	96								
REMINGTON STEELE	N	7743	3887	9.6	50.2	100	4027	9.1	52.0	96								
RIPLEY'S BELIEVE IT - NOT	A	5345	2842	7.0	53.2	106	3098	7.0	58.0	107								
RIPTIDE	N	6988	3576	8.8	51.2	102	3775	8.6	54.0	99								
SCARECROW & MRS. KING	C	10002	5128	12.7	51.3	103	5093	11.6	50.9	94								
SIMON & SIMON	C	10638	5505	13.6	51.7	104	5689	12.9	53.5	98								
60 MINUTES	C	13293	6718	16.6	50.5	101	6818	15.5	51.3	94								
ST. ELSEWHERE	N	7017	3559	8.8	50.7	101	4103	9.3	58.5	107								
THREE'S COMPANY	A	10917	5579	13.8	51.1	102	5979	13.6	54.8	101								
T.J. HOOKER	A	9204	4374	10.8	47.5	95	4635	10.5	50.4	93								
TONIGHT SHOW	N	2372	1248	3.1	52.6	105	1498	3.4	63.2	116								
TRAPPER JOHN, M.D.	C	9846	4688	11.6	47.6	95	5187	11.8	52.7	97								
TV BLOOPERS & PRAC. JOKES	N	9105	4346	10.7	47.7	96	5018	11.4	55.1	101								
20/20	A	9387	4908	12.1	52.3	105	5299	12.0	56.5	104								
WEBSTER	A	11067	5259	13.0	47.5	95	5786	13.1	52.3	96								
WORLD NEWS - SUN	A	3062	1536	3.8	50.2	100	1525	3.5	49.8	92								
YELLOW ROSE	N	4978	2651	6.6	53.3	107	2616	5.9	52.6	97								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4847	12.0	54.6	109	5444	12.4	61.3	113								
BASKETBALL - COLLEGE GAMES		4080	2274	5.6	55.7	112	2565	5.8	62.9	116								
BASKETBALL - PRO GAMES		3607	1811	4.5	50.2	100	2262	5.1	62.7	115								
BOWLING		3883	2065	5.1	53.2	106	2323	5.3	59.8	110								
BOXING		3928	1965	4.9	50.0	100	2252	5.1	57.3	105								
FOOTBALL - COLLEGE GAMES		6366	3915	9.7	61.5	123	4036	9.2	63.4	117								
FOOTBALL - PRO GAMES		11300	6406	15.8	56.7	113	7327	16.6	64.8	119								
GOLF		3378	2037	5.0	60.3	121	2221	5.0	65.7	121								
POST-SEASON COLL. FOOTBALL		4906	2999	7.4	61.1	122	3054	6.9	62.3	114								
POST-SEASON PRO FOOTBALL		6120	3663	9.1	59.9	120	4028	9.1	65.8	121								
TENNIS		3033	1531	3.8	50.5	101	1895	4.3	62.5	115								
WRESTLING - PROFESSIONAL		3344	1417	3.5	42.4	85	2024	4.6	60.5	111								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		'000	%	UNWEIGHTED
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	53063	65.5	5898
	NO	27923	34.5	3537

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
5B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BACHMAN POPCORN	682	.8	190	.2	383	.5	109	.1	94
CRACKER JACK	10265	12.7	1768	2.2	5933	7.3	2565	3.2	1114
CRUNCH 'N MUNCH POPCORN SNACK	3990	4.9	545	.7	2215	2.7	1230	1.5	452
GOLD RIBBON POPPING CORN	954	1.2	317	.4	413	.5	223	.3	100
JIFFY POP POPCORN	11457	14.1	3871	4.8	5591	6.9	1995	2.5	1251
JOLLY TIME POPCORN	13664	16.9	4720	5.8	6642	8.2	2302	2.8	1488
ORVILLE REDENBACHER POPPING CORN	21709	26.8	10958	13.5	8079	10.0	2672	3.3	2351
WISE POPCORN	1321	1.6	338	.4	550	.7	433	.5	142
OTHER BRANDS	18251	22.5	9862	12.2	5777	7.1	2612	3.2	2034
DO NOT KNOW	264	.3							34

		'000	%	UNWEIGHTED
5C. ABOUT HOW MANY BAGS, BOXES, JARS OR PACKAGES OF POPCORN PRODUCTS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	739	.9	81
7 - 9	H	796	1.0	95
4 - 6	H	2724	3.4	265
3	H	4658	5.8	478
2	H	9845	12.2	1045
1	M	23702	29.3	2701
NONE	L	10600	13.1	1233

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POPCORN PRODUCTS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	53063	100.0	65.5	100	18761	100.0	23.2	100	23702	100.0	29.3	100	10600	100.0	13.1	100
18 - 24	9282	5909	11.1	63.7	97	2052	10.9	22.1	95	2693	11.4	29.0	99	1164	11.0	12.5	96
25 - 34	19072	14406	27.1	75.5	115	5315	28.3	27.9	120	6111	25.8	32.0	109	2980	28.1	15.6	119
35 - 44	14591	11275	21.2	77.3	118	4461	23.8	30.6	132	4890	20.6	33.5	115	1924	18.2	13.2	101
45 - 54	11345	7950	15.0	70.1	107	2772	14.8	24.4	105	3480	14.7	30.7	105	1698	16.0	15.0	114
55 - 64	11635	6962	13.1	59.8	91	2036	10.9	17.5	76	3365	14.2	28.9	99	1562	14.7	13.4	103
65 OR OLDER	15061	6561	12.4	43.6	66	2125	11.3	14.1	61	3163	13.3	21.0	72	1273	12.0	8.5	65
18 - 34	28354	20315	38.3	71.6	109	7367	39.3	26.0	112	8804	37.1	31.1	106	4144	39.1	14.6	112
18 - 49	48339	35542	67.0	73.5	112	13283	70.8	27.5	119	15368	64.8	31.8	109	6890	65.0	14.3	109
25 - 54	45008	33631	63.4	74.7	114	12549	66.9	27.9	120	14480	61.1	32.2	110	6602	62.3	14.7	112
35 - 49	19985	15226	28.7	76.2	116	5916	31.5	29.6	128	6564	27.7	32.8	112	2747	25.9	13.7	105
50 OR OLDER	32647	17522	33.0	53.7	82	5478	29.2	16.8	72	8334	35.2	25.5	87	3710	35.0	11.4	87
GRADUATED COLLEGE	11155	7935	15.0	71.1	109	2594	13.8	23.3	100	3461	14.6	31.0	106	1880	17.7	16.9	129
ATTENDED COLLEGE	13682	9978	18.8	72.9	111	3283	17.5	24.0	104	4612	19.5	33.7	115	2084	19.7	15.2	116
GRADUATED HIGH SCHOOL	33880	23170	43.7	68.4	104	8017	42.7	23.7	102	10394	43.9	30.7	105	4759	44.9	14.0	107
DID NOT GRADUATE HIGH SCHOOL	22270	11980	22.6	53.8	82	4867	25.9	21.9	94	5235	22.1	23.5	80	1879	17.7	8.4	64
EMPLOYED	40306	28459	53.6	70.6	108	10263	54.7	25.5	110	12275	51.8	30.5	104	5920	55.8	14.7	112
EMPLOYED FULL-TIME	32850	23139	43.6	70.4	108	8246	44.0	25.1	108	10064	42.5	30.6	105	4828	45.5	14.7	112
EMPLOYED PART-TIME	7456	5320	10.0	71.4	109	2017	10.8	27.1	117	2211	9.3	29.7	101	1092	10.3	14.6	112
NOT EMPLOYED	40680	24604	46.4	60.5	92	8498	45.3	20.9	90	11427	48.2	28.1	96	4680	44.2	11.5	88
PROFESSIONAL/MANAGER	10392	7812	14.7	75.2	115	2695	14.4	25.9	112	3414	14.4	32.9	112	1704	16.1	16.4	125
TECH/CLERICAL/SALES	17574	12706	23.9	72.3	110	4226	22.5	24.0	104	5505	23.2	31.3	107	2976	28.1	16.9	129
PRECISION/CRAFT	985	698	1.3	70.9	108	**234	1.2	23.8	103	*338	1.4	34.3	117	**126	1.2	12.8	98
OTHER EMPLOYED	11354	7243	13.6	63.8	97	3109	16.6	27.4	118	3019	12.7	26.6	91	1115	10.5	9.8	75
SINGLE	9863	5618	10.6	57.0	87	1901	10.1	19.3	83	2491	10.5	25.3	86	1227	11.6	12.4	95
MARRIED	51375	36490	68.8	71.0	108	12892	68.7	25.1	108	16510	69.7	32.1	110	7089	66.9	13.8	105
DIVORCED/SEPARATED/WIDOWED	19748	10955	20.6	55.5	85	3968	21.2	20.1	87	4702	19.8	23.8	81	2285	21.6	11.6	88
PARENTS	32590	25342	47.8	77.8	119	10081	53.7	30.9	134	10585	44.7	32.5	111	4677	44.1	14.4	110
WHITE	70416	47084	88.7	66.9	102	15951	85.0	22.7	98	21548	90.9	30.6	105	9586	90.4	13.6	104
BLACK	8778	4980	9.4	56.7	87	2574	13.7	29.3	127	1692	7.1	19.3	66	714	6.7	8.1	62
OTHER	1791	*998	1.9	55.7	85	**236	1.3	13.2	57	**462	1.9	25.8	88	**300	2.8	16.8	128
NORTHEAST-CENSUS	17786	9875	18.6	55.5	85	3416	18.2	19.2	83	4546	19.2	25.6	87	1913	18.0	10.8	82
NORTH CENTRAL	20741	16032	30.2	77.3	118	5335	28.4	25.7	111	7581	32.0	36.6	125	3116	29.4	15.0	115
SOUTH	27775	17079	32.2	61.5	94	7168	38.2	25.8	111	6905	29.1	24.9	85	3007	28.4	10.8	83
WEST	14683	10078	19.0	68.6	105	2843	15.2	19.4	84	4670	19.7	31.8	109	2565	24.2	17.5	133
NORTHEAST-MKTG.	17961	9670	18.2	53.8	82	3620	19.3	20.2	87	4213	17.8	23.5	80	1838	17.3	10.2	78
EAST CENTRAL	11885	8375	15.8	70.5	108	2724	14.5	22.9	99	4029	17.0	33.9	116	1623	15.3	13.7	104
WEST CENTRAL	14090	11138	21.0	79.0	121	3577	19.1	25.4	110	5302	22.4	37.6	129	2259	21.3	16.0	122
SOUTH	24081	15168	28.6	63.0	96	6287	33.5	26.1	113	6217	26.2	25.8	88	2664	25.1	11.1	85
PACIFIC	12969	8712	16.4	67.2	103	2555	13.6	19.7	85	3942	16.6	30.4	104	2216	20.9	17.1	131
COUNTY SIZE A	32439	19627	37.0	60.5	92	6888	36.7	21.2	92	8597	36.3	26.5	91	4142	39.1	12.8	98
COUNTY SIZE B	24915	17313	32.6	69.5	106	6227	33.2	25.0	108	7925	33.4	31.8	109	3161	29.8	12.7	97
COUNTY SIZE C	12930	8945	16.9	69.2	106	2849	15.2	22.0	95	3923	16.6	30.3	104	2173	20.5	16.8	128
COUNTY SIZE D	10703	7178	13.5	67.1	102	2797	14.9	26.1	113	3256	13.7	30.4	104	1125	10.6	10.5	80
METRO CENTRAL CITY	24518	15163	28.6	61.8	94	5816	31.0	23.7	102	6338	26.7	25.9	88	3010	28.4	12.3	94
METRO SUBURBAN	35919	24297	45.8	67.6	103	8063	43.0	22.4	97	11370	48.0	31.7	108	4864	45.9	13.5	103
NON METRO	20549	13603	25.6	66.2	101	4883	26.0	23.8	103	5994	25.3	29.2	100	2727	25.7	13.3	101
TOP 5 ADI'S	18341	10589	20.0	57.7	88	3569	19.0	19.5	84	4518	19.1	24.6	84	2502	23.6	13.6	104
TOP 10 ADI'S	25378	14785	27.9	58.3	89	5289	28.2	20.8	90	6284	26.5	24.8	85	3213	30.3	12.7	97
TOP 20 ADI'S	36488	22206	41.8	60.9	93	7781	41.5	21.3	92	9532	40.2	26.1	89	4893	46.2	13.4	102
HSHLD INC. $50,000 OR MORE	6612	4962	9.4	75.0	115	1532	8.2	23.2	100	2337	9.9	35.3	121	1092	10.3	16.5	126
$40,000 OR MORE	12659	9627	18.1	76.0	116	3365	17.9	26.6	115	4349	18.3	34.4	117	1913	18.0	15.1	115
$30,000 OR MORE	24698	18643	35.1	75.5	115	6540	34.9	26.5	114	8265	34.9	33.5	114	3839	36.2	15.5	119
$25,000 OR MORE	32077	24025	45.3	74.9	114	8262	44.0	25.8	111	10651	44.9	33.2	113	5112	48.2	15.9	122
$20,000 - $24,999	9144	6185	11.7	67.6	103	2175	11.6	23.8	103	2736	11.5	29.9	102	1274	12.0	13.9	106
$15,000 - $19,999	8728	5545	10.4	63.5	97	1958	10.4	22.4	97	2547	10.7	29.2	100	1040	9.8	11.9	91
$10,000 - $14,999	12562	7777	14.7	61.9	94	2934	15.6	23.4	101	3406	14.4	27.1	93	1437	13.6	11.4	87
UNDER $10,000	18475	9533	18.0	51.6	79	3433	18.3	18.6	80	4363	18.4	23.6	81	1736	16.4	9.4	72
HOUSEHOLD OF 1 PERSON	11987	5510	10.4	46.0	70	1386	7.4	11.6	50	2802	11.8	23.4	80	1323	12.5	11.0	84
2 PEOPLE	26577	15919	30.0	59.9	91	4760	25.4	17.9	77	7580	32.0	28.5	97	3580	33.8	13.5	103
3 OR 4 PEOPLE	30617	22529	42.5	73.6	112	8306	44.3	27.1	117	9918	41.8	32.4	111	4305	40.6	14.1	107
5 OR MORE PEOPLE	11804	9104	17.2	77.1	118	4310	23.0	36.5	158	3402	14.4	28.8	98	1393	13.1	11.8	90
NO CHILD IN HSHLD	46165	26146	49.3	56.6	86	7810	41.6	16.9	73	12569	53.0	27.2	93	5767	54.4	12.5	95
CHILD(REN) UNDER 2 YRS	5325	4067	7.7	76.4	117	1491	7.9	28.0	121	1635	6.9	30.7	105	941	8.9	17.7	135
2 - 5 YEARS	14221	10577	19.9	74.4	114	4499	24.0	31.6	137	4243	17.9	29.8	102	1835	17.3	12.9	99
6 - 11 YEARS	15117	11931	22.5	78.9	120	5250	28.0	34.7	150	4618	19.5	30.5	104	2064	19.5	13.7	104
12 - 17 YEARS	16611	13082	24.7	78.8	120	5444	29.0	32.8	141	5477	23.1	33.0	113	2160	20.4	13.0	99
RESIDENCE OWNED	55884	38323	72.2	68.6	105	13535	72.1	24.2	105	16886	71.2	30.2	103	7902	74.5	14.1	108
VALUE: $50,000 OR MORE	31744	22138	41.7	69.7	106	7474	39.8	23.5	102	9853	41.6	31.0	106	4811	45.4	15.2	116
VALUE: UNDER $50,000	24140	16185	30.5	67.0	102	6061	32.3	25.1	108	7033	29.7	29.1	100	3092	29.2	12.8	98

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POPCORN PRODUCTS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	53063	100.0	65.5	100	18761	100.0	23.2	100	23702	100.0	29.3	100	10600	100.0	13.1	100
MAGAZINES	QUINTILE 1	15799	11924	22.5	75.5	115	4799	25.6	30.4	131	4662	19.7	29.5	101	2462	23.2	15.6	119
	QUINTILE 2	17259	12196	23.0	70.7	108	4218	22.5	24.4	105	5622	23.7	32.6	111	2357	22.2	13.7	104
	QUINTILE 3	13545	9150	17.2	67.6	103	2859	15.2	21.1	91	4392	18.5	32.4	111	1899	17.9	14.0	107
	QUINTILE 4	15133	9679	18.2	64.0	98	3077	16.4	20.3	88	4650	19.6	30.7	105	1951	18.4	12.9	99
	QUINTILE 5	19250	10115	19.1	52.5	80	3808	20.3	19.8	85	4376	18.5	22.7	78	1931	18.2	10.0	77
NEWSPAPERS	QUINTILE 1	12413	8187	15.4	66.0	101	2966	15.8	23.9	103	3443	14.5	27.7	95	1778	16.8	14.3	109
	QUINTILE 2	24116	16352	30.8	67.8	103	5613	29.9	23.3	100	7401	31.2	30.7	105	3337	31.5	13.8	106
	QUINTILE 3	11261	7778	14.7	69.1	105	2823	15.0	25.1	108	3370	14.2	29.9	102	1586	15.0	14.1	108
	QUINTILE 4	20255	13278	25.0	65.6	100	4601	24.5	22.7	98	6163	26.0	30.4	104	2514	23.7	12.4	95
	QUINTILE 5	12940	7469	14.1	57.7	88	2758	14.7	21.3	92	3326	14.0	25.7	88	1385	13.1	10.7	82
OUTDOOR	QUINTILE 1	14852	10150	19.1	68.3	104	3296	17.6	22.2	96	4560	19.2	30.7	105	2294	21.6	15.4	118
	QUINTILE 2	15725	10695	20.2	68.0	104	3827	20.4	24.3	105	4788	20.2	30.4	104	2079	19.6	13.2	101
	QUINTILE 3	16330	10828	20.4	66.3	101	4179	22.3	25.6	110	4532	19.1	27.8	95	2117	20.0	13.0	99
	QUINTILE 4	16744	10781	20.3	64.4	98	3845	20.5	23.0	99	4755	20.1	28.4	97	2181	20.6	13.0	100
	QUINTILE 5	17334	10609	20.0	61.2	93	3613	19.3	20.8	90	5067	21.4	29.2	100	1930	18.2	11.1	85
RADIO-DRIVE TIME	QUINTILE 1	15911	10624	20.0	66.8	102	4047	21.6	25.4	110	4421	18.7	27.8	95	2156	20.3	13.6	104
	QUINTILE 2	14837	10097	19.0	68.1	104	3644	19.4	24.6	106	4379	18.5	29.5	101	2075	19.6	14.0	107
	QUINTILE 3	15339	10395	19.6	67.8	103	3798	20.2	24.8	107	4613	19.5	30.1	103	1984	18.7	12.9	99
	QUINTILE 4	16723	11112	20.9	66.4	101	3636	19.4	21.7	94	5078	21.4	30.4	104	2399	22.6	14.3	110
	QUINTILE 5	18176	10835	20.4	59.6	91	3638	19.4	20.0	86	5212	22.0	28.7	98	1986	18.7	10.9	83
RADIO-MID-DAY	TERCILE 1	21020	13964	26.3	66.4	101	5181	27.6	24.6	106	5959	25.1	28.3	97	2824	26.6	13.4	103
	TERCILE 2	21610	14759	27.8	68.3	104	5175	27.6	23.9	103	6779	28.6	31.4	107	2805	26.5	13.0	99
	TERCILE 3	38355	24341	45.9	63.5	97	8406	44.8	21.9	95	10964	46.3	28.6	98	4971	46.9	13.0	99
RADIO-TOTAL	QUINTILE 1	15988	10673	20.1	66.8	102	4135	22.0	25.9	112	4423	18.7	27.7	95	2116	20.0	13.2	101
	QUINTILE 2	15626	10369	19.5	66.4	101	3982	21.2	25.5	110	4571	19.3	29.3	100	1817	17.1	11.6	89
	QUINTILE 3	16723	11473	21.6	68.6	105	4050	21.6	24.2	105	4974	21.0	29.7	102	2449	23.1	14.6	112
	QUINTILE 4	16342	11141	21.0	68.2	104	3604	19.2	22.1	95	5130	21.6	31.4	107	2406	22.7	14.7	112
	QUINTILE 5	16306	9407	17.7	57.7	88	2990	15.9	18.3	79	4604	19.4	28.2	96	1812	17.1	11.1	85
TV-PRIME TIME	QUINTILE 1	15953	10335	19.5	64.8	99	3737	19.9	23.4	101	4724	19.9	29.6	101	1874	17.7	11.7	90
	QUINTILE 2	16137	10716	20.2	66.4	101	3987	21.3	24.7	107	4456	18.8	27.6	94	2274	21.5	14.1	108
	QUINTILE 3	16420	11016	20.8	67.1	102	3329	17.7	20.3	88	5232	22.1	31.9	109	2455	23.2	15.0	114
	QUINTILE 4	16687	10979	20.7	65.8	100	3985	21.2	23.9	103	4840	20.4	29.0	99	2154	20.3	12.9	99
	QUINTILE 5	15789	10017	18.9	63.4	97	3724	19.8	23.6	102	4450	18.8	28.2	96	1843	17.4	11.7	89
TV-DAYTIME	TERCILE 1	27736	17714	33.4	63.9	97	6610	35.2	23.8	103	7741	32.7	27.9	95	3363	31.7	12.1	93
	TERCILE 2	26489	17781	33.5	67.1	102	6039	32.2	22.8	98	8177	34.5	30.9	105	3565	33.6	13.5	103
	TERCILE 3	26761	17568	33.1	65.6	100	6112	32.6	22.8	99	7784	32.8	29.1	99	3672	34.6	13.7	105
TV-TOTAL	QUINTILE 1	16345	10046	18.9	61.5	94	3755	20.0	23.0	99	4378	18.5	26.8	92	1913	18.0	11.7	89
	QUINTILE 2	16447	10762	20.3	65.4	100	3593	19.2	21.8	94	4863	20.5	29.6	101	2305	21.7	14.0	107
	QUINTILE 3	15980	10746	20.3	67.2	103	3986	21.2	24.9	108	4637	19.6	29.0	99	2123	20.0	13.3	102
	QUINTILE 4	15887	10940	20.6	68.9	105	3776	20.1	23.8	103	4928	20.8	31.0	106	2236	21.1	14.1	108
	QUINTILE 5	16326	10569	19.9	64.7	99	3651	19.5	22.4	97	4896	20.7	30.0	102	2023	19.1	12.4	95
MAGAZINES-NEWSPAPERS: DUAL		20721	14951	28.2	72.2	110	5779	30.8	27.9	120	6039	25.5	29.1	100	3132	29.5	15.1	115
MAGAZINE IMPERATIVE		19186	13918	26.2	72.5	111	4742	25.3	24.7	107	6458	27.2	33.7	115	2717	25.6	14.2	108
NEWSPAPER IMPERATIVE		21899	13617	25.7	62.2	95	4335	23.1	19.8	85	6521	27.5	29.8	102	2761	26.0	12.6	96
MAGAZINES-OUTDOOR: DUAL		15451	11558	21.8	74.8	114	4165	22.2	27.0	116	5051	21.3	32.7	112	2342	22.1	15.2	116
MAGAZINE IMPERATIVE		25953	18066	34.0	69.6	106	6558	35.0	25.3	109	7839	33.1	30.2	103	3669	34.6	14.1	108
OUTDOOR IMPERATIVE		24400	15017	28.3	61.5	94	4984	26.6	20.4	88	6964	29.4	28.5	98	3068	28.9	12.6	96
MAGAZINES-RADIO: DUAL		18049	12902	24.3	71.5	109	5134	27.4	28.4	123	5428	22.9	30.1	103	2340	22.1	13.0	99
MAGAZINE IMPERATIVE		23571	16981	32.0	72.0	110	5568	29.7	23.6	102	7684	32.4	32.6	111	3730	35.2	15.8	121
RADIO IMPERATIVE		23278	14509	27.3	62.3	95	5182	27.6	22.3	96	6412	27.1	27.5	94	2915	27.5	12.5	96
MAGAZINES-TELEVISION: DUAL		15459	11025	20.8	71.3	109	4034	21.5	26.1	113	4808	20.3	31.1	106	2183	20.6	14.1	108
MAGAZINE IMPERATIVE		25829	18757	35.3	72.6	111	6711	35.8	26.0	112	8305	35.0	32.2	110	3741	35.3	14.5	111
TELEVISION IMPERATIVE		26039	15152	28.6	58.2	89	5126	27.3	19.7	85	6938	29.3	26.6	91	3088	29.1	11.9	91
NEWSPAPERS-OUTDOOR: DUAL		16605	11638	21.9	70.1	107	4208	22.4	25.3	109	4971	21.0	29.9	102	2459	23.2	14.8	113
NEWSPAPER IMPERATIVE		26834	17646	33.3	65.8	100	6174	32.9	23.0	99	7927	33.4	29.5	101	3545	33.4	13.2	101
OUTDOOR IMPERATIVE		23346	15352	28.9	65.8	100	5358	28.6	23.0	99	6960	29.4	29.8	102	3034	28.6	13.0	99
NEWSPAPERS-RADIO: DUAL		17133	11765	22.2	68.7	105	4347	23.2	25.4	110	5157	21.8	30.1	103	2260	21.3	13.2	101
NEWSPAPER IMPERATIVE		25892	17316	32.6	66.9	102	5734	30.6	22.1	96	7718	32.6	29.8	102	3864	36.5	14.9	114
RADIO IMPERATIVE		23167	15303	28.8	66.1	101	5905	31.5	25.5	110	6386	26.9	27.6	94	3012	28.4	13.0	99
NEWSPAPERS-TELEVISION: DUAL		17159	11330	21.4	66.0	101	3748	20.0	21.8	94	5185	21.9	30.2	103	2398	22.6	14.0	107
NEWSPAPER IMPERATIVE		26214	17849	33.6	68.1	104	6375	34.0	24.3	105	7766	32.8	29.6	101	3708	35.0	14.1	108
TELEVISION IMPERATIVE		23412	14666	27.6	62.6	96	5425	28.9	23.2	100	6410	27.0	27.4	94	2832	26.7	12.1	92
OUTDOOR-RADIO: DUAL		15303	10674	20.1	69.8	106	3865	20.6	25.3	109	4562	19.2	29.8	102	2247	21.2	14.7	112
OUTDOOR IMPERATIVE		24901	16546	31.2	66.4	101	5409	28.8	21.7	94	7663	32.3	30.8	105	3474	32.8	14.0	107
RADIO IMPERATIVE		26492	17264	32.5	65.2	99	6682	35.6	25.2	109	7441	31.4	28.1	96	3141	29.6	11.9	91
OUTDOOR-TELEVISION: DUAL		14794	9985	18.8	67.5	103	3664	19.5	24.8	107	4344	18.3	29.4	100	1977	18.7	13.4	102
OUTDOOR IMPERATIVE		25437	17532	33.0	68.9	105	6065	32.3	23.8	103	7817	33.0	30.7	105	3651	34.4	14.4	110
TELEVISION IMPERATIVE		27877	17410	32.8	62.5	95	6195	33.0	22.2	96	7690	32.4	27.6	94	3526	33.3	12.6	97
RADIO-TELEVISION: DUAL		15996	10461	19.7	65.4	100	3946	21.0	24.7	106	4521	19.1	28.3	97	1993	18.8	12.5	95
RADIO IMPERATIVE		25478	17453	32.9	68.5	105	6517	34.7	25.6	110	7655	32.3	30.0	103	3281	31.0	12.9	98
TELEVISION IMPERATIVE		26573	16955	32.0	63.8	97	5737	30.6	21.6	93	7578	32.0	28.5	97	3640	34.3	13.7	105

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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POPCORN PRODUCTS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

D457
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	53063	100.0	65.5	100	18761	100.0	23.2	100	23702	100.0	29.3	100	10600	100.0	13.1	100
ATLANTIC MONTHLY	415	274	0.5	66.0	101	**114	0.6	27.5	119	**74	0.3	17.8	61	**85	0.8	20.5	156
BARRON'S	453	*270	0.5	59.6	91	**84	0.4	18.5	80	**100	0.4	22.1	75	**87	0.8	19.2	147
BETTER HOMES & GARDENS	16256	11937	22.5	73.4	112	4496	24.0	27.7	119	5173	21.8	31.8	109	2269	21.4	14.0	107
BON APPETIT	2535	1830	3.4	72.2	110	556	3.0	21.9	95	893	3.8	35.2	120	380	3.6	15.0	115
BUSINESS WEEK	1278	872	1.6	68.2	104	307	1.6	24.0	104	369	1.6	28.9	99	*196	1.8	15.3	117
CAR AND DRIVER	378	*254	0.5	67.2	103	**88	0.5	23.3	100	**111	0.5	29.4	100	**55	0.5	14.6	111
CBS MAGAZINE NETWORK (GROSS)	1498	1167	2.2	77.9	119	487	2.6	32.5	140	403	1.7	26.9	92	*277	2.6	18.5	141
CHANGING TIMES	1505	978	1.8	65.0	99	303	1.6	20.1	87	476	2.0	31.6	108	*199	1.9	13.2	101
COLONIAL HOMES	1231	859	1.6	69.8	107	281	1.5	22.8	99	382	1.6	31.0	106	*196	1.8	15.9	122
CONDE NAST MAG. PKG. (GROSS)	14146	10035	18.9	70.9	108	3577	19.1	25.3	109	4320	18.2	30.5	104	2138	20.2	15.1	115
CONSUMERS DIGEST	1323	1073	2.0	81.1	124	383	2.0	28.9	125	438	1.8	33.1	113	*252	2.4	19.0	146
COSMOPOLITAN	7102	4932	9.3	69.4	106	1834	9.8	25.8	111	2198	9.3	30.9	106	901	8.5	12.7	97
COUNTRY LIVING	2481	2100	4.0	84.6	129	860	4.6	34.7	150	782	3.3	31.5	108	458	4.3	18.5	141
CUISINE	1472	1013	1.9	68.8	105	389	2.1	26.4	114	412	1.7	28.0	96	*212	2.0	14.4	110
CYCLE WORLD	425	369	0.7	86.8	133	**134	0.7	31.5	136	*191	0.8	44.9	154	**45	0.4	10.6	81
DCI:CREATIVE IDEAS FOR LIV	2510	1991	3.8	79.3	121	782	4.2	31.2	134	868	3.7	34.6	118	341	3.2	13.6	104
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5045	9.5	75.4	115	1909	10.2	28.5	123	2095	8.8	31.3	107	1041	9.8	15.6	119
DISCOVER	894	668	1.3	74.7	114	*231	1.2	25.8	112	316	1.3	35.3	121	*121	1.1	13.5	103
EBONY	3507	2211	4.2	63.0	96	1104	5.9	31.5	136	786	3.3	22.4	77	321	3.0	9.2	70
ESQUIRE	1083	680	1.3	62.8	96	267	1.4	24.7	106	294	1.2	27.1	93	**119	1.1	11.0	84
ESSENCE	1830	1267	2.4	69.2	106	613	3.3	33.5	145	493	2.1	26.9	92	*161	1.5	8.8	67
FAMILY CIRCLE	15930	11678	22.0	73.3	112	4418	23.5	27.7	120	5158	21.8	32.4	111	2102	19.8	13.2	101
THE FAMILY HANDYMAN	1126	842	1.6	74.8	114	342	1.8	30.4	131	329	1.4	29.2	100	*172	1.6	15.3	117
FAMILY WEEKLY	11468	8110	15.3	70.7	108	2761	14.7	24.1	104	3655	15.4	31.9	109	1694	16.0	14.8	113
FIELD & STREAM	2234	1649	3.1	73.8	113	699	3.7	31.3	135	635	2.7	28.4	97	*315	3.0	14.1	108
FOOD & WINE	579	347	0.7	59.9	91	*134	0.7	23.1	100	*127	0.5	21.9	75	**86	0.8	14.9	113
FORBES	728	468	0.9	64.3	98	**142	0.8	19.5	84	*160	0.7	22.0	75	*166	1.6	22.8	174
FORTUNE	906	606	1.1	66.9	102	*192	1.0	21.2	91	*204	0.9	22.5	77	*211	2.0	23.3	178
GENTLEMEN'S QUARTERLY	791	549	1.0	69.4	106	*215	1.1	27.2	117	*170	0.7	21.5	73	*163	1.5	20.6	157
GLAMOUR	5265	3840	7.2	72.9	111	1289	6.9	24.5	106	1722	7.3	32.7	112	829	7.8	15.7	120
GOLF DIGEST	636	448	0.8	70.4	108	*223	1.2	35.1	151	*117	0.5	18.4	63	**107	1.0	16.8	129
GOLF DIGEST/TENNIS (GROSS)	1186	863	1.6	72.8	111	357	1.9	30.1	130	298	1.3	25.1	86	*208	2.0	17.5	134
GOLF MAGAZINE	441	277	0.5	62.8	96	**78	0.4	17.7	76	*141	0.6	32.0	109	**59	0.6	13.4	102
GOLF MAGAZINE/SKI (GROSS)	922	563	1.1	61.1	93	*143	0.8	15.5	67	320	1.4	34.7	119	**100	0.9	10.8	83
GOOD HOUSEKEEPING	16487	12025	22.7	72.9	111	4524	24.1	27.4	118	5213	22.0	31.6	108	2287	21.6	13.9	106
HARPER'S BAZAAR	2423	1726	3.3	71.2	109	617	3.3	25.5	110	766	3.2	31.6	108	342	3.2	14.1	108
HEALTH	1994	1561	2.9	78.3	119	634	3.4	31.8	137	695	2.9	34.9	119	*233	2.2	11.7	89
HEARST MAG CORP. BUY (GROSS)	44101	32243	60.8	73.1	112	12062	64.3	27.4	118	14186	59.9	32.2	110	5996	56.6	13.6	104
HEARST MAN POWER (GROSS)	1993	1565	2.9	78.5	120	582	3.1	29.2	126	727	3.1	36.5	125	256	2.4	12.8	98
HEARST WOMAN POWER (GROSS)	31274	22712	42.8	72.6	111	8513	45.4	27.2	118	10056	42.4	32.2	110	4143	39.1	13.2	101
HOUSE BEAUTIFUL	3623	2525	4.8	69.7	106	961	5.1	26.5	115	1082	4.6	29.9	102	482	4.5	13.3	102
INC.	283	*231	0.4	81.6	125	**88	0.5	31.1	134	**67	0.3	23.7	81	**75	0.7	26.5	202
JET	2928	1848	3.5	63.1	96	954	5.1	32.6	141	680	2.9	23.2	79	215	2.0	7.3	56
LADIES' HOME JOURNAL	11918	8972	16.9	75.3	115	3293	17.6	27.6	119	4060	17.1	34.1	116	1620	15.3	13.6	104
LHJ FAMILY GRP COMBO(GROSS)	16764	12780	24.1	76.2	116	4839	25.8	28.9	125	5670	23.9	33.8	116	2270	21.4	13.5	103
LIFE	4254	2917	5.5	68.6	105	1153	6.1	27.1	117	1148	4.8	27.0	92	616	5.8	14.5	111
L.A. TIMES HOME MAGAZINE	1145	715	1.3	62.4	95	*239	1.3	20.9	90	249	1.1	21.7	74	*228	2.2	19.9	152
MADEMOISELLE	2884	2023	3.8	70.1	107	758	4.0	26.3	113	840	3.5	29.1	100	424	4.0	14.7	112
MC CALL'S	13460	9880	18.6	73.4	112	3735	19.9	27.7	120	4319	18.2	32.1	110	1825	17.2	13.6	104
MC CALL'S/WRK MOTHER (GROSS)	14606	10823	20.4	74.1	113	4142	22.1	28.4	122	4625	19.5	31.7	108	2056	19.4	14.1	108
MECHANIX ILLUSTRATED	772	584	1.1	75.6	115	*219	1.2	28.4	122	*213	0.9	27.6	94	**152	1.4	19.7	150
METROPOLITAN HOME	967	679	1.3	70.2	107	*213	1.1	22.0	95	303	1.3	31.3	107	*163	1.5	16.9	129
MONEY	1588	1136	2.1	71.5	109	359	1.9	22.6	98	437	1.8	27.5	94	340	3.2	21.4	164
MOTHER EARTH NEWS	1002	869	1.6	86.7	132	295	1.6	29.4	127	404	1.7	40.3	138	*171	1.6	17.1	130
MS.	825	579	1.1	70.2	107	*202	1.1	24.5	106	267	1.1	32.4	111	*111	1.0	13.5	103
NATIONAL ENQUIRER	10336	7277	13.7	70.4	107	3075	16.4	29.8	128	2877	12.1	27.8	95	1325	12.5	12.8	98
NATIONAL GEOGRAPHIC	9597	6806	12.8	70.9	108	1959	10.4	20.4	88	3048	12.9	31.8	109	1799	17.0	18.7	143
NATIONAL SUNDAY MAGAZINE PKG	49558	33718	63.5	68.0	104	11906	63.5	24.0	104	15048	63.5	30.4	104	6764	63.8	13.6	104
NATURAL HISTORY	573	370	0.7	64.6	99	**94	0.5	16.4	71	*195	0.8	34.0	116	**81	0.8	14.1	108
NEW WOMAN	1699	1178	2.2	69.3	106	315	1.7	18.5	80	568	2.4	33.4	114	295	2.8	17.4	133
NEW YORK INCLUDING CUE	443	218	0.4	49.2	75	*118	0.6	26.6	115	**64	0.3	14.4	49	**35	0.3	7.9	60
THE NEW YORKER	1270	852	1.6	67.1	102	240	1.3	18.9	82	339	1.4	26.7	91	273	2.6	21.5	164
NEWSWEEK	6277	4301	8.1	68.5	105	1513	8.1	24.1	104	1720	7.3	27.4	94	1068	10.1	17.0	130
THE N.Y. TIMES DAILY EDITION	1205	628	1.2	52.1	80	*266	1.4	22.1	95	225	0.9	18.7	64	*137	1.3	11.4	87
THE N.Y. TIMES MAGAZINE	2081	1105	2.1	53.1	81	411	2.2	19.8	85	400	1.7	19.2	66	293	2.8	14.1	108
OMNI	788	547	1.0	69.4	106	*258	1.4	32.7	141	*153	0.6	19.4	66	*136	1.3	17.3	132
ON CABLE	1158	900	1.7	77.7	119	301	1.6	26.0	112	492	2.1	42.5	145	**106	1.0	9.2	70
1001 HOME IDEAS	2852	2247	4.2	78.8	120	913	4.9	32.0	138	916	3.9	32.1	110	418	3.9	14.7	112
ORGANIC GARDENING	1658	1336	2.5	80.6	123	543	2.9	32.8	141	530	2.2	32.0	109	262	2.5	15.8	121
OUTDOOR LIFE	896	703	1.3	78.5	120	259	1.4	28.9	125	293	1.2	32.7	112	*150	1.4	16.7	128
PARADE MAGAZINE	24275	16168	30.5	66.6	102	5914	31.5	24.4	105	7004	29.6	28.9	99	3250	30.7	13.4	102

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POPCORN PRODUCTS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0453
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	53063	100.0	65.5	100	18761	100.0	23.2	100	23702	100.0	29.3	100	10600	100.0	13.1	100
PARENTS	3845	2994	5.6	77.9	119	1264	6.7	32.9	142	1161	4.9	30.2	103	569	5.4	14.8	113
PENTHOUSE	831	596	1.1	71.7	109	*250	1.3	30.1	130	*237	1.0	28.5	97	**108	1.0	13.0	99
PEOPLE	11645	8310	15.7	71.4	109	3300	17.6	28.3	122	3384	14.3	29.1	99	1625	15.3	14.0	107
PLAYBOY	2006	1374	2.6	68.5	105	555	3.0	27.7	119	552	2.3	27.5	94	*267	2.5	13.3	102
POPULAR HOT RODDING	297	*223	0.4	75.1	115	**93	0.5	31.3	135	**115	0.5	38.7	132	**16	0.2	5.4	41
POPULAR MECHANICS	1018	769	1.4	75.5	115	*346	1.8	34.0	147	*315	1.3	30.9	106	**109	1.0	10.7	82
POPULAR SCIENCE	878	652	1.2	74.3	113	*270	1.4	30.8	133	285	1.2	32.5	111	**98	0.9	11.2	85
PREVENTION	3913	2854	5.4	72.9	111	1147	6.1	29.3	127	1066	4.5	27.2	93	642	6.1	16.4	125
PSYCHOLOGY TODAY	1710	1256	2.4	73.5	112	493	2.6	28.8	124	495	2.1	28.9	99	268	2.5	15.7	120
READER'S DIGEST	22204	15563	29.3	70.1	107	5698	30.4	25.7	111	6629	28.0	29.9	102	3236	30.5	14.6	111
REDBOOK	7684	5756	10.8	74.9	114	2155	11.5	28.0	121	2645	11.2	34.4	118	955	9.0	12.4	95
ROAD & TRACK	410	316	0.6	77.1	118	**76	0.4	18.5	80	**116	0.5	28.3	97	**124	1.2	30.2	231
ROLLING STONE	969	746	1.4	77.0	117	*199	1.1	20.5	89	408	1.7	42.1	144	*139	1.3	14.3	110
RUNNER'S WORLD	298	*241	0.5	80.9	123	**131	0.7	44.0	190	**57	0.2	19.1	65	**54	0.5	18.1	138
SATURDAY EVENING POST	1169	781	1.5	66.8	102	317	1.7	27.1	117	267	1.1	22.8	78	*197	1.9	16.9	129
SCIENCE 84	567	464	0.9	79.0	121	*212	1.1	36.1	156	*208	0.9	35.4	121	**44	0.4	7.5	57
SCIENCE DIGEST	482	404	0.8	83.8	128	*122	0.7	25.3	109	*233	1.0	48.3	165	**50	0.5	10.4	79
SCIENTIFIC AMERICAN	594	424	0.8	71.4	109	**102	0.5	17.2	74	*174	0.7	29.3	100	**148	1.4	24.9	190
SELF	2089	1598	3.0	76.5	117	486	2.6	23.3	100	740	3.1	35.4	121	372	3.5	17.8	136
SEVENTEEN	2411	1721	3.2	71.4	109	617	3.3	25.6	110	755	3.2	31.3	107	349	3.3	14.5	111
SKI	480	286	0.5	59.6	91	**65	0.3	13.5	58	*179	0.8	37.3	127	**41	0.4	8.5	65
SMITHSONIAN	2760	1736	3.3	62.9	96	469	2.5	17.0	73	776	3.3	28.1	96	491	4.6	17.8	136
SOAP OPERA DIGEST	3013	2209	4.2	73.3	112	985	5.3	32.7	141	902	3.8	29.9	102	322	3.0	10.7	82
SOUTHERN LIVING	4184	3054	5.8	73.0	111	1126	6.0	26.9	116	1226	5.2	29.3	100	701	6.6	16.8	128
SPORT	559	401	0.8	71.7	109	*156	0.8	27.9	120	**123	0.5	22.0	75	**121	1.1	21.6	165
THE SPORTING NEWS	436	389	0.7	89.2	136	**186	1.0	42.7	184	**147	0.6	33.7	115	**55	0.5	12.6	96
SPORTS AFIELD	493	392	0.7	79.5	121	*114	0.6	23.1	100	*179	0.8	36.3	124	**98	0.9	19.9	152
SPORTS ILLUSTRATED	2758	2038	3.8	73.9	113	819	4.4	29.7	128	864	3.6	31.3	107	355	3.3	12.9	98
STAR	7456	5206	9.8	69.8	107	2196	11.7	29.5	127	2178	9.2	29.2	100	832	7.8	11.2	85
SUNDAY	24936	16900	31.8	67.8	103	6192	33.0	24.8	107	7492	31.6	30.0	103	3216	30.3	12.9	99
SUNSET	2124	1618	3.0	76.2	116	430	2.3	20.2	87	701	3.0	33.0	113	487	4.6	22.9	175
TV GUIDE	21661	14993	28.3	69.2	106	5568	29.7	25.7	111	6509	27.5	30.0	103	2916	27.5	13.5	103
TENNIS	550	414	0.8	75.3	115	*133	0.7	24.2	104	*181	0.8	32.9	112	**100	0.9	18.2	139
TIME	8880	6356	12.0	71.6	109	2057	11.0	23.2	100	2891	12.2	32.6	111	1409	13.3	15.9	121
TOWN & COUNTRY	917	659	1.2	71.9	110	*196	1.0	21.4	92	348	1.5	37.9	130	*114	1.1	12.4	95
TRAVEL & LEISURE	972	670	1.3	68.9	105	*188	1.0	19.3	83	369	1.6	38.0	130	*113	1.1	11.6	89
TRUE STORY	3356	2314	4.4	69.0	105	1120	6.0	33.4	144	842	3.6	25.1	86	352	3.3	10.5	80
U.S.NEWS & WORLD REPORT	3410	2288	4.3	67.1	102	754	4.0	22.1	95	867	3.7	25.4	87	666	6.3	19.5	149
USA TODAY	1759	1264	2.4	71.9	110	396	2.1	22.5	97	600	2.5	34.1	117	268	2.5	15.2	116
US	1873	1462	2.8	78.1	119	535	2.9	28.6	123	665	2.8	35.5	121	*262	2.5	14.0	107
VOGUE	3909	2574	4.9	65.8	100	1044	5.6	26.7	115	1018	4.3	26.0	89	512	4.8	13.1	100
WALL STREET JOURNAL	1886	1331	2.5	70.6	108	427	2.3	22.6	98	518	2.2	27.5	94	385	3.6	20.4	156
WEIGHT WATCHERS	2120	1575	3.0	74.3	113	661	3.5	31.2	135	608	2.6	28.7	98	305	2.9	14.4	110
WOMAN'S DAY	14172	10515	19.8	74.2	113	4229	22.5	29.8	129	4455	18.8	31.4	107	1831	17.3	12.9	99
WORKING MOTHER	1146	943	1.8	82.3	126	406	2.2	35.4	153	306	1.3	26.7	91	*231	2.2	20.2	154
WORKING WOMAN	1322	948	1.8	71.7	109	427	2.3	32.3	139	281	1.2	21.3	73	*240	2.3	18.2	139
WORLD TENNIS	*163	*115	0.2	70.6	108	**54	0.3	33.1	143	**22	0.1	13.5	46	**40	0.4	24.5	187
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1837	3.5	72.6	111	676	3.6	26.7	115	830	3.5	32.8	112	332	3.1	13.1	100
BLAIR INSERTS	43657	29225	55.1	66.9	102	10444	55.7	23.9	103	12975	54.7	29.7	102	5806	54.8	13.3	102
DAILY NEWSPAPERS																	
READ ANY	51633	34498	65.0	66.8	102	12023	64.1	23.3	101	15446	65.2	29.9	102	7030	66.3	13.6	104
READ ONE	43463	29018	54.7	66.8	102	10116	53.9	23.3	100	13060	55.1	30.0	103	5843	55.1	13.4	103
READ TWO OR MORE	8170	5480	10.3	67.1	102	1907	10.2	23.3	101	2386	10.1	29.2	100	1187	11.2	14.5	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	35618	67.1	67.6	103	12639	67.4	24.0	104	15766	66.5	29.9	102	7213	68.0	13.7	105
READ ONE	46126	31155	58.7	67.5	103	11096	59.1	24.1	104	13808	58.3	29.9	102	6251	59.0	13.6	104
READ TWO OR MORE	6552	4463	8.4	68.1	104	1543	8.2	23.6	102	1958	8.3	29.9	102	962	9.1	14.7	112
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	28.51				26.89				28.85				30.63			
30 DAY REACH	71455	47011	88.6	65.8	100	16697	89.0	23.4	101	20789	87.7	29.1	99	9525	89.9	13.3	102
50 SHMG - 30 DAY AV FREQ	14.56	14.97				14.02				15.21				16.11			
30 DAY REACH	67742	44888	84.6	66.3	101	16067	85.6	23.7	102	19749	83.3	29.2	100	9072	85.6	13.4	102
25 SHMG - 30 DAY AV FREQ	7.94	8.11				7.53				8.30				8.76			
30 DAY REACH	62117	41405	78.0	66.7	102	14921	79.5	24.0	104	18094	76.3	29.1	100	8390	79.2	13.5	103
CABLE TV: HOME WIRED	32077	22799	43.0	71.1	108	7357	39.2	22.9	99	10620	44.8	33.1	113	4822	45.5	15.0	115
HOME NOT WIRED	48909	30265	57.0	61.9	94	11404	60.8	23.3	101	13082	55.2	26.7	91	5778	54.5	11.8	90
HAVE PAY CABLE	15935	12136	22.9	76.2	116	4077	21.7	25.6	110	5645	23.8	35.4	121	2414	22.8	15.1	116

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POPCORN PRODUCTS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0454
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS %	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS %	MEDIUM USERS ONE D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS %	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	53063	100.0	65.5	100	18761	100.0	23.2	100	23702	100.0	29.3	100	10600	100.0	13.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	30051	56.6	68.4	104	10649	56.8	24.2	105	13118	55.3	29.9	102	6284	59.3	14.3	109
10:00 AM - 3:00 PM	30659	20735	39.1	67.6	103	7493	39.9	24.4	105	9171	38.7	29.9	102	4071	38.4	13.3	101
3:00 PM - 7:00 PM	31045	21428	40.4	69.0	105	7659	40.8	24.7	106	9375	39.6	30.2	103	4394	41.5	14.2	108
7:00 PM - MIDNIGHT	15767	10802	20.4	68.5	105	4252	22.7	27.0	116	4401	18.6	27.9	95	2149	20.3	13.6	104
MIDNIGHT - 6:00 AM	9120	6125	11.5	67.2	103	2241	11.9	24.6	106	2727	11.5	29.9	102	1158	10.9	12.7	97
6:00 AM - MIDNIGHT	58527	40030	75.4	68.4	104	14119	75.3	24.1	104	17735	74.8	30.3	104	8176	77.1	14.0	107
ENTIRE DAY	59311	40516	76.4	68.3	104	14343	76.5	24.2	104	17930	75.6	30.2	103	8243	77.8	13.9	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	11759	22.2	72.7	111	4239	22.6	26.2	113	5103	21.5	31.6	108	2417	22.8	14.9	114
ALL NEWS	2256	1251	2.4	55.5	85	418	2.2	18.5	80	530	2.2	23.5	80	304	2.9	13.5	103
AOR/PROGRESSIVE	3874	2729	5.1	70.4	108	875	4.7	22.6	97	1258	5.3	32.5	111	596	5.6	15.4	118
BEAUTIFUL MUSIC	5660	3833	7.2	67.7	103	1225	6.5	21.6	93	1828	7.7	32.3	110	780	7.4	13.8	105
BLACK	2204	1349	2.5	61.2	93	614	3.3	27.9	120	465	2.0	21.1	72	270	2.5	12.3	94
CLASSICAL	1418	885	1.7	62.4	95	321	1.7	22.6	98	332	1.4	23.4	80	*232	2.2	16.4	125
CHR/ROCK	9538	6848	12.9	71.8	110	2439	13.0	25.6	110	2960	12.5	31.0	106	1449	13.7	15.2	116
COUNTRY	12648	8959	16.9	70.8	108	3131	16.7	24.8	107	4091	17.3	32.3	111	1737	16.4	13.7	105
GOLDEN OLDIES	1191	692	1.3	58.1	89	*293	1.6	24.6	106	305	1.3	25.6	88	**94	0.9	7.9	60
MOR/NOSTALGIA	4757	3013	5.7	63.3	97	934	5.0	19.6	85	1383	5.8	29.1	99	695	6.6	14.6	112
NEWS/TALK	3863	2452	4.6	63.5	97	837	4.5	21.7	94	1182	5.0	30.6	105	434	4.1	11.2	86
RELIGIOUS	3084	1993	3.8	64.6	99	714	3.8	23.2	100	813	3.4	26.4	90	467	4.4	15.1	116
SOFT ROCK	521	336	0.6	64.5	98	*99	0.5	19.0	82	*152	0.6	29.2	100	**85	0.8	16.3	125
URBAN CONTEMPORARY	1585	941	1.8	59.4	91	558	3.0	35.2	152	250	1.1	15.8	54	*133	1.3	8.4	64
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2263	4.3	69.4	106	932	5.0	28.6	123	910	3.8	27.9	95	421	4.0	12.9	99
ABC DIRECTION	2316	1422	2.7	61.4	94	508	2.7	21.9	95	670	2.8	28.9	99	244	2.3	10.5	80
ABC ENTERTAINMENT	4834	3243	6.1	67.1	102	1021	5.4	21.1	91	1515	6.4	31.3	107	707	6.7	14.6	112
ABC FM	2202	1518	2.9	68.9	105	499	2.7	22.7	98	696	2.9	31.6	108	324	3.1	14.7	112
ABC INFORMATION	5425	3689	7.0	68.0	104	1244	6.6	22.9	99	1694	7.1	31.2	107	752	7.1	13.9	106
ABC ROCK	1677	1214	2.3	72.4	110	451	2.4	26.9	116	574	2.4	34.2	117	*189	1.8	11.3	86
CBS	4430	3002	5.7	67.8	103	961	5.1	21.7	94	1412	6.0	31.9	109	629	5.9	14.2	108
MUTUAL	4992	3315	6.2	66.4	101	1192	6.4	23.9	103	1526	6.4	30.6	104	597	5.6	12.0	91
NBC	4679	3262	6.1	69.7	106	967	5.2	20.7	89	1637	6.9	35.0	120	659	6.2	14.1	108
RADIORADIO	1994	1338	2.5	67.1	102	439	2.3	22.0	95	628	2.6	31.5	108	271	2.6	13.6	104
RKO ONE	2298	1605	3.0	69.8	107	622	3.3	27.1	117	688	2.9	29.9	102	295	2.8	12.8	98
RKO TWO	3311	2291	4.3	69.2	106	791	4.2	23.9	103	875	3.7	26.4	90	625	5.9	18.9	144
THE SOURCE	2114	1395	2.6	66.0	101	510	2.7	24.1	104	607	2.6	28.7	98	278	2.6	13.2	100
NON-WIRED : BLAIR	8654	6195	11.7	71.6	109	2281	12.2	26.4	114	2662	11.2	30.8	105	1252	11.8	14.5	111
INTERNET	12025	8220	15.5	68.4	104	3290	17.5	27.4	118	3290	13.9	27.4	93	1641	15.5	13.6	104
KATZ RADIO GROUP	15359	10462	19.7	68.1	104	3335	17.8	21.7	94	4745	20.0	30.9	106	2383	22.5	15.5	119
SUPERNET	10628	7320	13.8	68.9	105	2660	14.2	25.0	108	3240	13.7	30.5	104	1421	13.4	13.4	102
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	5257	9.9	60.7	93	1785	9.5	20.6	89	2469	10.4	28.5	97	1003	9.5	11.6	88
MKDAY 9:00 AM - 1:00 PM	12163	7681	14.5	63.2	96	2852	15.2	23.4	101	3363	14.2	27.6	94	1466	13.8	12.1	92
MKDAY 1:00 PM - 4:30 PM	16150	10377	19.6	64.3	98	3965	21.1	24.6	106	4414	18.6	27.3	93	1999	18.9	12.4	95
MKDAY 4:30 PM - 7:30 PM	22463	13996	26.4	62.3	95	4846	25.8	21.6	93	6236	26.3	27.8	95	2914	27.5	13.0	99
MKDAY 7:30 PM - 8:00 PM	31795	20130	37.9	63.3	97	6897	36.8	21.7	94	9142	38.6	28.8	98	4091	38.6	12.9	98
MKDAY 11:00 PM - 11:30 PM	23977	16213	30.6	67.6	103	5715	30.5	23.8	103	7233	30.5	30.2	103	3266	30.8	13.6	104
MKDAY 11:30 PM - 1:00 AM	7703	5358	10.1	69.6	106	1926	10.3	25.0	108	2346	9.9	30.5	104	1086	10.2	14.1	108
M-SAT 8-11 PM+SUN 7-11 PM	33800	22217	41.9	65.7	100	7834	41.8	23.2	100	9887	41.7	29.3	100	4495	42.4	13.3	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4312	8.1	66.0	101	1763	9.4	27.0	116	1689	7.1	25.8	88	861	8.1	13.2	101
ANOTHER WORLD N	4620	2895	5.5	62.7	96	953	5.1	20.6	89	1315	5.5	28.5	97	626	5.9	13.5	104
AS THE WORLD TURNS C	5614	3462	6.5	61.7	94	1433	7.6	25.5	110	1389	5.9	24.7	85	639	6.0	11.4	87
CAPITOL C	3396	2088	3.9	61.5	94	869	4.6	25.6	110	862	3.6	25.4	87	358	3.4	10.5	81
CBS MORN. NEWS 1 C	1446	722	1.4	49.9	76	227	1.2	15.7	68	353	1.5	24.4	83	143	1.3	9.9	76
CBS MORN. NEWS 2 C	1207	572	1.1	47.4	72	158	0.8	13.1	57	323	1.4	26.8	91	*90	0.8	7.5	57
DAYS OF OUR LIVES N	5877	3913	7.4	66.6	102	1329	7.1	22.6	98	1780	7.5	30.3	103	804	7.6	13.7	105
FACTS OF LIFE - DAYTIME N	2290	1437	2.7	62.8	96	484	2.6	21.1	91	643	2.7	28.1	96	311	2.9	13.6	104
FAMILY FEUD A	3023	1862	3.5	61.6	94	798	4.3	26.4	114	729	3.1	24.1	82	335	3.2	11.1	85
GENERAL HOSPITAL A	6097	3975	7.5	65.2	100	1641	8.7	26.9	116	1596	6.7	26.2	89	738	7.0	12.1	92
GOOD MORNING, AMERICA-730 A	3515	2306	4.3	65.6	100	745	4.0	21.2	91	1136	4.8	32.3	110	425	4.0	12.1	92
GOOD MORNING, AMERICA-830 A	2818	1901	3.6	67.5	103	658	3.5	23.3	101	864	3.6	30.7	105	379	3.6	13.4	103
GUIDING LIGHT C	5339	3302	6.2	61.8	94	1358	7.2	25.4	110	1332	5.6	24.9	85	612	5.8	11.5	88
ONE LIFE TO LIVE A	4478	3058	5.8	68.3	104	1254	6.7	28.0	121	1196	5.0	26.7	91	608	5.7	13.6	104
PRESS YOUR LUCK C	2244	1473	2.8	65.6	100	566	3.0	25.2	109	634	2.7	28.3	97	273	2.6	12.2	93
PRICE IS RIGHT 1 C	4348	2700	5.1	62.1	95	1006	5.4	23.1	100	1181	5.0	27.2	93	513	4.8	11.8	90
PRICE IS RIGHT 2 C	5014	3129	5.9	62.4	95	1140	6.1	22.7	98	1384	5.8	27.6	94	605	5.7	12.1	92
RYAN'S HOPE A	3150	2070	3.9	65.7	100	908	4.8	28.8	124	762	3.2	24.2	83	400	3.8	12.7	97
SALE OF THE CENTURY N	2695	1535	2.9	57.0	87	560	3.0	20.8	90	658	2.8	24.4	83	317	3.0	11.8	90
SEARCH FOR TOMORROW N	2319	1268	2.4	54.7	83	508	2.7	21.9	95	467	2.0	20.1	69	292	2.8	12.6	96
TODAY SHOW 1 N	2693	1486	2.8	55.2	84	492	2.6	18.3	79	678	2.9	25.2	86	315	3.0	11.7	89
TODAY SHOW 2 N	2498	1354	2.6	54.2	83	393	2.1	15.7	68	696	2.9	27.9	95	265	2.5	10.6	81
$25,000 PYRAMID C	2753	1602	3.0	58.2	89	697	3.7	25.3	109	602	2.5	21.9	75	303	2.9	11.0	84
WHEEL OF FORTUNE N	4388	2703	5.1	61.6	94	959	5.1	21.9	94	1230	5.2	28.0	96	513	4.8	11.7	89
YOUNG AND THE RESTLESS C	5695	3543	6.7	62.2	95	1485	7.9	26.1	113	1399	5.9	24.6	84	659	6.2	11.6	88
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1061	2.0	60.3	92	408	2.2	23.2	100	435	1.8	24.7	84	218	2.1	12.4	95
NBA PLAYOFF GAME -1 C	1136	740	1.4	65.1	99	280	1.5	24.6	106	323	1.4	28.4	97	137	1.3	12.1	92
NBC MAJOR LEAGUE PRE-GAME N	953	618	1.2	64.8	99	*208	1.1	21.8	94	*259	1.1	27.2	93	**151	1.4	15.8	121
SPORTSWORLD - SUN N	1233	874	1.6	70.9	108	419	2.2	34.0	147	334	1.4	27.1	93	*122	1.2	9.9	76
SUNDAY MORNING C	1611	920	1.7	57.1	87	293	1.6	18.2	79	425	1.8	26.4	90	202	1.9	12.5	96

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POPCORN PRODUCTS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0455
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	53063	100.0	65.5	100	18761	100.0	23.2	100	23702	100.0	29.3	100	10600	100.0	13.1	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	15651	29.5	60.1	92	5079	27.1	19.5	84	7275	30.7	27.9	95	3297	31.1	12.7	97
NETWORK AFFILIATES - LATE	20261	13599	25.6	67.1	102	4789	25.5	23.6	102	6121	25.8	30.2	103	2690	25.4	13.3	101
INDEPENDENTS - LATE	2076	1357	2.6	65.4	100	516	2.8	24.9	107	563	2.4	27.1	93	278	2.6	13.4	102
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	10453	7009	13.2	67.1	102	2616	13.9	25.0	108	3106	13.1	29.7	102	1287	12.1	12.3	94
ABC MONDAY NIGHT MOVIE A	6412	4226	8.0	65.9	101	1590	8.5	24.8	107	1776	7.5	27.7	95	860	8.1	13.4	102
ABC SUNDAY NIGHT MOVIE A	12407	8214	15.5	66.2	101	2854	15.2	23.0	99	3741	15.8	30.2	103	1619	15.3	13.0	100
ABC WORLD NEWS TONIGHT A	6176	3612	6.8	58.5	89	1222	6.5	19.8	85	1666	7.0	27.0	92	724	6.8	11.7	90
AFTERMASH C	5863	3560	6.7	60.7	93	1286	6.9	21.9	95	1529	6.5	26.1	89	746	7.0	12.7	97
ALICE C	9594	5997	11.3	62.5	95	2088	11.1	21.8	94	2709	11.4	28.2	96	1200	11.3	12.5	96
AMERICAN PARADE C	6622	4018	7.6	60.7	93	1376	7.3	20.8	90	1856	7.8	28.0	96	786	7.4	11.9	91
BENSON A	10886	6803	12.8	62.5	95	2300	12.3	21.1	91	3054	12.9	28.1	96	1449	13.7	13.3	102
BLUE THUNDER A	5036	3335	6.3	66.2	101	1194	6.4	23.7	102	1436	6.1	28.5	97	705	6.7	14.0	107
CAGNEY & LACEY C	9965	6740	12.7	67.6	103	2324	12.4	23.3	101	3030	12.8	30.4	104	1386	13.1	13.9	106
CBS EVENING NEWS-DEAN C	3491	1982	3.7	56.8	87	682	3.6	19.5	84	845	3.6	24.2	83	455	4.3	13.0	100
CBS EVENING NEWS-RATHER C	7123	4326	8.2	60.7	93	1336	7.1	18.8	81	2059	8.7	28.9	99	932	8.8	13.1	100
CBS SAT. NEWS-SCHIEFFER C	3621	2004	3.8	55.3	84	613	3.3	16.9	73	946	4.0	26.1	89	445	4.2	12.3	94
CBS SATURDAY NIGHT MOVIE C	5436	3629	6.8	66.8	102	1272	6.8	23.4	101	1668	7.0	30.7	105	688	6.5	12.7	97
CBS WEDNESDAY NIGHT MOVIE C	6100	3929	7.4	64.4	98	1564	8.3	25.6	111	1718	7.2	28.2	96	647	6.1	10.6	81
CHEERS N	8889	6130	11.6	69.0	105	2054	10.9	23.1	100	2756	11.6	31.0	106	1320	12.5	14.8	113
DALLAS C	22109	14688	27.7	66.4	101	5049	26.9	22.8	99	6419	27.1	29.0	99	3219	30.4	14.6	111
DIFF'RENT STROKES N	6940	4266	8.0	61.5	94	1571	8.4	22.6	98	1900	8.0	27.4	94	796	7.5	11.5	88
DOUBLE TROUBLE N	7223	4997	9.4	69.2	106	1844	9.8	25.5	110	2308	9.7	32.0	109	845	8.0	11.7	89
DUCK FACTORY N	5595	3844	7.2	68.7	105	1388	7.4	24.8	107	1704	7.2	30.5	104	752	7.1	13.4	103
DUKES OF HAZZARD C	5768	3711	7.0	64.3	98	1472	7.8	25.5	110	1642	6.9	28.5	97	597	5.6	10.4	79
DYNASTY A	20053	13035	24.6	65.0	99	4830	25.7	24.1	104	5464	23.1	27.2	93	2741	25.9	13.7	104
FACTS OF LIFE N	8087	5390	10.2	66.7	102	1990	10.6	24.6	106	2416	10.2	29.9	102	984	9.3	12.2	93
FALCON CREST C	20046	13385	25.2	66.8	102	4644	24.8	23.2	100	5848	24.7	29.2	100	2892	27.3	14.4	110
FALL GUY A	9084	5883	11.1	64.8	99	2220	11.8	24.4	105	2431	10.3	26.8	91	1232	11.6	13.6	104
FAMILY TIES N	7964	5283	10.0	66.3	101	1976	10.5	24.8	107	2347	9.9	29.5	101	960	9.1	12.1	92
FANTASY ISLAND A	7687	4913	9.3	63.9	98	1736	9.3	22.6	97	2208	9.3	28.7	98	968	9.1	12.6	96
FOULUPS,BLEEPS & BLUNDERS A	8861	5819	11.0	65.7	100	1952	10.4	22.0	95	2744	11.6	31.0	106	1123	10.6	12.7	97
FOUR SEASONS C	5095	3254	6.1	63.9	97	1140	6.1	22.4	97	1412	6.0	27.7	95	702	6.6	13.8	105
GIMME A BREAK N	8838	5577	10.5	63.1	96	2146	11.4	24.3	105	2467	10.4	27.9	95	964	9.1	10.9	83
HART TO HART A	8978	6015	11.3	67.0	102	2169	11.6	24.2	104	2492	10.5	27.8	95	1353	12.8	15.1	115
HILL STREET BLUES N	8590	6024	11.4	70.1	107	2122	11.3	24.7	107	2403	10.1	28.0	96	1500	14.2	17.5	133
HOTEL A	14085	9424	17.8	66.9	102	3313	17.7	23.5	102	4009	16.9	28.5	97	2102	19.8	14.9	114
JEFFERSONS C	9360	5837	11.0	62.4	95	2116	11.3	22.6	98	2625	11.1	28.0	96	1096	10.3	11.7	89
JENNIFER SLEPT HERE N	5841	3790	7.1	64.9	99	1498	8.0	25.6	111	1610	6.8	27.6	94	683	6.4	11.7	89
KATE & ALLIE C	9206	6113	11.5	66.4	101	2370	12.6	25.7	111	2558	10.8	27.8	95	1185	11.2	12.9	98
KNIGHT RIDER N	7076	4582	8.6	64.8	99	1497	8.0	21.2	91	1978	8.3	28.0	96	1107	10.4	15.6	120
LOVE BOAT A	12219	7563	14.3	61.9	94	2707	14.4	22.2	96	3349	14.1	27.4	94	1507	14.2	12.3	94
MAGNUM PI C	11199	7591	14.3	67.8	103	2721	14.5	24.3	105	3361	14.2	30.0	103	1509	14.2	13.5	103
MAMA'S FAMILY N	6057	3890	7.3	64.2	98	1426	7.6	23.5	102	1674	7.1	27.6	94	791	7.5	13.1	100
MASTER, THE N	3598	2315	4.4	64.3	98	897	4.8	24.9	108	905	3.8	25.2	86	514	4.8	14.3	109
MATT HOUSTON A	6344	4351	8.2	68.6	105	1593	8.5	25.1	108	1843	7.8	29.1	99	915	8.6	14.4	110
NBC MONDAY NIGHT MOVIE N	11994	8171	15.4	68.1	104	2734	14.6	22.8	98	3697	15.6	30.8	105	1740	16.4	14.5	111
NBC NIGHTLY NEWS N	5132	2991	5.6	58.3	89	970	5.2	18.9	82	1435	6.1	28.0	96	587	5.5	11.4	87
NBC NIGHTLY NEWS-SAT N	3375	1912	3.6	56.7	86	587	3.1	17.4	75	952	4.0	28.2	96	374	3.5	11.1	85
NBC NIGHTLY NEWS-SUN N	3130	1720	3.2	55.0	84	501	2.7	16.0	69	884	3.7	28.2	97	335	3.2	10.7	82
NBC SUNDAY NIGHT MOVIE N	8284	5566	10.5	67.2	103	2057	11.0	24.8	107	2335	9.9	28.2	96	1173	11.1	14.2	108
NEWHART C	9240	6189	11.7	67.0	102	2145	11.4	23.2	100	2757	11.6	29.8	102	1287	12.1	13.9	106
ONE DAY AT A TIME C	7288	4679	8.8	64.2	98	1550	8.3	21.3	92	2233	9.4	30.6	105	895	8.4	12.3	94
PEOPLE ARE FUNNY N	4855	3115	5.9	64.2	98	1014	5.4	20.9	90	1492	6.3	30.7	105	608	5.7	12.5	96
REAL PEOPLE N	8869	5884	11.1	66.3	101	2023	10.8	22.8	98	2795	11.8	31.5	108	1066	10.1	12.0	92
REMINGTON STEELE N	7743	5120	9.6	66.1	101	1837	9.8	23.7	102	2215	9.3	28.6	98	1069	10.1	13.8	105
RIPLEY'S BELIEVE IT - NOT A	5345	3507	6.6	65.6	100	1259	6.7	23.6	102	1649	7.0	30.9	105	599	5.7	11.2	86
RIPTIDE N	6988	4893	9.2	70.0	107	1742	9.3	24.9	108	2119	8.9	30.3	104	1032	9.7	14.8	113
SCARECROW & MRS. KING C	10002	6242	11.8	62.4	95	2193	11.7	21.9	95	2716	11.5	27.2	93	1332	12.6	13.3	102
SIMON & SIMON C	10638	7177	13.5	67.5	103	2457	13.1	23.1	100	3374	14.2	31.7	108	1346	12.7	12.7	97
60 MINUTES C	13293	7873	14.8	59.2	90	2464	13.1	18.5	80	3642	15.4	27.4	94	1768	16.7	13.3	102
ST. ELSEWHERE N	7017	5079	9.6	72.4	110	1809	9.6	25.8	111	2330	9.8	33.2	113	939	8.9	13.4	102
THREE'S COMPANY A	10917	7295	13.7	66.8	102	2611	13.9	23.9	103	3341	14.1	30.6	105	1343	12.7	12.3	94
T.J. HOOKER A	9204	5628	10.6	61.1	93	1981	10.6	21.5	93	2359	10.0	25.6	88	1288	12.2	14.0	107
TONIGHT SHOW N	2372	1566	3.0	66.0	101	507	2.7	21.4	92	729	3.1	30.7	105	330	3.1	13.9	106
TRAPPER JOHN, M.D. C	9846	6115	11.5	62.1	95	2256	12.0	22.9	99	2540	10.7	25.8	88	1319	12.4	13.4	102
TV BLOOPERS & PRAC. JOKES N	9105	6096	11.5	67.0	102	2072	11.0	22.8	98	2793	11.8	30.7	105	1231	11.6	13.5	103
20/20 A	9387	6193	11.7	66.0	101	2036	10.9	21.7	94	2752	11.6	29.3	100	1404	13.2	15.0	114
WEBSTER A	11067	6979	13.2	63.1	96	2390	12.7	21.6	93	3039	12.8	27.5	94	1550	14.6	14.0	107
WORLD NEWS - SUN A	3062	1875	3.5	61.2	93	572	3.0	18.7	81	896	3.8	29.3	100	406	3.8	13.3	101
YELLOW ROSE N	4978	3360	6.3	67.5	103	1454	7.8	29.2	126	1377	5.8	27.7	95	529	5.0	10.6	81
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	6055	11.4	68.2	104	2151	11.5	24.2	105	2484	10.5	28.0	96	1419	13.4	16.0	122
BASKETBALL - COLLEGE GAMES	4080	2751	5.2	67.4	103	1054	5.6	25.8	112	1231	5.2	30.2	103	*466	4.4	11.4	87
BASKETBALL - PRO GAMES	3607	2410	4.5	66.8	102	831	4.4	23.0	99	1025	4.3	28.4	97	*555	5.2	15.4	118
BOWLING	3883	2714	5.1	69.9	107	1094	5.8	28.2	122	1164	4.9	30.0	102	*456	4.3	11.7	90
BOXING	3928	2888	5.4	73.5	112	966	5.1	24.6	106	1387	5.9	35.3	121	*535	5.0	13.6	104
FOOTBALL - COLLEGE GAMES	6366	4656	8.8	73.1	112	1520	8.1	23.9	103	2069	8.7	32.5	111	1067	10.1	16.8	128
FOOTBALL - PRO GAMES	11300	8620	16.2	76.3	116	2987	15.9	26.4	114	3639	15.4	32.2	110	1995	18.8	17.7	135
GOLF	3378	2388	4.5	70.7	108	901	4.8	26.7	115	1056	4.5	31.3	107	*431	4.1	12.8	97
POST-SEASON COLL. FOOTBALL	4906	3583	6.8	73.0	111	1167	6.2	23.8	103	1698	7.2	34.6	118	718	6.8	14.6	112
POST-SEASON PRO FOOTBALL	6120	4651	8.8	76.0	116	1690	9.0	27.6	119	1958	8.3	32.0	109	1003	9.5	16.4	125
TENNIS	3033	1986	3.7	65.5	100	819	4.4	27.0	117	646	2.7	21.3	73	521	4.9	17.2	131
WRESTLING - PROFESSIONAL	3344	2376	4.5	71.1	108	1078	5.7	32.2	139	1018	4.3	30.4	104	*281	2.7	8.4	64

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	CRACKER JACK A '000	CRACKER JACK B % DOWN	CRACKER JACK C % ACROSS	CRACKER JACK D INDX	CRUNCH 'N MUNCH POPCORN SNACK A '000	CRUNCH 'N MUNCH POPCORN SNACK B % DOWN	CRUNCH 'N MUNCH POPCORN SNACK C % ACROSS	CRUNCH 'N MUNCH POPCORN SNACK D INDX	JIFFY POP POPCORN A '000	JIFFY POP POPCORN B % DOWN	JIFFY POP POPCORN C % ACROSS	JIFFY POP POPCORN D INDX	JOLLY TIME POPCORN A '000	JOLLY TIME POPCORN B % DOWN	JOLLY TIME POPCORN C % ACROSS	JOLLY TIME POPCORN D INDX
TOTAL FEMALE HOMEMAKERS	80986	10265	100.0	12.7	100	3990	100.0	4.9	100	11457	100.0	14.1	100	13664	100.0	16.9	100
18 - 24	9282	1371	13.4	14.8	117	*416	10.4	4.5	91	1410	12.3	15.2	107	1587	11.6	17.1	101
25 - 34	19072	2806	27.3	14.7	116	1236	31.0	6.5	132	3605	31.5	18.9	134	3944	28.9	20.7	123
35 - 44	14591	1955	19.0	13.4	106	659	16.5	4.5	92	2642	23.1	18.1	128	3147	23.0	21.6	128
45 - 54	11345	1459	14.2	12.9	101	542	13.6	4.8	97	1690	14.8	14.9	105	1791	13.1	15.8	94
55 - 64	11635	1386	13.5	11.9	94	687	17.2	5.9	120	1192	10.4	10.2	72	1763	12.9	15.2	90
65 OR OLDER	15061	1289	12.6	8.6	68	450	11.3	3.0	61	918	8.0	6.1	43	1433	10.5	9.5	56
18 - 34	28354	4177	40.7	14.7	116	1653	41.4	5.8	118	5015	43.8	17.7	125	5530	40.5	19.5	116
18 - 49	48339	7005	68.2	14.5	114	2605	65.3	5.4	109	8534	74.5	17.7	125	9674	70.8	20.0	119
25 - 54	45008	6219	60.6	13.8	109	2436	61.1	5.4	110	7937	69.3	17.6	125	8882	65.0	19.7	117
35 - 49	19985	2828	27.5	14.2	112	952	23.9	4.8	97	3519	30.7	17.6	124	4144	30.3	20.7	123
50 OR OLDER	32647	3260	31.8	10.0	79	1385	34.7	4.2	86	2924	25.5	9.0	63	3990	29.2	12.2	72
GRADUATED COLLEGE	11155	926	9.0	8.3	65	*368	9.2	3.3	67	1361	11.9	12.2	86	1862	13.6	16.7	99
ATTENDED COLLEGE	13682	1529	14.9	11.2	88	*442	11.1	3.2	66	2030	17.7	14.8	105	2783	20.4	20.3	121
GRADUATED HIGH SCHOOL	33880	4734	46.1	14.0	110	2021	50.7	6.0	121	5259	45.9	15.5	110	6062	44.4	17.9	106
DID NOT GRADUATE HIGH SCHOOL	22270	3077	30.0	13.8	109	1159	29.0	5.2	106	2807	24.5	12.6	89	2957	21.6	13.3	79
EMPLOYED	40306	5000	48.7	12.4	98	1838	46.1	4.6	93	6505	56.8	16.1	114	7313	53.5	18.1	108
EMPLOYED FULL-TIME	32850	4031	39.3	12.3	97	1626	40.8	4.9	100	5422	47.3	16.5	117	5964	43.6	18.2	108
EMPLOYED PART-TIME	7456	970	9.4	13.0	103	**212	5.3	2.8	58	1083	9.5	14.5	103	1349	9.9	18.1	107
NOT EMPLOYED	40680	5265	51.3	12.9	102	2153	54.0	5.3	107	4952	43.2	12.2	86	6351	46.5	15.6	93
PROFESSIONAL/MANAGER	10392	977	9.5	9.4	74	*377	9.4	3.6	74	1596	13.9	15.4	109	1663	12.2	16.0	95
TECH/CLERICAL/SALES	17574	2194	21.4	12.5	98	770	19.3	4.4	89	2773	24.2	15.8	112	3287	24.1	18.7	111
PRECISION/CRAFT	985	**99	1.0	10.1	79	**52	1.3	5.3	107	**175	1.5	17.8	126	**243	1.8	24.7	146
OTHER EMPLOYED	11354	1730	16.9	15.2	120	638	16.0	5.6	114	1961	17.1	17.3	122	2120	15.5	18.7	111
SINGLE	9863	1119	10.9	11.3	90	570	14.3	5.8	117	1488	13.0	15.1	107	1604	11.7	16.3	96
MARRIED	51375	6749	65.7	13.1	104	2496	62.6	4.9	99	7340	64.1	14.3	101	9346	68.4	18.2	108
DIVORCED/SEPARATED/WIDOWED	19748	2396	23.3	12.1	96	924	23.2	4.7	95	2629	22.9	13.3	94	2714	19.9	13.7	81
PARENTS	32590	5243	51.1	16.1	127	1915	48.0	5.9	119	6292	54.9	19.3	136	7146	52.3	21.9	130
WHITE	70416	7984	77.8	11.3	89	3131	78.5	4.4	90	9559	83.4	13.6	96	12111	88.6	17.2	102
BLACK	8778	1898	18.5	21.6	171	804	20.2	9.2	186	1630	14.2	18.6	131	1283	9.4	14.6	87
OTHER	1791	**383	3.7	21.4	169	**55	1.4	3.1	62	**268	2.3	15.0	106	**270	2.0	15.1	89
NORTHEAST-CENSUS	17786	1854	18.1	10.4	82	665	16.7	3.7	76	1848	16.1	10.4	73	1883	13.8	10.6	63
NORTH CENTRAL	20741	2523	24.6	12.2	96	992	24.9	4.8	97	2289	20.0	11.0	78	3562	26.1	17.2	102
SOUTH	27775	4150	40.4	14.9	118	1965	49.2	7.1	144	4760	41.5	17.1	121	3866	28.3	13.9	82
WEST	14683	1738	16.9	11.8	93	*368	9.2	2.5	51	2561	22.4	17.4	123	4353	31.9	29.6	176
NORTHEAST-MKTG.	17961	1718	16.7	9.6	75	628	15.7	3.5	71	1981	17.3	11.0	78	1846	13.5	10.3	61
EAST CENTRAL	11885	1581	15.4	13.3	105	687	17.2	5.8	117	1347	11.8	11.3	80	1439	10.5	12.1	72
WEST CENTRAL	14090	1590	15.5	11.3	89	520	13.0	3.7	75	1687	14.7	12.0	85	2886	21.1	20.5	121
SOUTH	24081	3847	37.5	16.0	126	1840	46.1	7.6	155	4153	36.2	17.2	122	3627	26.5	15.1	89
PACIFIC	12969	1530	14.9	11.8	93	**315	7.9	2.4	49	2290	20.0	17.7	125	3865	28.3	29.8	177
COUNTY SIZE A	32439	3439	33.5	10.6	84	1170	29.3	3.6	73	4182	36.5	12.9	91	4900	35.9	15.1	90
COUNTY SIZE B	24915	3416	33.3	13.7	108	1425	35.7	5.7	116	3626	31.6	14.6	103	4473	32.7	18.0	106
COUNTY SIZE C	12930	1740	17.0	13.5	106	744	18.6	5.8	117	2162	18.9	16.7	118	2449	17.9	18.9	112
COUNTY SIZE D	10703	1671	16.3	15.6	123	652	16.3	6.1	124	1488	13.0	13.9	98	1842	13.5	17.2	102
METRO CENTRAL CITY	24518	3093	30.1	12.6	100	1194	29.9	4.9	99	3181	27.8	13.0	92	4600	33.7	18.8	111
METRO SUBURBAN	35919	4250	41.4	11.8	93	1505	37.7	4.2	85	5125	44.7	14.3	101	5778	42.3	16.1	95
NON METRO	20549	2922	28.5	14.2	112	1291	32.4	6.3	128	3152	27.5	15.3	108	3285	24.0	16.0	95
TOP 5 ADI'S	18341	1779	17.3	9.7	77	537	13.5	2.9	59	2519	22.0	13.7	97	2742	20.1	15.0	89
TOP 10 ADI'S	25378	2717	26.5	10.7	84	955	23.9	3.8	76	3308	28.9	13.0	92	3691	27.0	14.5	86
TOP 20 ADI'S	36488	3939	38.4	10.8	85	1412	35.4	3.9	79	4757	41.5	13.0	92	5595	40.9	15.3	91
HSHLD INC. $50,000 OR MORE	6612	*526	5.1	8.0	63	**214	5.4	3.2	66	786	6.9	11.9	84	1284	9.4	19.4	115
$40,000 OR MORE	12659	1144	11.1	9.0	71	*501	12.6	4.0	80	1738	15.2	13.7	97	2407	17.6	19.0	113
$30,000 OR MORE	24698	2828	27.5	11.5	90	987	24.7	4.0	81	3582	31.3	14.5	103	4737	34.7	19.2	114
$25,000 OR MORE	32077	3654	35.6	11.4	90	1345	33.7	4.2	85	4598	40.1	14.3	101	6200	45.4	19.3	115
$20,000 - $24,999	9144	1423	13.9	15.6	123	*495	12.4	5.4	110	1355	11.8	14.8	105	1443	10.6	15.8	94
$15,000 - $19,999	8728	989	9.6	11.3	89	*503	12.6	5.8	117	1205	10.5	13.8	98	1490	10.9	17.1	101
$10,000 - $14,999	12562	1972	19.2	15.7	124	630	15.8	5.0	102	2040	17.8	16.2	115	2188	16.0	17.4	103
UNDER $10,000	18475	2228	21.7	12.1	95	1017	25.5	5.5	112	2258	19.7	12.2	86	2343	17.1	12.7	75
HOUSEHOLD OF 1 PERSON	11987	931	9.1	7.8	61	377	9.4	3.1	64	1051	9.2	8.8	62	1272	9.3	10.6	63
2 PEOPLE	26577	2844	27.7	10.7	84	1158	29.0	4.4	88	3059	26.7	11.5	81	3901	28.5	14.7	87
3 OR 4 PEOPLE	30617	4496	43.8	14.7	116	1675	42.0	5.5	111	5124	44.7	16.7	118	5332	39.0	17.4	103
5 OR MORE PEOPLE	11804	1994	19.4	16.9	133	780	19.5	6.6	134	2224	19.4	18.8	133	3159	23.1	26.8	159
NO CHILD IN HSHLD	46165	4672	45.5	10.1	80	1876	47.0	4.1	82	4811	42.0	10.4	74	6103	44.7	13.2	78
CHILD(REN) UNDER 2 YRS	5325	1032	10.1	19.4	153	*330	8.3	6.2	126	1013	8.8	19.0	134	1261	9.2	23.7	140
2 - 5 YEARS	14221	2281	22.2	16.0	127	968	24.3	6.8	138	2711	23.7	19.1	135	3226	23.6	22.7	134
6 - 11 YEARS	15117	2806	27.3	18.6	146	1122	28.1	7.4	151	3013	26.3	19.9	141	3594	26.3	23.8	141
12 - 17 YEARS	16611	2595	25.3	15.6	123	1098	27.5	6.6	134	3087	26.9	18.6	131	3747	27.4	22.6	134
RESIDENCE OWNED	55884	7063	68.8	12.6	100	2652	66.5	4.7	96	7593	66.3	13.6	96	9708	71.0	17.4	103
VALUE: $50,000 OR MORE	31744	3433	33.4	10.8	85	1170	29.3	3.7	75	3675	32.1	11.6	82	5957	43.6	18.8	111
VALUE: UNDER $50,000	24140	3630	35.4	15.0	119	1482	37.1	6.1	125	3918	34.2	16.2	115	3751	27.5	15.5	92

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	CRACKER JACK A '000	CRACKER JACK B % DOWN	CRACKER JACK C % ACROSS	CRACKER JACK D INDX	CRUNCH 'N MUNCH POPCORN SNACK A '000	CRUNCH 'N MUNCH POPCORN SNACK B % DOWN	CRUNCH 'N MUNCH POPCORN SNACK C % ACROSS	CRUNCH 'N MUNCH POPCORN SNACK D INDX	JIFFY POP POPCORN A '000	JIFFY POP POPCORN B % DOWN	JIFFY POP POPCORN C % ACROSS	JIFFY POP POPCORN D INDX	JOLLY TIME POPCORN A '000	JOLLY TIME POPCORN B % DOWN	JOLLY TIME POPCORN C % ACROSS	JOLLY TIME POPCORN D INDX
TOTAL FEMALE HOMEMAKERS		80986	10265	100.0	12.7	100	3990	100.0	4.9	100	11457	100.0	14.1	100	13664	100.0	16.9	100
MAGAZINES	QUINTILE 1	15799	2306	22.5	14.6	115	847	21.2	5.4	109	2844	24.8	18.0	127	3484	25.5	22.1	131
	QUINTILE 2	17259	2255	22.0	13.1	103	1051	26.3	6.1	124	2754	24.0	16.0	113	3248	23.8	18.8	112
	QUINTILE 3	13545	1479	14.4	10.9	86	549	13.8	4.1	82	1860	16.2	13.7	97	2217	16.2	16.4	97
	QUINTILE 4	15133	1675	16.3	11.1	87	636	15.9	4.2	85	1951	17.0	12.9	91	2571	18.8	17.0	101
	QUINTILE 5	19250	2551	24.9	13.3	105	907	22.7	4.7	96	2049	17.9	10.6	75	2144	15.7	11.1	66
NEWSPAPERS	QUINTILE 1	12413	1312	12.8	10.6	83	552	13.8	4.4	90	1417	12.4	11.4	81	1893	13.9	15.3	90
	QUINTILE 2	24116	2606	25.4	10.8	85	985	24.7	4.1	83	3275	28.6	13.6	96	4195	30.7	17.4	103
	QUINTILE 3	11261	1623	15.8	14.4	114	544	13.6	4.8	98	1919	16.7	17.0	120	2444	17.9	21.7	129
	QUINTILE 4	20255	3031	29.5	15.0	118	1145	28.7	5.7	115	3056	26.7	15.1	107	3314	24.3	16.4	97
	QUINTILE 5	12940	1694	16.5	13.1	103	763	19.1	5.9	120	1791	15.6	13.8	98	1818	13.3	14.0	83
OUTDOOR	QUINTILE 1	14852	1711	16.7	11.5	91	620	15.5	4.2	85	2370	20.7	16.0	113	2811	20.6	18.9	112
	QUINTILE 2	15725	2340	22.8	14.9	117	667	16.7	4.2	86	2161	18.9	13.7	97	2838	20.8	18.0	107
	QUINTILE 3	16330	2264	22.1	13.9	109	951	23.8	5.8	118	2587	22.6	15.8	112	2868	21.0	17.6	104
	QUINTILE 4	16744	2039	19.9	12.2	96	773	19.4	4.6	94	2032	17.7	12.1	86	2680	19.6	16.0	95
	QUINTILE 5	17334	1912	18.6	11.0	87	979	24.5	5.6	115	2307	20.1	13.3	94	2467	18.1	14.2	84
RADIO-DRIVE TIME	QUINTILE 1	15911	1938	18.9	12.2	96	747	18.7	4.7	95	2394	20.9	15.0	106	2929	21.4	18.4	109
	QUINTILE 2	14837	2085	20.3	14.1	111	758	19.0	5.1	104	2123	18.5	14.3	101	2570	18.8	17.3	103
	QUINTILE 3	15339	2072	20.2	13.5	107	765	19.2	5.0	101	2214	19.3	14.4	102	2935	21.5	19.1	113
	QUINTILE 4	16723	2075	20.2	12.4	98	860	21.6	5.1	104	2471	21.6	14.8	104	2715	19.9	16.2	96
	QUINTILE 5	18176	2095	20.4	11.5	91	861	21.6	4.7	96	2255	19.7	12.4	88	2515	18.4	13.8	82
RADIO-MID-DAY	TERCILE 1	21020	2509	24.4	11.9	94	922	23.1	4.4	89	2964	25.9	14.1	100	3787	27.7	18.0	107
	TERCILE 2	21610	3354	32.7	15.5	122	1256	31.5	5.8	118	3277	28.6	15.2	107	3933	28.8	18.2	108
	TERCILE 3	38355	4402	42.9	11.5	91	1812	45.4	4.7	96	5216	45.5	13.6	96	5944	43.5	15.5	92
RADIO-TOTAL	QUINTILE 1	15988	1975	19.2	12.4	97	744	18.6	4.7	94	2449	21.4	15.3	108	2928	21.4	18.3	109
	QUINTILE 2	15626	2027	19.7	13.0	102	852	21.4	5.5	111	2119	18.5	13.6	96	2636	19.3	16.9	100
	QUINTILE 3	16723	2509	24.4	15.0	118	798	20.0	4.8	97	2412	21.1	14.4	102	3037	22.2	18.2	108
	QUINTILE 4	16342	1994	19.4	12.2	96	750	18.8	4.6	93	2563	22.4	15.7	111	2866	21.0	17.5	104
	QUINTILE 5	16306	1761	17.2	10.8	85	846	21.2	5.2	105	1915	16.7	11.7	83	2196	16.1	13.5	80
TV-PRIME TIME	QUINTILE 1	15953	2173	21.2	13.6	107	899	22.5	5.6	114	2286	20.0	14.3	101	2371	17.4	14.9	88
	QUINTILE 2	16137	2223	21.7	13.8	109	696	17.4	4.3	88	2315	20.2	14.3	101	3022	22.1	18.7	111
	QUINTILE 3	16420	2113	20.6	12.9	102	756	18.9	4.6	93	2408	21.0	14.7	104	2821	20.6	17.2	102
	QUINTILE 4	16687	1926	18.8	11.5	91	816	20.5	4.9	99	2147	18.7	12.9	91	2622	19.2	15.7	93
	QUINTILE 5	15789	1829	17.8	11.6	91	823	20.6	5.2	106	2301	20.1	14.6	103	2827	20.7	17.9	106
TV-DAYTIME	TERCILE 1	27736	4203	40.9	15.2	120	1698	42.6	6.1	124	4062	35.5	14.6	104	4355	31.9	15.7	93
	TERCILE 2	26489	3202	31.2	12.1	95	1345	33.7	5.1	103	3557	31.0	13.4	95	4706	34.4	17.8	105
	TERCILE 3	26761	2861	27.9	10.7	84	946	23.7	3.5	72	3838	33.5	14.3	101	4603	33.7	17.2	102
TV-TOTAL	QUINTILE 1	16345	2422	23.6	14.8	117	900	22.6	5.5	112	2224	19.4	13.6	96	2676	19.6	16.4	97
	QUINTILE 2	16447	2312	22.5	14.1	111	797	20.0	4.8	98	2354	20.5	14.3	101	2691	19.7	16.4	97
	QUINTILE 3	15980	1869	18.2	11.7	92	778	19.5	4.9	99	2221	19.4	13.9	98	2394	17.5	15.0	89
	QUINTILE 4	15887	1911	18.6	12.0	95	764	19.1	4.8	98	2334	20.4	14.7	104	3009	22.0	18.9	112
	QUINTILE 5	16326	1752	17.1	10.7	85	751	18.8	4.6	93	2325	20.3	14.2	101	2895	21.2	17.7	105
MAGAZINES-NEWSPAPERS: DUAL		20721	2404	23.4	11.6	92	948	23.8	4.6	93	3202	27.9	15.5	109	3923	28.7	18.9	112
MAGAZINE IMPERATIVE		19186	2895	28.2	15.1	119	1221	30.6	6.4	129	3493	30.5	18.2	129	4025	29.5	21.0	124
NEWSPAPER IMPERATIVE		21899	2238	21.8	10.2	81	825	20.7	3.8	76	2489	21.7	11.4	80	3362	24.6	15.4	91
MAGAZINES-OUTDOOR: DUAL		15451	2248	21.9	14.5	115	826	20.7	5.3	109	2877	25.1	18.6	132	3093	22.6	20.0	119
MAGAZINE IMPERATIVE		25953	3100	30.2	11.9	94	1517	38.0	5.8	119	3839	33.5	14.8	105	4792	35.1	18.5	109
OUTDOOR IMPERATIVE		24400	3051	29.7	12.5	99	904	22.7	3.7	75	3051	26.6	12.5	88	3748	27.4	15.4	91
MAGAZINES-RADIO: DUAL		18049	2351	22.9	13.0	103	964	24.2	5.3	108	2924	25.5	16.2	115	3591	26.3	19.9	118
MAGAZINE IMPERATIVE		23571	3089	30.1	13.1	103	1257	31.5	5.3	108	3883	33.9	16.5	116	4476	32.8	19.0	113
RADIO IMPERATIVE		23278	2996	29.2	12.9	102	1008	25.3	4.3	88	2862	25.0	12.3	87	3515	25.7	15.1	89
MAGAZINES-TELEVISION: DUAL		15459	2384	23.2	15.4	122	992	24.9	6.4	130	2570	22.4	16.6	118	3016	22.1	19.5	116
MAGAZINE IMPERATIVE		25829	3039	29.6	11.8	93	1187	29.7	4.6	93	4108	35.9	15.9	112	4969	36.4	19.2	114
TELEVISION IMPERATIVE		26039	3254	31.7	12.5	99	1101	27.6	4.2	86	3024	26.4	11.6	82	3493	25.6	13.4	80
NEWSPAPERS-OUTDOOR: DUAL		16605	2009	19.6	12.1	95	744	18.6	4.5	91	2319	20.2	14.0	99	3073	22.5	18.5	110
NEWSPAPER IMPERATIVE		26834	2920	28.4	10.9	86	1192	29.9	4.4	90	3516	30.7	13.1	93	4378	32.0	16.3	97
OUTDOOR IMPERATIVE		23346	3489	34.0	14.9	118	1172	29.4	5.0	102	3930	34.3	16.8	119	4270	31.3	18.3	108
NEWSPAPERS-RADIO: DUAL		17133	1971	19.2	11.5	91	795	19.9	4.6	94	2383	20.8	13.9	98	2809	20.6	16.4	97
NEWSPAPER IMPERATIVE		25892	2848	27.7	11.0	87	1051	26.3	4.1	82	3477	30.3	13.4	95	4690	34.3	18.1	107
RADIO IMPERATIVE		23167	3556	34.6	15.3	121	1267	31.8	5.5	111	3586	31.3	15.5	109	4372	32.0	18.9	112
NEWSPAPERS-TELEVISION: DUAL		17159	2280	22.2	13.3	105	691	17.3	4.0	82	2234	19.5	13.0	92	2867	21.0	16.7	99
NEWSPAPER IMPERATIVE		26214	2529	24.6	9.6	76	1099	27.5	4.2	85	3449	30.1	13.2	93	4661	34.1	17.8	105
TELEVISION IMPERATIVE		23412	3551	34.6	15.2	120	1426	35.7	6.1	124	3462	30.2	14.8	105	3748	27.4	16.0	95
OUTDOOR-RADIO: DUAL		15303	2163	21.1	14.1	112	736	18.4	4.8	98	2567	22.4	16.8	119	2874	21.0	18.8	111
OUTDOOR IMPERATIVE		24901	3239	31.6	13.0	103	1050	26.3	4.2	86	3471	30.3	13.9	99	4336	31.7	17.4	103
RADIO IMPERATIVE		26492	3319	32.3	12.5	99	1414	35.4	5.3	108	3381	29.5	12.8	90	4512	33.0	17.0	101
OUTDOOR-TELEVISION: DUAL		14794	2105	20.5	14.2	112	800	20.1	5.4	110	2348	20.5	15.9	112	2725	19.9	18.4	109
OUTDOOR IMPERATIVE		25437	3170	30.9	12.5	98	1075	26.9	4.2	86	3801	33.2	14.9	106	4700	34.4	18.5	110
TELEVISION IMPERATIVE		27877	3806	37.1	13.7	108	1396	35.0	5.0	102	3635	31.7	13.0	92	4176	30.6	15.0	89
RADIO-TELEVISION: DUAL		15996	2205	21.5	13.8	109	843	21.1	5.3	107	2321	20.3	14.5	103	2502	18.3	15.6	93
RADIO IMPERATIVE		25478	3141	30.6	12.3	97	1169	29.3	4.6	93	3604	31.5	14.1	100	4879	35.7	19.1	114
TELEVISION IMPERATIVE		26573	3673	35.8	13.8	109	1301	32.6	4.9	99	3617	31.6	13.6	96	4234	31.0	15.9	94

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	CRACKER JACK A '000	CRACKER JACK B % DOWN	CRACKER JACK C % ACROSS	CRACKER JACK D INDX	CRUNCH 'N MUNCH POPCORN SNACK A '000	CRUNCH 'N MUNCH POPCORN SNACK B % DOWN	CRUNCH 'N MUNCH POPCORN SNACK C % ACROSS	CRUNCH 'N MUNCH POPCORN SNACK D INDX	JIFFY POP POPCORN A '000	JIFFY POP POPCORN B % DOWN	JIFFY POP POPCORN C % ACROSS	JIFFY POP POPCORN D INDX	JOLLY TIME POPCORN A '000	JOLLY TIME POPCORN B % DOWN	JOLLY TIME POPCORN C % ACROSS	JOLLY TIME POPCORN D INDX
TOTAL FEMALE HOMEMAKERS	80986	10265	100.0	12.7	100	3990	100.0	4.9	100	11457	100.0	14.1	100	13664	100.0	16.9	100
ATLANTIC MONTHLY	415	**69	0.7	16.6	131	**8	0.2	1.9	39	**17	0.1	4.1	29	**42	0.3	10.1	60
BARRON'S	453	**55	0.5	12.1	96	**21	0.5	4.6	94	**41	0.4	9.1	64	**77	0.6	17.0	101
BETTER HOMES & GARDENS	16256	2334	22.7	14.4	113	827	20.7	5.1	103	2470	21.6	15.2	107	3179	23.3	19.6	116
BON APPETIT	2535	*205	2.0	8.1	64	**106	2.7	4.2	85	426	3.7	16.8	119	485	3.5	19.1	113
BUSINESS WEEK	1278	*193	1.9	15.1	119	**56	1.4	4.4	89	*248	2.2	19.4	137	*250	1.8	19.6	116
CAR AND DRIVER	378	**51	0.5	13.5	106	**25	0.6	6.6	134	**69	0.6	18.3	129	**55	0.4	14.6	86
CBS MAGAZINE NETWORK (GROSS)	1498	252	2.5	16.8	133	**105	2.6	7.0	142	362	3.2	24.2	171	*295	2.2	19.7	117
CHANGING TIMES	1505	*185	1.8	12.3	97	**119	3.0	7.9	160	*240	2.1	15.9	113	327	2.4	21.7	129
COLONIAL HOMES	1231	*174	1.7	14.1	112	**96	2.4	7.8	158	*244	2.1	19.8	140	*178	1.3	14.5	86
CONDE NAST MAG. PKG. (GROSS)	14146	2067	20.1	14.6	115	784	19.6	5.5	112	2390	20.9	16.9	119	2493	18.2	17.6	104
CONSUMERS DIGEST	1323	**92	0.9	7.0	55	**78	2.0	5.9	120	*282	2.5	21.3	151	*244	1.8	18.4	109
COSMOPOLITAN	7102	920	9.0	13.0	102	393	9.8	5.5	112	1309	11.4	18.4	130	1333	9.8	18.8	111
COUNTRY LIVING	2481	286	2.8	11.5	91	**160	4.0	6.4	131	376	3.3	15.2	107	558	4.1	22.5	133
CUISINE	1472	*131	1.3	8.9	70	**49	1.2	3.3	68	*281	2.5	19.1	135	295	2.2	20.0	119
CYCLE WORLD	425	**88	0.9	20.7	163	**29	0.7	6.8	138	**104	0.9	24.5	173	**118	0.9	27.8	165
DCI:CREATIVE IDEAS FOR LIV	2510	423	4.1	16.9	133	**124	3.1	4.9	100	430	3.8	17.1	121	589	4.3	23.5	139
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1037	10.1	15.5	122	430	10.8	6.4	130	1118	9.8	16.7	118	1262	9.2	18.9	112
DISCOVER	894	*139	1.4	15.5	123	**78	2.0	8.7	177	*169	1.5	18.9	134	*202	1.5	22.6	134
EBONY	3507	808	7.9	23.0	182	378	9.5	10.8	219	804	7.0	22.9	162	644	4.7	18.4	109
ESQUIRE	1083	*187	1.8	17.3	136	**112	2.8	10.3	210	*173	1.5	16.0	113	*169	1.2	15.6	92
ESSENCE	1830	448	4.4	24.5	193	*228	5.7	12.5	253	468	4.1	25.6	181	374	2.7	20.4	121
FAMILY CIRCLE	15930	2259	22.0	14.2	112	851	21.3	5.3	108	2396	20.9	15.0	106	3384	24.8	21.2	126
THE FAMILY HANDYMAN	1126	*158	1.5	14.0	111	**50	1.3	4.4	90	*168	1.5	14.9	105	*251	1.8	22.3	132
FAMILY WEEKLY	11468	1477	14.4	12.9	102	685	17.2	6.0	121	1843	16.1	16.1	114	2232	16.3	19.5	115
FIELD & STREAM	2234	*253	2.5	11.3	89	**119	3.0	5.3	108	382	3.3	17.1	121	397	2.9	17.8	105
FOOD & WINE	579	**71	0.7	12.3	97	**15	0.4	2.6	53	**77	0.7	13.3	94	**101	0.7	17.4	103
FORBES	728	**109	1.1	15.0	118	**35	0.9	4.8	98	**81	0.7	11.1	79	*195	1.4	26.8	159
FORTUNE	906	**125	1.2	13.8	109	**37	0.9	4.1	83	**93	0.8	10.3	73	**164	1.2	18.1	107
GENTLEMEN'S QUARTERLY	791	**123	1.2	15.5	123	**52	1.3	6.6	133	*233	2.0	29.5	208	*160	1.2	20.2	120
GLAMOUR	5265	841	8.2	16.0	126	275	6.9	5.2	106	933	8.1	17.7	125	1026	7.5	19.5	115
GOLF DIGEST	636	**19	0.2	3.0	24	**17	0.4	2.7	54	**90	0.8	14.2	100	*171	1.3	26.9	159
GOLF DIGEST/TENNIS (GROSS)	1186	*130	1.3	11.0	86	**61	1.5	5.1	104	*206	1.8	17.4	123	*242	1.8	20.4	121
GOLF MAGAZINE	441	**21	0.2	4.8	38	**3	0.1	0.7	14	**29	0.3	6.6	46	**128	0.9	29.0	172
GOLF MAGAZINE/SKI (GROSS)	922	**80	0.8	8.7	68	**14	0.4	1.5	31	**106	0.9	11.5	81	*202	1.5	21.9	130
GOOD HOUSEKEEPING	16487	2215	21.6	13.4	106	869	21.8	5.3	107	2287	20.0	13.9	98	3256	23.8	19.7	117
HARPER'S BAZAAR	2423	413	4.0	17.0	134	*141	3.5	5.8	118	470	4.1	19.4	137	427	3.1	17.6	104
HEALTH	1994	422	4.1	21.2	167	*163	4.1	8.2	166	248	2.2	12.4	88	462	3.4	23.2	137
HEARST MAG CORP. BUY (GROSS)	44101	6125	59.7	13.9	110	2464	61.8	5.6	113	6987	61.0	15.8	112	8674	63.5	19.7	117
HEARST MAN POWER (GROSS)	1993	363	3.5	18.2	144	**74	1.9	3.7	75	346	3.0	17.4	123	498	3.6	25.0	148
HEARST WOMAN POWER (GROSS)	31274	4253	41.4	13.6	107	1696	42.5	5.4	110	4869	42.5	15.6	110	6170	45.2	19.7	117
HOUSE BEAUTIFUL	3623	494	4.8	13.6	108	*224	5.6	6.2	125	473	4.1	13.1	92	728	5.3	20.1	119
INC.	283	**72	0.7	25.4	201	**9	0.2	3.2	65	**39	0.3	13.8	97	**85	0.6	30.0	178
JET	2928	709	6.9	24.2	191	359	9.0	12.3	249	650	5.7	22.2	157	575	4.2	19.6	116
LADIES' HOME JOURNAL	11918	1575	15.3	13.2	104	686	17.2	5.8	117	1916	16.7	16.1	114	2403	17.6	20.2	120
LHJ FAMILY GRP COMBO(GROSS)	16764	2417	23.5	14.4	114	994	24.9	5.9	120	2580	22.5	15.4	109	3639	26.6	21.7	129
LIFE	4254	666	6.5	15.7	124	267	6.7	6.3	127	680	5.9	16.0	113	826	6.0	19.4	115
L.A. TIMES HOME MAGAZINE	1145	**128	1.2	11.2	88	**13	0.3	1.1	23	*174	1.5	15.2	107	353	2.6	30.8	183
MADEMOISELLE	2884	433	4.2	15.0	118	*153	3.8	5.3	108	414	3.6	14.4	101	536	3.9	18.6	110
MC CALL'S	13460	2013	19.6	15.0	118	781	19.6	5.8	118	2163	18.9	16.1	114	2571	18.8	19.1	113
MC CALL'S/WRK MOTHER (GROSS)	14606	2284	22.3	15.6	123	878	22.0	6.0	122	2382	20.8	16.3	115	2741	20.1	18.8	111
MECHANIX ILLUSTRATED	772	**143	1.4	18.5	146	**40	1.0	5.2	105	**120	1.0	15.5	110	*168	1.2	21.8	129
METROPOLITAN HOME	967	*145	1.4	15.0	118	**56	1.4	5.8	118	*144	1.3	14.9	105	*152	1.1	15.7	93
MONEY	1588	*202	2.0	12.7	100	**40	1.0	2.5	51	*218	1.9	13.7	97	*261	1.9	16.4	97
MOTHER EARTH NEWS	1002	**124	1.2	12.4	98	**20	0.5	2.0	41	*170	1.5	17.0	120	*222	1.6	22.2	131
MS.	825	*112	1.1	13.6	107	**70	1.8	8.5	172	*103	0.9	12.5	88	*153	1.1	18.5	110
NATIONAL ENQUIRER	10336	1550	15.1	15.0	118	725	18.2	7.0	142	1933	16.9	18.7	132	2106	15.4	20.4	121
NATIONAL GEOGRAPHIC	9597	1143	11.1	11.9	94	359	9.0	3.7	76	1285	11.2	13.4	95	1792	13.1	18.7	111
NATIONAL SUNDAY MAGAZINE PKG	49558	5963	58.1	12.0	95	2253	56.5	4.5	92	6980	60.9	14.1	100	8842	64.7	17.8	106
NATURAL HISTORY	573	**49	0.5	8.6	67	**32	0.8	5.6	113	**46	0.4	8.0	57	**62	0.5	10.8	64
NEW WOMAN	1699	*268	2.6	15.8	124	**108	2.7	6.4	129	290	2.5	17.1	121	244	1.8	14.4	85
NEW YORK INCLUDING CUE	443	**49	0.5	11.1	87	**21	0.5	4.7	96	**20	0.2	4.5	32	**36	0.3	8.1	48
THE NEW YORKER	1270	**108	1.1	8.5	67	**44	1.1	3.5	70	*159	1.4	12.5	88	*151	1.1	11.9	70
NEWSWEEK	6277	674	6.6	10.7	85	285	7.1	4.5	92	981	8.6	15.6	110	1080	7.9	17.2	102
THE N.Y. TIMES DAILY EDITION	1205	**68	0.7	5.6	45	**2	0.1	0.2	3	**108	0.9	9.0	63	**125	0.9	10.4	61
THE N.Y. TIMES MAGAZINE	2081	*127	1.2	6.1	48	**19	0.5	0.9	19	*196	1.7	9.4	67	*222	1.6	10.7	63
OMNI	788	**99	1.0	12.6	99	**37	0.9	4.7	95	**106	0.9	13.5	95	*219	1.6	27.8	165
ON CABLE	1158	*144	1.4	12.4	98	**68	1.7	5.9	119	*199	1.7	17.2	121	*370	2.7	32.0	189
1001 HOME IDEAS	2852	420	4.1	14.7	116	*145	3.6	5.1	103	416	3.6	14.6	103	774	5.7	27.1	161
ORGANIC GARDENING	1658	*241	2.3	14.5	115	*179	4.5	10.8	219	*263	2.3	15.9	112	352	2.6	21.2	126
OUTDOOR LIFE	896	*161	1.6	18.0	142	**94	2.4	10.5	213	*122	1.1	13.6	96	*212	1.6	23.7	140
PARADE MAGAZINE	24275	3065	29.9	12.6	100	1007	25.2	4.1	84	3584	31.3	14.8	104	4254	31.1	17.5	104

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	CRACKER JACK A '000	CRACKER JACK B % DOWN	CRACKER JACK C % ACROSS	CRACKER JACK D INDX	CRUNCH 'N MUNCH POPCORN SNACK A '000	CRUNCH 'N MUNCH POPCORN SNACK B % DOWN	CRUNCH 'N MUNCH POPCORN SNACK C % ACROSS	CRUNCH 'N MUNCH POPCORN SNACK D INDX	JIFFY POP POPCORN A '000	JIFFY POP POPCORN B % DOWN	JIFFY POP POPCORN C % ACROSS	JIFFY POP POPCORN D INDX	JOLLY TIME POPCORN A '000	JOLLY TIME POPCORN B % DOWN	JOLLY TIME POPCORN C % ACROSS	JOLLY TIME POPCORN D INDX
TOTAL FEMALE HOMEMAKERS	80986	10265	100.0	12.7	100	3990	100.0	4.9	100	11457	100.0	14.1	100	13664	100.0	16.9	100
PARENTS	3845	615	6.0	16.0	126	*252	6.3	6.6	133	654	5.7	17.0	120	981	7.2	25.5	151
PENTHOUSE	831	*209	2.0	25.2	198	**101	2.5	12.2	247	**164	1.4	19.7	140	*206	1.5	24.8	147
PEOPLE	11645	1498	14.6	12.9	101	756	18.9	6.5	132	2058	18.0	17.7	125	2454	18.0	21.1	125
PLAYBOY	2006	261	2.5	13.0	103	**129	3.2	6.4	131	305	2.7	15.2	107	361	2.6	18.0	107
POPULAR HOT RODDING	297	**55	0.5	18.5	146	**9	0.2	3.0	62	**56	0.5	18.9	133	**66	0.5	22.2	132
POPULAR MECHANICS	1018	*233	2.3	22.9	181	**21	0.5	2.1	42	**161	1.4	15.8	112	*269	2.0	26.4	157
POPULAR SCIENCE	878	*188	1.8	21.4	169	**59	1.5	6.7	136	*142	1.2	16.2	114	*171	1.3	19.5	115
PREVENTION	3913	528	5.1	13.5	106	*190	4.8	4.9	99	553	4.8	14.1	100	805	5.9	20.6	122
PSYCHOLOGY TODAY	1710	*181	1.8	10.6	84	**63	1.6	3.7	75	252	2.2	14.7	104	360	2.6	21.1	125
READER'S DIGEST	22204	2882	28.1	13.0	102	1196	30.0	5.4	109	3186	27.8	14.3	101	4152	30.4	18.7	111
REDBOOK	7684	1118	10.9	14.5	115	434	10.9	5.6	115	1273	11.1	16.6	117	1582	11.6	20.6	122
ROAD & TRACK	410	**67	0.7	16.3	129	**23	0.6	5.6	114	**69	0.6	16.8	119	**94	0.7	22.9	136
ROLLING STONE	969	*140	1.4	14.4	114	**67	1.7	6.9	140	*191	1.7	19.7	139	246	1.8	25.4	150
RUNNER'S WORLD	298	**64	0.6	21.5	169	**14	0.4	4.7	95	**33	0.3	11.1	78	**48	0.4	16.1	95
SATURDAY EVENING POST	1169	*139	1.4	11.9	94	**119	3.0	10.2	207	*175	1.5	15.0	106	*201	1.5	17.2	102
SCIENCE 84	587	**100	1.0	17.0	134	**33	0.8	5.6	114	**88	0.8	15.0	106	*177	1.3	30.2	179
SCIENCE DIGEST	482	**59	0.6	12.2	97	**19	0.5	3.9	80	**91	0.8	18.9	133	**103	0.8	21.4	127
SCIENTIFIC AMERICAN	594	**50	0.5	8.4	66	**38	1.0	6.4	130	**71	0.6	12.0	84	**100	0.7	16.8	100
SELF	2089	295	2.9	14.1	111	**143	3.6	6.8	139	422	3.7	20.2	143	356	2.6	17.0	101
SEVENTEEN	2411	311	3.0	12.9	102	**119	3.0	4.9	100	497	4.3	20.6	146	465	3.4	19.3	114
SKI	480	**60	0.6	12.5	99	**11	0.3	2.3	47	**76	0.7	15.8	112	**74	0.5	15.4	91
SMITHSONIAN	2760	264	2.6	9.6	75	**56	1.4	2.0	41	350	3.1	12.7	90	481	3.5	17.4	103
SOAP OPERA DIGEST	3013	574	5.6	19.1	150	262	6.6	8.7	176	572	5.0	19.0	134	562	4.1	18.7	111
SOUTHERN LIVING	4184	614	6.0	14.7	116	*305	7.6	7.3	148	688	6.0	16.4	116	673	4.9	16.1	95
SPORT	559	**74	0.7	13.2	104	**42	1.1	7.5	153	**75	0.7	13.4	95	**122	0.9	21.8	129
THE SPORTING NEWS	436	**33	0.3	7.6	60	**42	1.1	9.6	196	**59	0.5	13.5	96	**98	0.7	22.5	133
SPORTS AFIELD	493	**71	0.7	14.4	114	**34	0.9	6.9	140	**94	0.8	19.1	135	**126	0.9	25.6	151
SPORTS ILLUSTRATED	2758	325	3.2	11.8	93	*169	4.2	6.1	124	459	4.0	16.6	118	622	4.6	22.6	134
STAR	7456	1124	10.9	15.1	119	459	11.5	6.2	125	1460	12.7	19.6	138	1422	10.4	19.1	113
SUNDAY	24936	2894	28.2	11.6	92	1133	28.4	4.5	92	3264	28.5	13.1	93	4143	30.3	16.6	98
SUNSET	2124	386	3.8	18.2	143	**111	2.8	5.2	106	*289	2.5	13.6	96	780	5.7	36.7	218
TV GUIDE	21661	3168	30.9	14.6	115	1282	32.1	5.9	120	3940	34.4	18.2	129	3894	28.5	18.0	107
TENNIS	550	**110	1.1	20.0	158	**44	1.1	8.0	162	**117	1.0	21.3	150	**71	0.5	12.9	77
TIME	8880	1048	10.2	11.8	93	318	8.0	3.6	73	1401	12.2	15.8	112	1521	11.1	17.1	102
TOWN & COUNTRY	917	**134	1.3	14.6	115	**72	1.8	7.9	159	*184	1.6	20.1	142	**106	0.8	11.6	69
TRAVEL & LEISURE	972	*113	1.1	11.6	92	**35	0.9	3.6	73	*120	1.0	12.3	87	*133	1.0	13.7	81
TRUE STORY	3356	619	6.0	18.4	146	364	9.1	10.8	220	673	5.9	20.1	142	571	4.2	17.0	101
U.S.NEWS & WORLD REPORT	3410	308	3.0	9.0	71	*122	3.1	3.6	73	409	3.6	12.0	85	535	3.9	15.7	93
USA TODAY	1759	*179	1.7	10.2	80	**38	1.0	2.2	44	*210	1.8	11.9	84	384	2.8	21.8	129
US	1873	281	2.7	15.0	118	*164	4.1	8.8	178	344	3.0	18.4	130	425	3.1	22.7	134
VOGUE	3909	499	4.9	12.8	101	*213	5.3	5.4	111	622	5.4	15.9	112	574	4.2	14.7	87
WALL STREET JOURNAL	1886	*170	1.7	9.0	71	**30	0.8	1.6	32	*228	2.0	12.1	85	331	2.4	17.6	104
WEIGHT WATCHERS	2120	358	3.5	16.9	133	*135	3.4	6.4	129	348	3.0	16.4	116	390	2.9	18.4	109
WOMAN'S DAY	14172	2089	20.4	14.7	116	799	20.0	5.6	114	2277	19.9	16.1	114	2922	21.4	20.6	122
WORKING MOTHER	1146	271	2.6	23.6	187	**97	2.4	8.5	172	*219	1.9	19.1	135	*170	1.2	14.8	88
WORKING WOMAN	1322	*189	1.8	14.3	113	**96	2.4	7.3	147	*165	1.4	12.5	88	*312	2.3	23.6	140
WORLD TENNIS	*163	**33	0.3	20.2	160	**15	0.4	9.2	187	**41	0.4	25.2	178	**29	0.2	17.8	105
ZIFF-DAVIS MAG NETWK (GROSS)	2532	380	3.7	15.0	118	*176	4.4	7.0	141	409	3.6	16.2	114	431	3.2	17.0	101
BLAIR INSERTS	43657	5098	49.7	11.7	92	1829	45.8	4.2	85	5976	52.2	13.7	97	7511	55.0	17.2	102
DAILY NEWSPAPERS																	
READ ANY	51633	6322	61.6	12.2	97	2363	59.2	4.6	93	7079	61.8	13.7	97	8881	65.0	17.2	102
READ ONE	43463	5482	53.4	12.6	100	2041	51.2	4.7	95	6114	53.4	14.1	99	7519	55.0	17.3	103
READ TWO OR MORE	8170	840	8.2	10.3	81	321	8.0	3.9	80	965	8.4	11.8	83	1362	10.0	16.7	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6191	60.3	11.8	93	2371	59.4	4.5	91	7367	64.3	14.0	99	9172	67.1	17.4	103
READ ONE	46126	5495	53.5	11.9	94	2103	52.7	4.6	93	6620	57.8	14.4	101	7981	58.4	17.3	103
READ TWO OR MORE	6552	696	6.8	10.6	84	267	6.7	4.1	83	747	6.5	11.4	81	1191	8.7	18.2	108
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.62				25.60				28.93				30.05			
30 DAY REACH	71455	9166	89.3	12.8	101	3392	85.0	4.7	96	10143	88.5	14.2	100	12327	90.2	17.3	102
50 SHMG - 30 DAY AV FREQ	14.56	14.45				13.38				15.27				15.78			
30 DAY REACH	67742	8776	85.5	13.0	102	3252	81.5	4.8	97	9654	84.3	14.3	101	11782	86.2	17.4	103
25 SHMG - 30 DAY AV FREQ	7.94	7.75				7.27				8.20				8.45			
30 DAY REACH	62117	8170	79.6	13.2	104	2972	74.5	4.8	97	8970	78.3	14.4	102	11021	80.7	17.7	105
CABLE TV: HOME WIRED	32077	4176	40.7	13.0	103	1689	42.3	5.3	107	4935	43.1	15.4	109	6278	45.9	19.6	116
HOME NOT WIRED	48909	6089	59.3	12.4	98	2301	57.7	4.7	95	6522	56.9	13.3	94	7386	54.1	15.1	90
HAVE PAY CABLE	15935	2224	21.7	14.0	110	854	21.4	5.4	109	2595	22.6	16.3	115	3406	24.9	21.4	127

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

0460
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	TOTAL U.S. '000	CRACKER JACK A '000	CRACKER JACK B % DOWN	CRACKER JACK C % ACROSS	CRACKER JACK D INDX	CRUNCH 'N MUNCH POPCORN SNACK A '000	CRUNCH 'N MUNCH POPCORN SNACK B % DOWN	CRUNCH 'N MUNCH POPCORN SNACK C % ACROSS	CRUNCH 'N MUNCH POPCORN SNACK D INDX	JIFFY POP POPCORN A '000	JIFFY POP POPCORN B % DOWN	JIFFY POP POPCORN C % ACROSS	JIFFY POP POPCORN D INDX	JOLLY TIME POPCORN A '000	JOLLY TIME POPCORN B % DOWN	JOLLY TIME POPCORN C % ACROSS	JOLLY TIME POPCORN D INDX
TOTAL FEMALE HOMEMAKERS	80986	10265	100.0	12.7	100	3990	100.0	4.9	100	11457	100.0	14.1	100	13664	100.0	16.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5733	55.8	13.1	103	2032	50.9	4.6	94	6438	56.2	14.7	104	8198	60.0	18.7	111
10:00 AM - 3:00 PM	30659	4126	40.2	13.5	106	1456	36.5	4.7	96	4531	39.5	14.8	104	5451	39.9	17.8	105
3:00 PM - 7:00 PM	31045	3914	38.1	12.6	99	1553	38.9	5.0	102	4601	40.2	14.8	105	5667	41.5	18.3	108
7:00 PM - MIDNIGHT	15767	2120	20.7	13.4	106	871	21.8	5.5	112	2352	20.5	14.9	105	2800	20.5	17.8	105
MIDNIGHT - 6:00 AM	9120	1159	11.3	12.7	100	386	9.7	4.2	86	1313	11.5	14.4	102	1530	11.2	16.8	99
6:00 AM - MIDNIGHT	58527	7680	74.8	13.1	104	2879	72.2	4.9	100	8663	75.6	14.8	105	10516	77.0	18.0	106
ENTIRE DAY	59311	7758	75.6	13.1	103	2917	73.1	4.9	100	8771	76.6	14.8	105	10623	77.7	17.9	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2241	21.8	13.9	109	676	16.9	4.2	85	2431	21.2	15.0	106	3493	25.6	21.6	128
ALL NEWS	2256	*271	2.6	12.0	95	**63	1.6	2.8	57	*210	1.8	9.3	66	312	2.3	13.8	82
AOR/PROGRESSIVE	3874	510	5.0	13.2	104	*196	4.9	5.1	103	658	5.7	17.0	120	772	5.6	19.9	118
BEAUTIFUL MUSIC	5660	518	5.0	9.2	72	268	6.7	4.7	96	683	6.0	12.1	85	812	5.9	14.3	85
BLACK	2204	386	3.8	17.5	138	209	5.2	9.5	192	339	3.0	15.4	109	366	2.7	16.6	98
CLASSICAL	1418	**156	1.5	11.0	87	**25	0.6	1.8	36	*250	2.2	17.6	125	*211	1.5	14.9	88
CHR/ROCK	9538	1254	12.2	13.1	104	496	12.4	5.2	106	1642	14.3	17.2	122	1631	11.9	17.1	101
COUNTRY	12648	1855	18.1	14.7	116	695	17.4	5.5	112	2127	18.6	16.8	119	2232	16.3	17.6	105
GOLDEN OLDIES	1191	**166	1.6	13.9	110	**8	0.2	0.7	14	*218	1.9	18.3	129	*168	1.2	14.1	84
MOR/NOSTALGIA	4757	506	4.9	10.6	84	*160	4.0	3.4	68	519	4.5	10.9	77	887	6.5	18.6	111
NEWS/TALK	3863	323	3.1	8.4	66	*121	3.0	3.1	64	377	3.3	9.8	69	733	5.4	19.0	112
RELIGIOUS	3084	393	3.8	12.7	101	*151	3.8	4.9	99	437	3.8	14.2	100	544	4.0	17.6	105
SOFT ROCK	521	**125	1.2	24.0	189	**22	0.6	4.2	86	**94	0.8	18.0	128	**53	0.4	10.2	60
URBAN CONTEMPORARY	1585	363	3.5	22.9	181	*148	3.7	9.3	190	259	2.3	16.3	116	*205	1.5	12.9	77
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	548	5.3	16.8	133	*178	4.5	5.5	111	425	3.7	13.0	92	531	3.9	16.3	97
ABC DIRECTION	2316	275	2.7	11.9	94	**111	2.8	4.8	97	344	3.0	14.9	105	361	2.6	15.6	92
ABC ENTERTAINMENT	4834	559	5.4	11.6	91	*250	6.3	5.2	105	735	6.4	15.2	107	769	5.6	15.9	94
ABC FM	2202	417	4.1	18.9	149	**121	3.0	5.5	112	376	3.3	17.1	121	296	2.2	13.4	80
ABC INFORMATION	5425	648	6.3	11.9	94	*209	5.2	3.9	78	649	5.7	12.0	85	1148	8.4	21.2	125
ABC ROCK	1677	*228	2.2	13.6	107	**90	2.3	5.4	109	*311	2.7	18.5	131	299	2.2	17.8	106
CBS	4430	559	5.4	12.6	100	*124	3.1	2.8	57	468	4.1	10.6	75	818	6.0	18.5	109
MUTUAL	4992	608	5.9	12.2	96	235	5.9	4.7	96	822	7.2	16.5	116	963	7.0	19.3	114
NBC	4679	530	5.2	11.3	89	*247	6.2	5.3	107	567	4.9	12.1	86	902	6.6	19.3	114
RADIORADIO	1994	*237	2.3	11.9	94	**86	2.2	4.3	88	331	2.9	16.6	117	314	2.3	15.7	93
RKO ONE	2298	430	4.2	18.7	148	**109	2.7	4.7	96	421	3.7	18.3	130	461	3.4	20.1	119
RKO TWO	3311	389	3.8	11.7	93	**134	3.4	4.0	82	454	4.0	13.7	97	514	3.8	15.5	92
THE SOURCE	2114	*176	1.7	8.3	66	**109	2.7	5.2	105	336	2.9	15.9	112	305	2.2	14.4	86
NON-WIRED : BLAIR	8654	1173	11.4	13.6	107	418	10.5	4.8	98	1435	12.5	16.6	117	1738	12.7	20.1	119
INTERNET	12025	1830	17.8	15.2	120	520	13.0	4.3	88	2015	17.6	16.8	118	2097	15.3	17.4	103
KATZ RADIO GROUP	15359	1727	16.8	11.2	89	641	16.1	4.2	85	1916	16.7	12.5	88	3000	22.0	19.5	116
SUPERNET	10628	1619	15.8	15.2	120	636	15.9	6.0	121	1385	12.1	13.0	92	2091	15.3	19.7	117
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1122	10.9	13.0	102	368	9.2	4.2	86	1261	11.0	14.6	103	1338	9.8	15.5	92
WKDAY 9:00 AM - 1:00 PM	12163	1844	18.0	15.2	120	745	18.7	6.1	124	1745	15.2	14.3	101	2015	14.7	16.6	98
WKDAY 1:00 PM - 4:30 PM	16150	2482	24.2	15.4	121	977	24.5	6.0	123	2366	20.7	14.7	104	2574	18.8	15.9	94
WKDAY 4:30 PM - 7:30 PM	22463	2946	28.7	13.1	103	1139	28.5	5.1	103	2974	26.0	13.2	94	3537	25.9	15.7	93
WKDAY 7:30 PM - 8:00 PM	31795	4032	39.3	12.7	100	1497	37.5	4.7	96	4321	37.7	13.6	96	4802	35.1	15.1	90
WKDAY 11:00 PM - 11:30 PM	23977	3180	31.0	13.3	105	1161	29.1	4.8	98	3306	28.9	13.8	97	4181	30.6	17.4	103
WKDAY 11:30 PM - 1:00 AM	7703	1137	11.1	14.8	116	431	10.8	5.6	114	1057	9.2	13.7	97	1489	10.9	19.3	115
M-SAT 8-11 PM+SUN 7-11 PM	33800	4454	43.4	13.2	104	1686	42.3	5.0	101	4799	41.9	14.2	100	5614	41.1	16.6	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1056	10.3	16.2	127	410	10.3	6.3	127	1012	8.8	15.5	109	1175	8.6	18.0	107
ANOTHER WORLD N	4620	682	6.6	14.8	116	233	5.8	5.0	102	681	5.9	14.7	104	607	4.4	13.1	78
AS THE WORLD TURNS C	5614	872	8.5	15.5	123	405	10.2	7.2	146	687	6.0	12.2	87	871	6.4	15.5	92
CAPITOL C	3396	562	5.5	16.5	131	270	6.8	8.0	161	452	3.9	13.3	94	540	4.0	15.9	94
CBS MORN. NEWS 1 C	1446	169	1.6	11.7	92	*105	2.6	7.3	147	139	1.2	9.6	68	145	1.1	10.0	59
CBS MORN. NEWS 2 C	1207	126	1.2	10.4	82	*64	1.6	5.3	108	109	1.0	9.0	64	150	1.1	12.4	74
DAYS OF OUR LIVES N	5877	910	8.9	15.5	122	307	7.7	5.2	106	878	7.7	14.9	106	824	6.0	14.0	83
FACTS OF LIFE - DAYTIME N	2290	300	2.9	13.1	103	*73	1.8	3.2	65	338	3.0	14.8	104	333	2.4	14.5	86
FAMILY FEUD A	3023	440	4.3	14.6	115	140	3.5	4.6	94	379	3.3	12.5	89	438	3.2	14.5	86
GENERAL HOSPITAL A	6097	826	8.0	13.5	107	296	7.4	4.9	99	1010	8.8	16.6	117	1088	8.0	17.8	106
GOOD MORNING, AMERICA-730 A	3515	510	5.0	14.5	114	126	3.2	3.6	73	543	4.7	15.4	109	504	3.7	14.3	85
GOOD MORNING, AMERICA-830 A	2818	404	3.9	14.3	113	145	3.6	5.1	104	410	3.6	14.5	103	459	3.4	16.3	97
GUIDING LIGHT C	5339	867	8.4	16.2	128	438	11.0	8.2	167	788	6.9	14.8	104	794	5.8	14.9	88
ONE LIFE TO LIVE A	4478	653	6.4	14.6	115	264	6.6	5.9	120	766	6.7	17.1	121	813	5.9	18.2	108
PRESS YOUR LUCK C	2244	347	3.4	15.5	122	141	3.5	6.3	128	361	3.2	16.1	114	383	2.8	17.1	101
PRICE IS RIGHT 1 C	4348	660	6.4	15.2	120	258	6.5	5.9	120	563	4.9	12.9	92	587	4.3	13.5	80
PRICE IS RIGHT 2 C	5014	813	7.9	16.2	128	353	8.8	7.0	143	703	6.1	14.0	99	720	5.3	14.4	85
RYAN'S HOPE A	3150	513	5.0	16.3	128	193	4.8	6.1	124	560	4.9	17.8	126	473	3.5	15.0	89
SALE OF THE CENTURY N	2695	360	3.5	13.4	105	151	3.8	5.6	114	337	2.9	12.5	88	367	2.7	13.6	81
SEARCH FOR TOMORROW N	2319	282	2.7	12.2	96	*120	3.0	5.2	105	353	3.1	15.2	108	221	1.6	9.5	56
TODAY SHOW 1 N	2693	295	2.9	11.0	86	*96	2.4	3.6	72	277	2.4	10.3	73	348	2.5	12.9	77
TODAY SHOW 2 N	2498	235	2.3	9.4	74	96	2.4	3.8	78	261	2.3	10.4	74	292	2.1	11.7	69
$25,000 PYRAMID C	2753	453	4.4	16.5	130	190	4.8	6.9	140	348	3.0	12.6	89	383	2.8	13.9	82
WHEEL OF FORTUNE N	4388	667	6.5	15.2	120	272	6.8	6.2	126	606	5.3	13.8	98	699	5.1	15.9	94
YOUNG AND THE RESTLESS C	5695	967	9.4	17.0	134	407	10.2	7.1	145	659	5.8	11.6	82	852	6.2	15.0	89
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	226	2.2	12.8	101	*80	2.0	4.5	92	286	2.5	16.3	115	277	2.0	15.7	93
NBA PLAYOFF GAME -1 C	1136	*176	1.7	15.5	122	**28	0.7	2.5	50	104	0.9	9.2	65	*175	1.3	15.4	91
NBC MAJOR LEAGUE PRE-GAME N	953	**117	1.1	12.3	97	**31	0.8	3.3	66	**86	0.8	9.0	64	**164	1.2	17.2	102
SPORTSWORLD - SUN N	1233	271	2.6	22.0	173	**63	1.6	5.1	104	*204	1.8	16.5	117	186	1.4	15.1	89
SUNDAY MORNING C	1611	*124	1.2	7.7	61	**96	2.4	6.0	121	152	1.3	9.4	67	213	1.6	13.2	78

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	CRACKER JACK A '000	CRACKER JACK B % DOWN	CRACKER JACK C % ACROSS	CRACKER JACK D INDX	CRUNCH 'N MUNCH POPCORN SNACK A '000	CRUNCH 'N MUNCH POPCORN SNACK B % DOWN	CRUNCH 'N MUNCH POPCORN SNACK C % ACROSS	CRUNCH 'N MUNCH POPCORN SNACK D INDX	JIFFY POP POPCORN A '000	JIFFY POP POPCORN B % DOWN	JIFFY POP POPCORN C % ACROSS	JIFFY POP POPCORN D INDX	JOLLY TIME POPCORN A '000	JOLLY TIME POPCORN B % DOWN	JOLLY TIME POPCORN C % ACROSS	JOLLY TIME POPCORN D INDX
TOTAL FEMALE HOMEMAKERS		80986	10265	100.0	12.7	100	3990	100.0	4.9	100	11457	100.0	14.1	100	13664	100.0	16.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2945	28.7	11.3	89	1237	31.0	4.7	96	3046	26.6	11.7	83	3652	26.7	14.0	83
NETWORK AFFILIATES - LATE		20261	2649	25.8	13.1	103	1004	25.2	5.0	101	2770	24.2	13.7	97	3432	25.1	16.9	100
INDEPENDENTS - LATE		2076	225	2.2	10.8	86	*65	1.6	3.1	64	203	1.8	9.8	69	438	3.2	21.1	125
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1620	15.8	15.5	122	651	16.3	6.2	126	1654	14.4	15.8	112	1594	11.7	15.2	90
ABC MONDAY NIGHT MOVIE	A	6412	882	8.6	13.8	109	303	7.6	4.7	96	935	8.2	14.6	103	1090	8.0	17.0	101
ABC SUNDAY NIGHT MOVIE	A	12407	1606	15.6	12.9	102	588	14.7	4.7	96	1785	15.6	14.4	102	2092	15.3	16.9	100
ABC WORLD NEWS TONIGHT	A	6176	691	6.7	11.2	88	247	6.2	4.0	81	744	6.5	12.0	85	875	6.4	14.2	84
AFTERMASH	C	5863	873	8.5	14.9	117	*316	7.9	5.4	109	785	6.9	13.4	95	961	7.0	16.4	97
ALICE	C	9594	1286	12.5	13.4	106	561	14.1	5.8	119	1305	11.4	13.6	96	1504	11.0	15.7	93
AMERICAN PARADE	C	6622	697	6.8	10.5	83	294	7.4	4.4	90	816	7.1	12.3	87	908	6.6	13.7	81
BENSON	A	10886	1274	12.4	11.7	92	482	12.1	4.4	90	1418	12.4	13.0	92	1640	12.0	15.1	89
BLUE THUNDER	A	5036	662	6.4	13.1	104	284	7.1	5.6	114	703	6.1	14.0	99	973	7.1	19.3	115
CAGNEY & LACEY	C	9965	1409	13.7	14.1	112	530	13.3	5.3	108	1427	12.5	14.3	101	1806	13.2	18.1	107
CBS EVENING NEWS-DEAN	C	3491	336	3.3	9.6	76	*165	4.1	4.7	96	339	3.0	9.7	69	446	3.3	12.8	76
CBS EVENING NEWS-RATHER	C	7123	771	7.5	10.8	85	377	9.4	5.3	107	845	7.4	11.9	84	1050	7.7	14.7	87
CBS SAT. NEWS-SCHIEFFER	C	3621	338	3.3	9.3	74	110	2.8	3.0	62	437	3.8	12.1	85	478	3.5	13.2	78
CBS SATURDAY NIGHT MOVIE	C	5436	683	6.7	12.6	99	289	7.2	5.3	108	819	7.1	15.1	106	936	6.9	17.2	102
CBS WEDNESDAY NIGHT MOVIE	C	6100	885	8.6	14.5	114	340	8.5	5.6	113	868	7.6	14.2	101	1051	7.7	17.2	102
CHEERS	N	8889	1140	11.1	12.8	101	356	8.9	4.0	81	1199	10.5	13.5	95	1598	11.7	18.0	107
DALLAS	C	22109	2926	28.5	13.2	104	1258	31.5	5.7	115	3052	26.6	13.8	98	3073	22.5	13.9	82
DIFF'RENT STROKES	N	6940	960	9.4	13.8	109	305	7.6	4.4	89	1048	9.1	15.1	107	1020	7.5	14.7	87
DOUBLE TROUBLE	N	7223	950	9.3	13.2	104	368	9.2	5.1	103	1249	10.9	17.3	122	1291	9.4	17.9	106
DUCK FACTORY	N	5595	756	7.4	13.5	107	302	7.6	5.4	110	634	5.5	11.3	80	916	6.7	16.4	97
DUKES OF HAZZARD	C	5768	794	7.7	13.8	109	359	9.0	6.2	126	772	6.7	13.4	95	901	6.6	15.6	93
DYNASTY	A	20053	2574	25.1	12.8	101	1150	28.8	5.7	116	2755	24.0	13.7	97	3217	23.5	16.0	95
FACTS OF LIFE	N	8087	1044	10.2	12.9	102	428	10.7	5.3	107	1370	12.0	16.9	120	1344	9.8	16.6	99
FALCON CREST	C	20046	2748	26.8	13.7	108	1070	26.8	5.3	108	2867	25.0	14.3	101	2924	21.4	14.6	86
FALL GUY	A	9084	1285	12.5	14.1	112	537	13.5	5.9	120	1314	11.5	14.5	102	1414	10.3	15.6	92
FAMILY TIES	N	7964	1146	11.2	14.4	114	400	10.0	5.0	102	1088	9.5	13.7	97	1475	10.8	18.5	110
FANTASY ISLAND	A	7687	1022	10.0	13.3	105	497	12.5	6.5	131	1053	9.2	13.7	97	1100	8.1	14.3	85
FOULUPS,BLEEPS & BLUNDERS	A	8861	1119	10.9	12.6	100	455	11.4	5.1	104	1321	11.5	14.9	105	1470	10.8	16.6	98
FOUR SEASONS	C	5095	732	7.1	14.4	113	*310	7.8	6.1	123	676	5.9	13.3	94	918	6.7	18.0	107
GIMME A BREAK	N	8838	1370	13.3	15.5	122	516	12.9	5.8	119	1152	10.1	13.0	92	1399	10.2	15.8	94
HART TO HART	A	8978	1219	11.9	13.6	107	464	11.6	5.2	105	1238	10.8	13.8	97	1537	11.2	17.1	101
HILL STREET BLUES	N	8590	1402	13.7	16.3	129	408	10.2	4.7	96	1197	10.4	13.9	99	1574	11.5	18.3	109
HOTEL	A	14085	1925	18.8	13.7	108	812	20.4	5.8	117	2094	18.3	14.9	105	2553	18.7	18.1	107
JEFFERSONS	C	9360	1399	13.6	14.9	118	606	15.2	6.5	131	1347	11.8	14.4	102	1622	11.9	17.3	103
JENNIFER SLEPT HERE	N	5841	865	8.4	14.8	117	251	6.3	4.3	87	872	7.6	14.9	106	918	6.7	15.7	93
KATE & ALLIE	C	9206	1204	11.7	13.1	103	452	11.3	4.9	100	1342	11.7	14.6	103	1578	11.5	17.1	102
KNIGHT RIDER	N	7076	865	8.4	12.2	96	291	7.3	4.1	83	1059	9.2	15.0	106	1341	9.8	19.0	112
LOVE BOAT	A	12219	1716	16.7	14.0	111	606	15.2	5.0	101	1651	14.4	13.5	96	1687	12.3	13.8	82
MAGNUM PI	C	11199	1552	15.1	13.9	109	635	15.9	5.7	115	1518	13.2	13.6	96	1677	12.3	15.0	89
MAMA'S FAMILY	N	6057	820	8.0	13.5	107	318	8.0	5.3	107	790	6.9	13.0	92	1000	7.3	16.5	98
MASTER, THE	N	3598	512	5.0	14.2	112	*158	4.0	4.4	89	642	5.6	17.8	126	598	4.4	16.6	99
MATT HOUSTON	A	6344	914	8.9	14.4	114	376	9.4	5.9	120	982	8.6	15.5	109	1075	7.9	16.9	100
NBC MONDAY NIGHT MOVIE	N	11994	1629	15.9	13.6	107	658	16.5	5.5	111	1754	15.3	14.6	103	2031	14.9	16.9	100
NBC NIGHTLY NEWS	N	5132	529	5.2	10.3	81	166	4.2	3.2	66	481	4.2	9.4	66	606	4.4	11.8	70
NBC NIGHTLY NEWS-SAT	N	3375	367	3.6	10.9	86	**51	1.3	1.5	31	344	3.0	10.2	72	317	2.3	9.4	56
NBC NIGHTLY NEWS-SUN	N	3130	270	2.6	8.6	68	*79	2.0	2.5	51	301	2.6	9.6	68	324	2.4	10.4	61
NBC SUNDAY NIGHT MOVIE	N	8284	1069	10.4	12.9	102	384	9.6	4.6	94	1298	11.3	15.7	111	1482	10.8	17.9	106
NEWHART	C	9240	1249	12.2	13.5	107	442	11.1	4.8	97	1227	10.7	13.3	94	1705	12.5	18.5	109
ONE DAY AT A TIME	C	7288	975	9.5	13.4	106	418	10.5	5.7	116	917	8.0	12.6	89	1291	9.4	17.7	105
PEOPLE ARE FUNNY	N	4855	594	5.8	12.2	97	253	6.3	5.2	106	684	6.0	14.1	100	883	6.5	18.2	108
REAL PEOPLE	N	8869	1015	9.9	11.4	90	404	10.1	4.6	92	1412	12.3	15.9	113	1257	9.2	14.2	84
REMINGTON STEELE	N	7743	959	9.3	12.4	98	339	8.5	4.4	89	1136	9.9	14.7	104	1226	9.0	15.8	94
RIPLEY'S BELIEVE IT - NOT	A	5345	722	7.0	13.5	107	320	8.0	6.0	122	818	7.1	15.3	108	1032	7.6	19.3	114
RIPTIDE	N	6988	976	9.5	14.0	110	435	10.9	6.2	126	1227	10.7	17.6	124	1244	9.1	17.8	106
SCARECROW & MRS. KING	C	10002	1194	11.6	11.9	94	513	12.9	5.1	104	1320	11.5	13.2	93	1521	11.1	15.2	90
SIMON & SIMON	C	10638	1675	16.3	15.7	124	659	16.5	6.2	126	1636	14.3	15.4	109	1826	13.4	17.2	102
60 MINUTES	C	13293	1352	13.2	10.2	80	603	15.1	4.5	92	1572	13.7	11.8	84	1946	14.2	14.6	87
ST. ELSEWHERE	N	7017	952	9.3	13.6	107	316	7.9	4.5	91	1189	10.4	16.9	120	1299	9.5	18.5	110
THREE'S COMPANY	A	10917	1460	14.2	13.4	106	567	14.2	5.2	105	1701	14.8	15.6	110	2082	15.2	19.1	113
T.J. HOOKER	A	9204	1145	11.2	12.4	98	455	11.4	4.9	100	1327	11.6	14.4	102	1243	9.1	13.5	80
TONIGHT SHOW	N	2372	334	3.3	14.1	111	131	3.3	5.5	112	297	2.6	12.5	89	380	2.8	16.0	95
TRAPPER JOHN, M.D.	C	9846	1382	13.5	14.0	111	606	15.2	6.2	125	1256	11.0	12.8	90	1329	9.7	13.5	80
TV BLOOPERS & PRAC. JOKES	N	9105	1324	12.9	14.5	115	424	10.6	4.7	95	1324	11.6	14.5	103	1506	11.0	16.5	98
20/20	A	9387	1033	10.1	11.0	87	398	10.0	4.2	86	1413	12.3	15.1	106	1529	11.2	16.3	97
WEBSTER	A	11067	1236	12.0	11.2	88	539	13.5	4.9	99	1461	12.8	13.2	93	1639	12.0	14.8	88
WORLD NEWS - SUN	A	3062	*268	2.6	8.8	69	**102	2.6	3.3	68	395	3.4	12.9	91	381	2.8	12.4	74
YELLOW ROSE	N	4978	822	8.0	16.5	130	376	9.4	7.6	153	660	5.8	13.3	94	874	6.4	17.6	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	826	8.0	9.3	73	*394	9.9	4.4	90	1281	11.2	14.4	102	1888	13.8	21.3	126
BASKETBALL - COLLEGE GAMES		4080	510	5.0	12.5	99	*250	6.3	6.1	124	544	4.7	13.3	94	846	6.2	20.7	123
BASKETBALL - PRO GAMES		3607	*402	3.9	11.1	88	*256	6.4	7.1	144	634	5.5	17.6	124	841	6.2	23.3	138
BOWLING		3883	*349	3.4	9.0	71	*284	7.1	7.3	148	823	7.2	21.2	150	878	6.4	22.6	134
BOXING		3928	615	6.0	15.7	124	*245	6.1	6.2	127	869	7.6	22.1	156	732	5.4	18.6	110
FOOTBALL - COLLEGE GAMES		6366	790	7.7	12.4	98	*412	10.3	6.5	131	1094	9.5	17.2	121	1361	10.0	21.4	127
FOOTBALL - PRO GAMES		11300	1169	11.4	10.3	82	594	14.9	5.3	107	1926	16.8	17.0	120	2525	18.5	22.3	132
GOLF		3378	*218	2.1	6.5	51	**133	3.3	3.9	80	*490	4.3	14.5	103	508	3.7	15.0	89
POST-SEASON COLL. FOOTBALL		4906	631	6.1	12.9	101	*302	7.6	6.2	125	645	5.6	13.1	93	864	6.3	17.6	104
POST-SEASON PRO FOOTBALL		6120	675	6.6	11.0	87	*392	9.8	6.4	130	951	8.3	15.5	110	1317	9.6	21.5	128
TENNIS		3033	*246	2.4	8.1	64	**153	3.8	5.0	102	*425	3.7	14.0	99	*414	3.0	13.6	81
WRESTLING - PROFESSIONAL		3344	582	5.7	17.4	137	*317	7.9	9.5	192	762	6.7	22.8	161	757	5.5	22.6	134

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

0462
P-22

	TOTAL U.S. '000	ORVILLE REDENBACHER POPPING CORN A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	21709	100.0	26.8	100												
18 - 24	9282	2066	9.5	22.3	83												
25 - 34	19072	5551	25.6	29.1	109												
35 - 44	14591	4727	21.8	32.4	121												
45 - 54	11345	3555	16.4	31.3	117												
55 - 64	11635	2988	13.8	25.7	96												
65 OR OLDER	15061	2823	13.0	18.7	70												
18 - 34	28854	7616	35.1	26.9	100												
18 - 49	48339	14091	64.9	29.2	109												
25 - 54	45008	13832	63.7	30.7	115												
35 - 49	19985	6475	29.8	32.4	121												
50 OR OLDER	32647	7619	35.1	23.3	87												
GRADUATED COLLEGE	11155	3747	17.3	33.6	125												
ATTENDED COLLEGE	13682	4527	20.9	33.1	123												
GRADUATED HIGH SCHOOL	33880	9372	43.2	27.7	103												
DID NOT GRADUATE HIGH SCHOOL	22270	4064	18.7	18.2	68												
EMPLOYED	40306	12410	57.2	30.8	115												
EMPLOYED FULL-TIME	32850	10405	47.9	31.7	118												
EMPLOYED PART-TIME	7456	2005	9.2	26.9	100												
NOT EMPLOYED	40680	9299	42.8	22.9	85												
PROFESSIONAL/MANAGER	10392	4189	19.3	40.3	150												
TECH/CLERICAL/SALES	17574	5575	25.7	31.7	118												
PRECISION/CRAFT	985	*320	1.5	32.5	121												
OTHER EMPLOYED	11354	2327	10.7	20.5	76												
SINGLE	9863	2182	10.1	22.1	83												
MARRIED	51375	15366	70.8	29.9	112												
DIVORCED/SEPARATED/WIDOWED	19748	4161	19.2	21.1	79												
PARENTS	32590	9270	42.7	28.4	106												
WHITE	70416	19929	91.8	28.3	106												
BLACK	8778	1441	6.6	16.4	61												
OTHER	1791	**339	1.6	18.9	71												
NORTHEAST-CENSUS	17786	4417	20.3	24.8	93												
NORTH CENTRAL	20741	6376	29.4	30.7	115												
SOUTH	27775	6545	30.1	23.6	88												
WEST	14683	4372	20.1	29.8	111												
NORTHEAST-MKTG.	17961	4165	19.2	23.2	87												
EAST CENTRAL	11885	3294	15.2	27.7	103												
WEST CENTRAL	14090	4644	21.4	33.0	123												
SOUTH	24081	5904	27.2	24.5	91												
PACIFIC	12969	3702	17.1	28.5	106												
COUNTY SIZE A	32439	8309	38.3	25.6	96												
COUNTY SIZE B	24915	7265	33.5	29.2	109												
COUNTY SIZE C	12930	3578	16.5	27.7	103												
COUNTY SIZE D	10703	2557	11.8	23.9	89												
METRO CENTRAL CITY	24518	6392	29.4	26.1	97												
METRO SUBURBAN	35919	10203	47.0	28.4	106												
NON METRO	20549	5115	23.6	24.9	93												
TOP 5 ADI'S	18341	4378	20.2	23.9	89												
TOP 10 ADI'S	25378	5881	27.1	23.2	86												
TOP 20 ADI'S	36488	9210	42.4	25.2	94												
HSHLD INC. $50,000 OR MORE	6612	2754	12.7	41.7	155												
$40,000 OR MORE	12659	5126	23.6	40.5	151												
$30,000 OR MORE	24698	9089	41.9	36.8	137												
$25,000 OR MORE	32077	11440	52.7	35.7	133												
$20,000 - $24,999	9144	2201	10.1	24.1	90												
$15,000 - $19,999	8728	1927	8.9	22.1	82												
$10,000 - $14,999	12562	2988	13.8	23.8	89												
UNDER $10,000	18475	3153	14.5	17.1	64												
HOUSEHOLD OF 1 PERSON	11987	2229	10.3	18.6	69												
2 PEOPLE	26577	7377	34.0	27.8	104												
3 OR 4 PEOPLE	30617	8869	40.9	29.0	108												
5 OR MORE PEOPLE	11804	3235	14.9	27.4	102												
NO CHILD IN HSHLD	46165	11887	54.8	25.7	96												
CHILD(REN) UNDER 2 YRS	5325	1272	5.9	23.9	89												
2 - 5 YEARS	14221	3553	16.4	25.0	93												
6 - 11 YEARS	15117	4565	21.0	30.2	113												
12 - 17 YEARS	16611	4941	22.8	29.7	111												
RESIDENCE OWNED	55884	16541	76.2	29.6	110												
VALUE: $50,000 OR MORE	31744	10371	47.8	32.7	122												
VALUE: UNDER $50,000	24140	6170	28.4	25.6	95												

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ORVILLE REDENBACHER POPPING CORN A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	21709	100.0	26.8	100												
MAGAZINES	QUINTILE 1	15799	5827	26.8	36.9	138												
	QUINTILE 2	17259	5014	23.1	29.1	108												
	QUINTILE 3	13545	3469	16.0	25.6	96												
	QUINTILE 4	15133	3846	17.7	25.4	95												
	QUINTILE 5	19250	3554	16.4	18.5	69												
NEWSPAPERS	QUINTILE 1	12413	3648	16.8	29.4	110												
	QUINTILE 2	24116	7309	33.7	30.3	113												
	QUINTILE 3	11261	3035	14.0	27.0	101												
	QUINTILE 4	20255	5297	24.4	26.2	98												
	QUINTILE 5	12940	2421	11.2	18.7	70												
OUTDOOR	QUINTILE 1	14852	4021	18.5	27.1	101												
	QUINTILE 2	15725	4335	20.0	27.6	103												
	QUINTILE 3	16330	4586	21.1	28.1	105												
	QUINTILE 4	16744	4590	21.1	27.4	102												
	QUINTILE 5	17334	4178	19.2	24.1	90												
RADIO-DRIVE TIME	QUINTILE 1	15911	4570	21.1	28.7	107												
	QUINTILE 2	14837	3938	18.1	26.5	99												
	QUINTILE 3	15339	4140	19.1	27.0	101												
	QUINTILE 4	16723	4712	21.7	28.2	105												
	QUINTILE 5	18176	4350	20.0	23.9	89												
RADIO-MID-DAY	TERCILE 1	21020	5942	27.4	28.3	105												
	TERCILE 2	21610	5658	26.1	26.2	98												
	TERCILE 3	38355	10109	46.6	26.4	98												
RADIO-TOTAL	QUINTILE 1	15988	4544	20.9	28.4	106												
	QUINTILE 2	15626	4168	19.2	26.7	100												
	QUINTILE 3	16723	4609	21.2	27.6	103												
	QUINTILE 4	16342	4583	21.1	28.0	105												
	QUINTILE 5	16306	3805	17.5	23.3	87												
TV-PRIME TIME	QUINTILE 1	15953	4154	19.1	26.0	97												
	QUINTILE 2	16137	4451	20.5	27.6	103												
	QUINTILE 3	16420	4779	22.0	29.1	109												
	QUINTILE 4	16687	4561	21.0	27.3	102												
	QUINTILE 5	15789	3765	17.3	23.8	89												
TV-DAYTIME	TERCILE 1	27736	6882	31.7	24.8	93												
	TERCILE 2	26489	7391	34.0	27.9	104												
	TERCILE 3	26761	7436	34.3	27.8	104												
TV-TOTAL	QUINTILE 1	16345	3680	17.0	22.5	84												
	QUINTILE 2	16447	4526	20.8	27.5	103												
	QUINTILE 3	15980	4875	22.5	30.5	114												
	QUINTILE 4	15887	4611	21.2	29.0	108												
	QUINTILE 5	16326	4017	18.5	24.6	92												
MAGAZINES-NEWSPAPERS: DUAL		20721	7031	32.4	33.9	127												
MAGAZINE IMPERATIVE		19186	5573	25.7	29.0	108												
NEWSPAPER IMPERATIVE		21899	5508	25.4	25.2	94												
MAGAZINES-OUTDOOR: DUAL		15451	5097	23.5	33.0	123												
MAGAZINE IMPERATIVE		25953	7888	36.3	30.4	113												
OUTDOOR IMPERATIVE		24400	5451	25.1	22.3	83												
MAGAZINES-RADIO: DUAL		18049	5633	25.9	31.2	116												
MAGAZINE IMPERATIVE		23571	7538	34.7	32.0	119												
RADIO IMPERATIVE		23278	5403	24.9	23.2	87												
MAGAZINES-TELEVISION: DUAL		15459	4691	21.6	30.3	113												
MAGAZINE IMPERATIVE		25829	8356	38.5	32.4	121												
TELEVISION IMPERATIVE		26039	5807	26.7	22.3	83												
NEWSPAPERS-OUTDOOR: DUAL		16605	5252	24.2	31.6	118												
NEWSPAPER IMPERATIVE		26834	7758	35.7	28.9	108												
OUTDOOR IMPERATIVE		23346	5596	25.8	24.0	89												
NEWSPAPERS-RADIO: DUAL		17133	5168	23.8	30.2	113												
NEWSPAPER IMPERATIVE		25892	7538	34.7	29.1	109												
RADIO IMPERATIVE		23167	5839	26.9	25.2	94												
NEWSPAPERS-TELEVISION: DUAL		17159	4979	22.9	29.0	108												
NEWSPAPER IMPERATIVE		26214	7853	36.2	30.0	112												
TELEVISION IMPERATIVE		23412	5335	24.6	22.8	85												
OUTDOOR-RADIO: DUAL		15303	4516	20.8	29.5	110												
OUTDOOR IMPERATIVE		24901	6475	29.8	26.0	97												
RADIO IMPERATIVE		26492	7155	33.0	27.0	101												
OUTDOOR-TELEVISION: DUAL		14794	4081	18.8	27.6	103												
OUTDOOR IMPERATIVE		25437	7228	33.3	28.4	106												
TELEVISION IMPERATIVE		27877	7221	33.3	25.9	97												
RADIO-TELEVISION: DUAL		15996	4180	19.3	26.1	97												
RADIO IMPERATIVE		25478	7291	33.6	28.6	107												
TELEVISION IMPERATIVE		26573	7066	32.5	26.6	99												

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	DRVILLE REDENBACHER POPPING CORN A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	21709	100.0	26.8	100												
ATLANTIC MONTHLY	415	*143	0.7	34.5	129												
BARRON'S	453	**126	0.6	27.8	104												
BETTER HOMES & GARDENS	16256	5336	24.6	32.8	122												
BON APPETIT	2535	933	4.3	36.8	137												
BUSINESS WEEK	1278	448	2.1	35.1	131												
CAR AND DRIVER	378	**109	0.5	28.8	108												
CBS MAGAZINE NETWORK (GROSS)	1498	539	2.5	36.0	134												
CHANGING TIMES	1505	480	2.2	31.9	119												
COLONIAL HOMES	1231	345	1.6	28.0	105												
CONDE NAST MAG. PKG. (GROSS)	14146	4564	21.0	32.3	120												
CONSUMERS DIGEST	1323	479	2.2	36.2	135												
COSMOPOLITAN	7102	2332	10.7	32.8	122												
COUNTRY LIVING	2481	985	4.5	39.7	148												
CUISINE	1472	520	2.4	35.3	132												
CYCLE WORLD	425	**104	0.5	24.5	91												
DCI:CREATIVE IDEAS FOR LIV	2510	970	4.5	38.6	144												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2545	11.7	38.0	142												
DISCOVER	894	347	1.6	38.8	145												
EBONY	3507	674	3.1	19.2	72												
ESQUIRE	1083	241	1.1	22.3	83												
ESSENCE	1830	345	1.6	18.9	70												
FAMILY CIRCLE	15930	5339	24.6	33.5	125												
THE FAMILY HANDYMAN	1126	347	1.6	30.8	115												
FAMILY WEEKLY	11468	3255	15.0	28.4	106												
FIELD & STREAM	2234	694	3.2	31.1	116												
FOOD & WINE	579	*153	0.7	26.4	99												
FORBES	728	315	1.5	43.3	161												
FORTUNE	906	401	1.8	44.3	165												
GENTLEMEN'S QUARTERLY	791	254	1.2	32.1	120												
GLAMOUR	5265	1709	7.9	32.5	121												
GOLF DIGEST	636	*179	0.8	28.1	105												
GOLF DIGEST/TENNIS (GROSS)	1186	335	1.5	28.2	105												
GOLF MAGAZINE	441	*132	0.6	29.9	112												
GOLF MAGAZINE/SKI (GROSS)	922	251	1.2	27.2	102												
GOOD HOUSEKEEPING	16487	5556	25.6	33.7	126												
HARPER'S BAZAAR	2423	861	4.0	35.5	133												
HEALTH	1994	676	3.1	33.9	126												
HEARST MAG CORP. BUY (GROSS)	44101	15018	69.2	34.1	127												
HEARST MAN POWER (GROSS)	1993	768	3.5	38.5	144												
HEARST WOMAN POWER (GROSS)	31274	10514	48.4	33.6	125												
HOUSE BEAUTIFUL	3623	1186	5.5	32.7	122												
INC.	283	*139	0.6	49.1	183												
JET	2928	557	2.6	19.0	71												
LADIES' HOME JOURNAL	11918	4229	19.5	35.5	132												
LHJ FAMILY GRP COMBO(GROSS)	16764	5934	27.3	35.4	132												
LIFE	4254	1293	6.0	30.4	113												
L.A. TIMES HOME MAGAZINE	1145	382	1.8	33.4	124												
MADEMOISELLE	2884	921	4.2	31.9	119												
MC CALL'S	13460	4637	21.4	34.5	129												
MC CALL'S/WRK MOTHER (GROSS)	14606	5049	23.3	34.6	129												
MECHANIX ILLUSTRATED	772	*250	1.2	32.4	121												
METROPOLITAN HOME	967	381	1.8	39.4	147												
MONEY	1588	705	3.2	44.4	166												
MOTHER EARTH NEWS	1002	379	1.7	37.8	141												
MS.	825	292	1.3	35.4	132												
NATIONAL ENQUIRER	10336	2835	13.1	27.4	102												
NATIONAL GEOGRAPHIC	9597	3285	15.1	34.2	128												
NATIONAL SUNDAY MAGAZINE PKG	49558	14412	66.4	29.1	108												
NATURAL HISTORY	573	*109	0.5	19.0	71												
NEW WOMAN	1699	469	2.2	27.6	103												
NEW YORK INCLUDING CUE	443	*106	0.5	23.9	89												
THE NEW YORKER	1270	412	1.9	32.4	121												
NEWSWEEK	6277	2099	9.7	33.4	125												
THE N.Y. TIMES DAILY EDITION	1205	292	1.3	24.2	90												
THE N.Y. TIMES MAGAZINE	2081	567	2.6	27.2	102												
OMNI	788	257	1.2	32.6	122												
ON CABLE	1158	417	1.9	36.0	134												
1001 HOME IDEAS	2852	1029	4.7	36.1	135												
ORGANIC GARDENING	1658	550	2.5	33.2	124												
OUTDOOR LIFE	896	250	1.2	27.9	104												
PARADE MAGAZINE	24275	6793	31.3	28.0	104												

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ORVILLE REDENBACHER POPPING CORN A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	21709	100.0	26.8	100												
PARENTS	3845	1069	4.9	27.8	104												
PENTHOUSE	831	*245	1.1	29.5	110												
PEOPLE	11645	3682	17.0	31.6	118												
PLAYBOY	2006	580	2.7	28.9	108												
POPULAR HOT RODDING	297	**107	0.5	36.0	134												
POPULAR MECHANICS	1018	421	1.9	41.4	154												
POPULAR SCIENCE	878	*288	1.3	32.8	122												
PREVENTION	3913	1197	5.5	30.6	114												
PSYCHOLOGY TODAY	1710	656	3.0	38.4	143												
READER'S DIGEST	22204	7152	32.9	32.2	120												
REDBOOK	7684	2627	12.1	34.2	128												
ROAD & TRACK	410	*141	0.6	34.4	128												
ROLLING STONE	969	337	1.6	34.8	130												
RUNNER'S WORLD	298	**141	0.6	47.3	177												
SATURDAY EVENING POST	1169	347	1.6	29.7	111												
SCIENCE 84	587	*208	1.0	35.4	132												
SCIENCE DIGEST	482	*207	1.0	42.9	160												
SCIENTIFIC AMERICAN	594	*198	0.9	33.3	124												
SELF	2089	707	3.3	33.8	126												
SEVENTEEN	2411	635	2.9	26.3	98												
SKI	480	*118	0.5	24.6	92												
SMITHSONIAN	2760	986	4.5	35.7	133												
SOAP OPERA DIGEST	3013	852	3.9	28.3	105												
SOUTHERN LIVING	4184	1575	7.3	37.6	140												
SPORT	559	*190	0.9	34.0	127												
THE SPORTING NEWS	436	*204	0.9	46.8	175												
SPORTS AFIELD	493	*140	0.6	28.4	106												
SPORTS ILLUSTRATED	2758	900	4.1	32.6	122												
STAR	7456	1993	9.2	26.7	100												
SUNDAY	24936	7363	33.9	29.5	110												
SUNSET	2124	782	3.6	36.8	137												
TV GUIDE	21661	6038	27.8	27.9	104												
TENNIS	550	*156	0.7	28.4	106												
TIME	8880	3073	14.2	34.6	129												
TOWN & COUNTRY	917	293	1.3	32.0	119												
TRAVEL & LEISURE	972	339	1.6	34.9	130												
TRUE STORY	3356	721	3.3	21.5	80												
U.S.NEWS & WORLD REPORT	3410	1213	5.6	35.6	133												
USA TODAY	1759	685	3.2	38.9	145												
US	1873	844	3.9	45.1	168												
VOGUE	3909	1228	5.7	31.4	117												
WALL STREET JOURNAL	1886	671	3.1	35.6	133												
WEIGHT WATCHERS	2120	678	3.1	32.0	119												
WOMAN'S DAY	14172	4674	21.5	33.0	123												
WORKING MOTHER	1146	413	1.9	36.0	134												
WORKING WOMAN	1322	512	2.4	38.7	144												
WORLD TENNIS	*163	**65	0.3	39.9	149												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	960	4.4	37.9	141												
BLAIR INSERTS	43657	12883	59.3	29.5	110												
DAILY NEWSPAPERS																	
READ ANY	51633	14787	68.1	28.6	107												
READ ONE	43463	12402	57.1	28.5	106												
READ TWO OR MORE	8170	2386	11.0	29.2	109												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	15328	70.6	29.1	109												
READ ONE	46126	13357	61.5	29.0	108												
READ TWO OR MORE	6552	1971	9.1	30.1	112												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.46															
30 DAY REACH	71455	19387	89.3	27.1	101												
50 SHWG - 30 DAY AV FREQ	14.56	14.35															
30 DAY REACH	67742	18560	85.5	27.4	102												
25 SHWG - 30 DAY AV FREQ	7.94	7.79															
30 DAY REACH	62117	17072	78.6	27.5	103												
CABLE TV: HOME WIRED	32077	9673	44.6	30.2	112												
HOME NOT WIRED	48909	12037	55.4	24.6	92												
HAVE PAY CABLE	15935	5409	24.9	33.9	127												

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ORVILLE REDENBACHER POPPING CORN A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	21709	100.0	26.8	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	12451	57.4	28.3	106												
10:00 AM - 3:00 PM	30459	8319	38.3	27.1	101												
3:00 PM - 7:00 PM	31045	9077	41.8	29.2	109												
7:00 PM - MIDNIGHT	15767	4594	21.2	29.1	109												
MIDNIGHT - 6:00 AM	9120	2644	12.2	29.0	108												
6:00 AM - MIDNIGHT	58827	16338	75.3	27.9	104												
ENTIRE DAY	59311	16549	76.2	27.9	104												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4889	22.5	30.2	113												
ALL NEWS	2256	605	2.8	26.8	100												
AOR/PROGRESSIVE	3874	1069	4.9	27.6	103												
BEAUTIFUL MUSIC	5660	1848	8.5	32.7	122												
BLACK	2204	497	2.3	22.5	84												
CLASSICAL	1418	339	1.6	23.9	89												
CHR/ROCK	9538	2941	13.5	30.8	115												
COUNTRY	12648	3269	15.1	25.8	96												
GOLDEN OLDIES	1191	*264	1.2	22.2	83												
MOR/NOSTALGIA	4757	1345	6.2	28.3	105												
NEWS/TALK	3863	1134	5.2	29.4	110												
RELIGIOUS	3084	679	3.1	22.0	82												
SOFT ROCK	521	*183	0.8	35.1	131												
URBAN CONTEMPORARY	1585	341	1.6	21.5	80												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	850	3.9	26.1	97												
ABC DIRECTION	2316	541	2.5	23.4	87												
ABC ENTERTAINMENT	4834	1369	6.3	28.3	106												
ABC FM	2202	581	2.7	26.4	98												
ABC INFORMATION	5425	1610	7.4	29.7	111												
ABC ROCK	1677	542	2.5	32.3	121												
CBS	4430	1399	6.4	31.6	118												
MUTUAL	4992	1489	6.9	29.8	111												
NBC	4679	1408	6.5	30.1	112												
RADIORADIO	1994	488	2.2	24.5	91												
RKO ONE	2298	633	2.9	27.5	103												
RKO TWO	3311	861	4.0	26.0	97												
THE SOURCE	2114	510	2.3	24.1	90												
NON-WIRED : BLAIR	8654	2572	11.8	29.7	111												
INTERNET	12025	3419	15.7	28.4	106												
KATZ RADIO GROUP	15359	4761	21.9	31.0	116												
SUPERNET	10628	2920	13.5	27.5	102												
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2122	9.8	24.5	91												
MKDAY 9:00 AM - 1:00 PM	12163	2982	13.7	24.5	91												
MKDAY 1:00 PM - 4:30 PM	16150	3985	18.4	24.7	92												
MKDAY 4:30 PM - 7:30 PM	22463	5579	25.7	24.8	93												
MKDAY 7:30 PM - 8:00 PM	31795	8319	38.3	26.2	98												
MKDAY 11:00 PM - 11:30 PM	23977	6721	31.0	28.0	105												
MKDAY 11:30 PM - 1:00 AM	7703	2115	9.7	27.5	102												
M-SAT 8-11 PM+SUN 7-11 PM	33800	9221	42.5	27.3	102												
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1830	8.4	28.0	104												
ANOTHER WORLD N	4620	997	4.6	21.6	81												
AS THE WORLD TURNS C	5614	1305	6.0	23.2	87												
CAPITOL C	3396	770	3.5	22.7	85												
CBS MORN. NEWS 1 C	1446	281	1.3	19.4	72												
CBS MORN. NEWS 2 C	1207	214	1.0	17.7	66												
DAYS OF OUR LIVES N	5877	1431	6.6	24.3	91												
FACTS OF LIFE - DAYTIME N	2290	493	2.3	21.5	80												
FAMILY FEUD A	3023	789	3.6	26.1	97												
GENERAL HOSPITAL A	6097	1596	7.4	26.2	98												
GOOD MORNING, AMERICA-730 A	3515	1093	5.0	31.1	116												
GOOD MORNING, AMERICA-830 A	2818	849	3.9	30.1	112												
GUIDING LIGHT C	5339	1333	6.1	25.0	93												
ONE LIFE TO LIVE A	4478	1266	5.8	28.3	105												
PRESS YOUR LUCK C	2244	509	2.3	22.7	85												
PRICE IS RIGHT 1 C	4348	1072	4.9	24.7	92												
PRICE IS RIGHT 2 C	5014	1186	5.5	23.7	88												
RYAN'S HOPE A	3150	842	3.9	26.7	100												
SALE OF THE CENTURY N	2695	535	2.5	19.9	74												
SEARCH FOR TOMORROW N	2319	487	2.2	21.0	78												
TODAY SHOW 1 N	2693	592	2.7	22.0	82												
TODAY SHOW 2 N	2498	571	2.6	22.9	85												
$25,000 PYRAMID C	2753	573	2.6	20.8	78												
WHEEL OF FORTUNE N	4388	992	4.6	22.6	84												
YOUNG AND THE RESTLESS C	5695	1358	6.3	23.8	89												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	404	1.9	23.0	86												
NBA PLAYOFF GAME -1 C	1136	270	1.2	23.8	89												
NBC MAJOR LEAGUE PRE-GAME N	953	*152	0.7	15.9	60												
SPORTSWORLD - SUN N	1233	359	1.7	29.1	109												
SUNDAY MORNING C	1611	419	1.9	26.0	97												

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR IDENTIFICATION ONLY

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POPCORN PRODUCTS-BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ORVILLE REDENBACHER POPPING CORN A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	21709	100.0	26.8	100												
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6636	30.6	25.5	95												
NETWORK AFFILIATES - LATE		20261	5744	26.5	28.4	106												
INDEPENDENTS - LATE		2076	629	2.9	30.3	113												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2749	12.7	26.3	98												
ABC MONDAY NIGHT MOVIE	A	6412	1623	7.5	25.3	94												
ABC SUNDAY NIGHT MOVIE	A	12407	3360	15.5	27.1	101												
ABC WORLD NEWS TONIGHT	A	6176	1606	7.4	26.0	97												
AFTERMASH	C	5863	1579	7.3	26.9	100												
ALICE	C	9594	2536	11.7	26.4	99												
AMERICAN PARADE	C	6622	1842	8.5	27.8	104												
BENSON	A	10886	3037	14.0	27.9	104												
BLUE THUNDER	A	5036	1263	5.8	25.1	94												
CAGNEY & LACEY	C	9965	2753	12.7	27.6	103												
CBS EVENING NEWS-DEAN	C	3491	872	4.0	25.0	93												
CBS EVENING NEWS-RATHER	C	7123	1937	8.9	27.2	101												
CBS SAT. NEWS-SCHIEFFER	C	3621	830	3.8	22.9	86												
CBS SATURDAY NIGHT MOVIE	C	5436	1453	6.7	26.7	100												
CBS WEDNESDAY NIGHT MOVIE	C	6100	1630	7.5	26.7	100												
CHEERS	N	8889	2746	12.6	30.9	115												
DALLAS	C	22109	6610	30.4	29.9	112												
DIFF'RENT STROKES	N	6940	1685	7.8	24.3	91												
DOUBLE TROUBLE	N	7223	1984	9.1	27.5	102												
DUCK FACTORY	N	5595	1634	7.5	29.2	109												
DUKES OF HAZZARD	C	5768	1452	6.7	25.2	94												
DYNASTY	A	20053	5251	24.2	26.2	98												
FACTS OF LIFE	N	8087	2165	10.0	26.8	100												
FALCON CREST	C	20046	5669	26.1	28.3	105												
FALL GUY	A	9084	2337	10.8	25.7	96												
FAMILY TIES	N	7964	2095	9.7	26.3	98												
FANTASY ISLAND	A	7687	1839	8.5	23.9	89												
FOULUPS,BLEEPS & BLUNDERS	A	8861	2493	11.5	28.1	105												
FOUR SEASONS	C	5095	1576	7.3	30.9	115												
GIMME A BREAK	N	8838	2136	9.8	24.2	90												
HART TO HART	A	8978	2306	10.6	25.7	96												
HILL STREET BLUES	N	8590	2444	11.3	28.5	106												
HOTEL	A	14085	3673	16.9	26.1	97												
JEFFERSONS	C	9360	2377	10.9	25.4	95												
JENNIFER SLEPT HERE	N	5841	1457	6.7	24.9	93												
KATE & ALLIE	C	9206	2896	13.3	31.5	117												
KNIGHT RIDER	N	7076	1839	8.5	26.0	97												
LOVE BOAT	A	12219	3149	14.5	25.8	96												
MAGNUM PI	C	11199	3359	15.5	30.0	112												
MAMA'S FAMILY	N	6057	1698	7.8	28.0	105												
MASTER, THE	N	3598	892	4.1	24.8	92												
MATT HOUSTON	A	6344	1814	8.4	28.6	107												
NBC MONDAY NIGHT MOVIE	N	11994	3104	14.3	25.9	97												
NBC NIGHTLY NEWS	N	5132	1125	5.2	21.9	82												
NBC NIGHTLY NEWS-SAT	N	3375	792	3.6	23.5	88												
NBC NIGHTLY NEWS-SUN	N	3130	607	2.8	19.4	72												
NBC SUNDAY NIGHT MOVIE	N	8284	2206	10.2	26.6	99												
NEWHART	C	9240	2707	12.5	29.3	109												
ONE DAY AT A TIME	C	7288	1896	8.7	26.0	97												
PEOPLE ARE FUNNY	N	4855	1376	6.3	28.3	106												
REAL PEOPLE	N	8869	2414	11.1	27.2	102												
REMINGTON STEELE	N	7743	2136	9.8	27.6	103												
RIPLEY'S BELIEVE IT - NOT	A	5345	1381	6.4	25.8	96												
RIPTIDE	N	6988	1959	9.0	28.0	105												
SCARECROW & MRS. KING	C	10002	2905	13.4	29.0	108												
SIMON & SIMON	C	10638	2797	12.9	26.3	98												
60 MINUTES	C	13293	3475	16.0	26.1	98												
ST. ELSEWHERE	N	7017	2064	9.5	29.4	110												
THREE'S COMPANY	A	10917	2880	13.3	26.4	98												
T.J. HOOKER	A	9204	2376	10.9	25.8	96												
TONIGHT SHOW	N	2372	668	3.1	28.2	105												
TRAPPER JOHN, M.D.	C	9846	2433	11.2	24.7	92												
TV BLOOPERS & PRAC. JOKES	N	9105	2494	11.5	27.4	102												
20/20	A	9387	2785	12.8	29.7	111												
WEBSTER	A	11067	3158	14.5	28.5	106												
WORLD NEWS - SUN	A	3062	781	3.6	25.5	95												
YELLOW ROSE	N	4978	1341	6.2	26.9	100												
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2562	11.8	28.9	108												
BASKETBALL - COLLEGE GAMES		4080	1207	5.6	29.6	110												
BASKETBALL - PRO GAMES		3607	925	4.3	25.6	96												
BOWLING		3883	972	4.5	25.0	93												
BOXING		3928	1031	4.7	26.2	98												
FOOTBALL - COLLEGE GAMES		6366	2075	9.6	32.6	122												
FOOTBALL - PRO GAMES		11300	3872	17.8	34.3	128												
GOLF		3378	1357	6.3	40.2	150												
POST-SEASON COLL. FOOTBALL		4906	1645	7.6	33.5	125												
POST-SEASON PRO FOOTBALL		6120	2208	10.2	36.1	135												
TENNIS		3033	950	4.4	31.3	117												
WRESTLING - PROFESSIONAL		3344	841	3.9	25.1	94												

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		'000	%	UNWEIGHTED
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	61070	75.4	6820
	NO	19916	24.6	2615
IF YES				
3B. ABOUT HOW MANY BAGS, BOXES OR CANNISTERS OF POTATO CHIPS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	3174	3.9	312
7 - 9	H	2778	3.4	263
4 - 6	H	11485	14.2	1158
3	M	11177	13.8	1218
2	M	15124	18.7	1667
1	L	13316	16.4	1670
NONE	L	4017	5.0	532

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POTATO CHIPS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	61070	100.0	75.4	100	17436	100.0	21.5	100	26301	100.0	32.5	100	17332	100.0	21.4	100
18 - 24	9282	7020	11.5	75.6	100	2074	11.9	22.3	104	3305	12.6	35.6	110	1641	9.5	17.7	83
25 - 34	19072	15927	26.1	83.5	111	5109	29.3	26.8	124	6639	25.2	34.8	107	4179	24.1	21.9	102
35 - 44	14591	12233	20.0	83.8	111	4738	27.2	32.5	151	5146	19.6	35.3	109	2348	13.5	16.1	75
45 - 54	11345	8970	14.7	79.1	105	2796	16.0	24.6	114	3802	14.5	33.5	103	2372	13.7	20.9	98
55 - 64	11635	8423	13.8	72.4	96	1677	9.6	14.4	67	3824	14.5	32.9	101	2923	16.9	25.1	117
65 OR OLDER	15061	8498	13.9	56.4	75	1043	6.0	6.9	32	3586	13.6	23.8	73	3869	22.3	25.7	120
18 - 34	28354	22946	37.6	80.9	107	7183	41.2	25.3	118	9943	37.8	35.1	108	5820	33.6	20.5	96
18 - 49	48339	39566	64.8	81.9	109	13311	76.3	27.5	128	17031	64.8	35.2	108	9224	53.2	19.1	89
25 - 54	45008	37129	60.8	82.5	109	12643	72.5	28.1	130	15587	59.3	34.6	107	8899	51.3	19.8	92
35 - 49	19985	16620	27.2	83.2	110	6128	35.1	30.7	142	7087	26.9	35.5	109	3404	19.6	17.0	80
50 OR OLDER	32647	21504	35.2	65.9	87	4125	23.7	12.6	59	9271	35.2	28.4	87	8108	46.8	24.8	116
GRADUATED COLLEGE	11155	8575	14.0	76.9	102	2120	12.2	19.0	88	3378	12.8	30.3	93	3077	17.8	27.6	129
ATTENDED COLLEGE	13682	10755	17.6	78.6	104	3033	17.4	22.2	103	4488	17.1	32.8	101	3234	18.7	23.6	110
GRADUATED HIGH SCHOOL	33880	26804	43.9	79.1	105	8142	46.7	24.0	112	12008	45.7	35.4	109	6655	38.4	19.6	92
DID NOT GRADUATE HIGH SCHOOL	22270	14935	24.5	67.1	89	4141	23.7	18.6	86	6428	24.4	28.9	89	4367	25.2	19.6	92
EMPLOYED	40306	31981	52.4	79.3	105	9846	56.5	24.4	113	13696	52.1	34.0	105	8440	48.7	20.9	98
EMPLOYED FULL-TIME	32850	26055	42.7	79.3	105	7875	45.2	24.0	111	11267	42.8	34.3	106	6913	39.9	21.0	98
EMPLOYED PART-TIME	7456	5927	9.7	79.5	105	1971	11.3	26.4	123	2428	9.2	32.6	100	1527	8.8	20.5	96
NOT EMPLOYED	40680	29088	47.6	71.5	95	7590	43.5	18.7	87	12606	47.9	31.0	95	8893	51.3	21.9	102
PROFESSIONAL/MANAGER	10392	8200	13.4	78.9	105	2145	12.3	20.6	96	3522	13.4	33.9	104	2533	14.6	24.4	114
TECH/CLERICAL/SALES	17574	14292	23.4	81.3	108	4416	25.3	25.1	117	6067	23.1	34.5	106	3808	22.0	21.7	101
PRECISION/CRAFT	985	852	1.4	86.5	115	*354	2.0	35.9	167	*321	1.2	32.6	100	**177	1.0	18.0	84
OTHER EMPLOYED	11354	8638	14.1	76.1	101	2930	16.8	25.8	120	3785	14.4	33.3	103	1923	11.1	16.9	79
SINGLE	9863	6932	11.4	70.3	93	1792	10.3	18.2	84	3136	11.9	31.8	98	2004	11.6	20.3	95
MARRIED	51375	41106	67.3	80.0	106	12610	72.3	24.5	114	17785	67.6	34.6	107	10711	61.8	20.8	97
DIVORCED/SEPARATED/WIDOWED	19748	13032	21.3	66.0	88	3034	17.4	15.4	71	5380	20.5	27.2	84	4617	26.6	23.4	109
PARENTS	32590	27878	45.6	85.5	113	10633	61.0	32.6	152	11885	45.2	36.5	112	5360	30.9	16.4	77
WHITE	70416	53383	87.4	75.8	101	14788	84.8	21.0	98	22853	86.9	32.5	100	15742	90.8	22.4	104
BLACK	8778	6445	10.6	73.4	97	2347	13.5	26.7	124	2874	10.9	32.7	101	1224	7.1	13.9	65
OTHER	1791	1241	2.0	69.3	92	**300	1.7	16.8	78	*575	2.2	32.1	99	**366	2.1	20.4	95
NORTHEAST-CENSUS	17786	12908	21.1	72.6	96	3049	17.5	17.1	80	5684	21.6	32.0	98	4175	24.1	23.5	110
NORTH CENTRAL	20741	16636	27.2	80.2	106	4892	28.1	23.6	110	6809	25.9	32.8	101	4935	28.5	23.8	111
SOUTH	27775	20830	34.1	75.0	99	7146	41.0	25.7	120	9148	34.8	32.9	101	4537	26.2	16.3	76
WEST	14683	10695	17.5	72.8	97	2349	13.5	16.0	74	4661	17.7	31.7	98	3686	21.3	25.1	117
NORTHEAST-MKTG.	17961	12914	21.1	71.9	95	3100	17.8	17.3	80	5764	21.9	32.1	99	4050	23.4	22.5	105
EAST CENTRAL	11885	9110	14.9	76.7	102	2729	15.7	23.0	107	3746	14.2	31.5	97	2635	15.2	22.2	104
WEST CENTRAL	14090	11406	18.7	81.0	107	3120	17.9	22.1	103	4685	17.8	33.3	102	3601	20.8	25.6	119
SOUTH	24081	18298	30.0	76.0	101	6416	36.8	26.6	124	7919	30.1	32.9	101	3962	22.9	16.5	77
PACIFIC	12969	9342	15.3	72.0	96	2071	11.9	16.0	74	4187	15.9	32.3	99	3084	17.8	23.8	111
COUNTY SIZE A	32439	23804	39.0	73.4	97	6507	37.3	20.1	93	10203	38.8	31.5	97	7094	40.9	21.9	102
COUNTY SIZE B	24915	19064	31.2	76.5	101	5872	33.7	23.6	109	8115	30.9	32.6	100	5076	29.3	20.4	95
COUNTY SIZE C	12930	10153	16.6	78.5	104	2664	15.3	20.6	96	4604	17.5	35.6	110	2885	16.6	22.3	104
COUNTY SIZE D	10703	8049	13.2	75.2	100	2393	13.7	22.4	104	3379	12.8	31.6	97	2277	13.1	21.3	99
METRO CENTRAL CITY	24518	17771	29.1	72.5	96	5115	29.3	20.9	97	7882	30.0	32.1	99	4774	27.5	19.5	91
METRO SUBURBAN	35919	27795	45.5	77.4	103	7804	44.8	21.7	101	11705	44.5	32.6	100	8286	47.8	23.1	108
NON METRO	20549	15504	25.4	75.4	100	4517	25.9	22.0	102	6714	25.5	32.7	101	4273	24.7	20.8	97
TOP 5 ADI'S	18341	13143	21.5	71.7	95	3082	17.7	16.8	78	5803	22.1	31.6	97	4258	24.6	23.2	108
TOP 10 ADI'S	25378	18541	30.4	73.1	97	4908	28.1	19.3	90	8181	31.1	32.2	99	5452	31.5	21.5	100
TOP 20 ADI'S	36488	26694	43.7	73.2	97	7334	42.1	20.1	93	11547	43.9	31.6	97	7813	45.1	21.4	100
HSHLD INC. $50,000 OR MORE	6612	5700	9.3	86.2	114	1708	9.8	25.8	120	2163	8.2	32.7	101	1829	10.6	27.7	129
$40,000 OR MORE	12659	10602	17.4	83.8	111	3312	19.0	26.2	122	4285	16.3	33.8	104	3006	17.3	23.7	111
$30,000 OR MORE	24698	20309	33.3	82.2	109	6430	36.9	26.0	121	8264	31.4	33.5	103	5615	32.4	22.7	106
$25,000 OR MORE	32077	26392	43.2	82.3	109	8189	47.0	25.5	119	11053	42.0	34.5	106	7150	41.3	22.3	104
$20,000 - $24,999	9144	7086	11.6	77.5	103	2212	12.7	24.2	112	3006	11.4	32.9	101	1868	10.8	20.4	95
$15,000 - $19,999	8728	6503	10.6	74.5	99	1692	9.7	19.4	90	3041	11.6	34.8	107	1770	10.2	20.3	95
$10,000 - $14,999	12562	9393	15.4	74.8	99	2537	14.6	20.2	94	4058	15.4	32.3	99	2798	16.1	22.3	104
UNDER $10,000	18475	11695	19.2	63.3	84	2805	16.1	15.2	71	5143	19.6	27.8	86	3746	21.6	20.3	95
HOUSEHOLD OF 1 PERSON	11987	6764	11.1	56.4	75	673	3.9	5.6	26	2678	10.2	22.3	69	3413	19.7	28.5	133
2 PEOPLE	26577	18793	30.8	70.7	94	3689	21.2	13.9	64	8166	31.0	30.7	95	6939	40.0	26.1	122
3 OR 4 PEOPLE	30617	25200	41.3	82.3	109	8358	47.9	27.3	127	11210	42.6	36.6	113	5632	32.5	18.4	86
5 OR MORE PEOPLE	11804	10312	16.9	87.4	116	4717	27.1	40.0	186	4247	16.1	36.0	111	1348	7.8	11.4	53
NO CHILD IN HSHLD	46165	31380	51.4	68.0	90	6085	34.9	13.2	61	13601	51.7	29.5	91	11694	67.5	25.3	118
CHILD(REN) UNDER 2 YRS	5325	4428	7.3	83.2	110	1243	7.1	23.3	108	2030	7.7	38.1	117	1155	6.7	21.7	101
2 - 5 YEARS	14221	11900	19.5	83.7	111	4293	24.6	30.2	140	5152	19.6	36.2	112	2454	14.2	17.3	81
6 - 11 YEARS	15117	13071	21.4	86.5	115	5406	31.0	35.8	166	5491	20.9	36.3	112	2174	12.5	14.4	67
12 - 17 YEARS	16611	14413	23.6	86.8	115	6403	36.7	38.5	179	5711	21.7	34.4	106	2298	13.3	13.8	65
RESIDENCE OWNED	55884	43131	70.6	77.2	102	12184	69.9	21.8	101	18402	70.0	32.9	101	12545	72.4	22.4	105
VALUE: $50,000 OR MORE	31744	24728	40.5	77.9	103	6754	38.7	21.3	99	10278	39.1	32.4	100	7696	44.4	24.2	113
VALUE: UNDER $50,000	24140	18403	30.1	76.2	101	5430	31.1	22.5	104	8124	30.9	33.7	104	4849	28.0	20.1	94

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POTATO CHIPS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0471
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	61070	100.0	75.4	100	17436	100.0	21.5	100	26301	100.0	32.5	100	17332	100.0	21.4	100
MAGAZINES	QUINTILE 1	15799	12871	21.1	81.5	108	3696	21.2	23.4	109	5582	21.2	35.3	109	3593	20.7	22.7	106
	QUINTILE 2	17259	13479	22.1	78.1	104	4337	24.9	25.1	117	5524	21.0	32.0	99	3618	20.9	21.0	98
	QUINTILE 3	13545	10354	17.0	76.4	101	3119	17.9	23.0	107	4320	16.4	31.9	98	2915	16.8	21.5	101
	QUINTILE 4	15133	11250	18.4	74.3	99	3031	17.4	20.0	93	4941	18.8	32.7	101	3278	18.9	21.7	101
	QUINTILE 5	19250	13115	21.5	68.1	90	3253	18.7	16.9	78	5934	22.6	30.8	95	3928	22.7	20.4	95
NEWSPAPERS	QUINTILE 1	12413	9784	16.0	78.8	105	2744	15.7	22.1	103	4083	15.5	32.9	101	2956	17.1	23.8	111
	QUINTILE 2	24116	18697	30.6	77.5	103	5388	30.9	22.3	104	8081	30.7	33.5	103	5229	30.2	21.7	101
	QUINTILE 3	11261	8545	14.0	75.9	101	2699	15.5	24.0	111	3658	13.9	32.5	100	2189	12.6	19.4	91
	QUINTILE 4	20255	15263	25.0	75.4	100	4157	23.8	20.5	95	6550	24.9	32.3	100	4557	26.3	22.5	105
	QUINTILE 5	12940	8781	14.4	67.9	90	2448	14.0	18.9	88	3930	14.9	30.4	94	2403	13.9	18.6	87
OUTDOOR	QUINTILE 1	14852	11673	19.1	78.6	104	2999	17.2	20.2	94	5195	19.8	35.0	108	3479	20.1	23.4	109
	QUINTILE 2	15725	12063	19.8	76.7	102	3394	19.5	21.6	100	5448	20.7	34.6	107	3220	18.6	20.5	96
	QUINTILE 3	16330	12401	20.3	75.9	101	3986	22.9	24.4	113	5055	19.2	31.0	95	3361	19.4	20.6	96
	QUINTILE 4	16744	12403	20.3	74.1	98	3512	20.1	21.0	97	5294	20.1	31.6	97	3597	20.8	21.5	100
	QUINTILE 5	17334	12530	20.5	72.3	96	3546	20.3	20.5	95	5308	20.2	30.6	94	3676	21.2	21.2	99
RADIO-DRIVE TIME	QUINTILE 1	15911	12513	20.5	78.6	104	3838	22.0	24.1	112	5292	20.1	33.3	102	3383	19.5	21.3	99
	QUINTILE 2	14837	11686	19.1	78.8	104	3494	20.0	23.5	109	5001	19.0	33.7	104	3191	18.4	21.5	100
	QUINTILE 3	15339	11718	19.2	76.4	101	3254	18.7	21.2	99	5254	20.0	34.3	105	3210	18.5	20.9	98
	QUINTILE 4	16723	12481	20.4	74.6	99	3589	20.6	21.5	100	5382	20.5	32.2	99	3511	20.3	21.0	98
	QUINTILE 5	18176	12672	20.7	69.7	92	3261	18.7	17.9	83	5373	20.4	29.6	91	4037	23.3	22.2	104
RADIO-MID-DAY	TERCILE 1	21020	16354	26.8	77.8	103	5096	29.2	24.2	113	6986	26.6	33.2	102	4272	24.6	20.3	95
	TERCILE 2	21610	16691	27.3	77.2	102	4851	27.8	22.4	104	7440	28.3	34.4	106	4400	25.4	20.4	95
	TERCILE 3	38355	28025	45.9	73.1	97	7488	42.9	19.5	91	11875	45.2	31.0	95	8661	50.0	22.6	106
RADIO-TOTAL	QUINTILE 1	15988	12595	20.6	78.8	104	3910	22.4	24.5	114	5228	19.9	32.7	101	3457	19.9	21.6	101
	QUINTILE 2	15626	12016	19.7	76.9	102	3461	19.8	22.1	103	5278	20.1	33.8	104	3276	18.9	21.0	98
	QUINTILE 3	16723	13055	21.4	78.1	104	3963	22.7	23.7	110	5559	21.1	33.2	102	3533	20.4	21.1	99
	QUINTILE 4	16342	12214	20.0	74.7	99	3260	18.7	19.9	93	5551	21.1	34.0	105	3402	19.6	20.8	97
	QUINTILE 5	16306	11191	18.3	68.6	91	2841	16.3	17.4	81	4686	17.8	28.7	88	3664	21.1	22.5	105
TV-PRIME TIME	QUINTILE 1	15953	11715	19.2	73.4	97	3187	18.3	20.0	93	5002	19.0	31.4	97	3526	20.3	22.1	103
	QUINTILE 2	16137	12531	20.5	77.7	103	3726	21.4	23.1	107	5435	20.7	33.7	104	3370	19.4	20.9	98
	QUINTILE 3	16420	12726	20.8	77.5	103	3440	19.7	21.0	97	5600	21.3	34.1	105	3687	21.3	22.5	105
	QUINTILE 4	16687	12603	20.6	75.5	100	3813	21.9	22.9	106	5281	20.1	31.6	97	3509	20.2	21.0	98
	QUINTILE 5	15789	11495	18.8	72.8	97	3271	18.8	20.7	96	4983	18.9	31.6	97	3241	18.7	20.5	96
TV-DAYTIME	TERCILE 1	27736	20605	33.7	74.3	99	5829	33.4	21.0	98	9268	35.2	33.4	103	5509	31.8	19.9	93
	TERCILE 2	26489	20053	32.8	75.7	100	6361	36.5	24.0	112	8286	31.5	31.3	96	5406	31.2	20.4	95
	TERCILE 3	26761	20411	33.4	76.3	101	5246	30.1	19.6	91	8748	33.3	32.7	101	6418	37.0	24.0	112
TV-TOTAL	QUINTILE 1	16345	11725	19.2	71.7	95	3313	19.0	20.3	94	5062	19.2	31.0	95	3350	19.3	20.5	96
	QUINTILE 2	16447	12520	20.5	76.1	101	3476	19.9	21.1	98	5558	21.1	33.8	104	3486	20.1	21.2	99
	QUINTILE 3	15980	12321	20.2	77.1	102	3717	21.3	23.3	108	5091	19.4	31.9	98	3513	20.3	22.0	103
	QUINTILE 4	15887	12264	20.1	77.2	102	3587	20.6	22.6	105	5177	19.7	32.6	100	3500	20.2	22.0	103
	QUINTILE 5	16326	12240	20.0	75.0	99	3343	19.2	20.5	95	5413	20.6	33.2	102	3484	20.1	21.3	100
MAGAZINES-NEWSPAPERS: DUAL		20721	16570	27.1	80.0	106	4889	28.0	23.6	110	7106	27.0	34.3	106	4575	26.4	22.1	103
MAGAZINE IMPERATIVE		19186	14908	24.4	77.7	103	4693	26.9	24.5	114	6052	23.0	31.5	97	4164	24.0	21.7	101
NEWSPAPER IMPERATIVE		21899	16444	26.9	75.1	100	4729	27.1	21.6	100	6909	26.3	31.5	97	4806	27.7	21.9	103
MAGAZINES-OUTDOOR: DUAL		15451	12458	20.4	80.6	107	3965	22.7	25.7	119	5017	19.1	32.5	100	3476	20.1	22.5	105
MAGAZINE IMPERATIVE		25953	20113	32.9	77.5	103	6088	34.9	23.5	109	8503	32.3	32.8	101	5522	31.9	21.3	99
OUTDOOR IMPERATIVE		24400	18041	29.5	73.9	98	4618	26.5	18.9	88	8334	31.7	34.2	105	5089	29.4	20.9	97
MAGAZINES-RADIO: DUAL		18049	14554	23.8	80.6	107	4739	27.2	26.3	122	5964	22.7	33.0	102	3851	22.2	21.3	100
MAGAZINE IMPERATIVE		23571	18223	29.8	77.3	103	5370	30.8	22.8	106	7682	29.2	32.6	100	5170	29.8	21.9	102
RADIO IMPERATIVE		23278	17564	28.8	75.5	100	4881	28.0	21.0	97	7787	29.6	33.5	103	4896	28.2	21.0	98
MAGAZINES-TELEVISION: DUAL		15459	12025	19.7	77.8	103	3590	20.6	23.2	108	5064	19.3	32.8	101	3372	19.5	21.8	102
MAGAZINE IMPERATIVE		25829	20684	33.9	80.1	106	6425	36.8	24.9	116	8543	32.5	33.1	102	5716	33.0	22.1	103
TELEVISION IMPERATIVE		26039	18537	30.4	71.2	94	4915	28.2	18.9	88	8064	30.7	31.0	95	5557	32.1	21.3	100
NEWSPAPERS-OUTDOOR: DUAL		16605	13301	21.8	80.1	106	3766	21.6	22.7	105	5799	22.0	34.9	108	3736	21.6	22.5	105
NEWSPAPER IMPERATIVE		26834	20429	33.5	76.1	101	6038	34.6	22.5	105	8641	32.9	32.2	99	5749	33.2	21.4	100
OUTDOOR IMPERATIVE		23346	17344	28.4	74.3	99	4858	27.9	20.8	97	7711	29.3	33.0	102	4775	27.6	20.5	96
NEWSPAPERS-RADIO: DUAL		17133	13648	22.3	79.7	106	4086	23.4	23.8	111	5636	21.4	32.9	101	3926	22.7	22.9	107
NEWSPAPER IMPERATIVE		25892	19694	32.2	76.1	101	5478	31.4	21.2	98	8568	32.6	33.1	102	5648	32.6	21.8	102
RADIO IMPERATIVE		23167	17755	29.1	76.6	102	5198	29.8	22.4	104	7809	29.7	33.7	104	4748	27.4	20.5	96
NEWSPAPERS-TELEVISION: DUAL		17159	13206	21.6	77.0	102	3872	22.2	22.6	105	5636	21.4	32.8	101	3698	21.3	21.6	101
NEWSPAPER IMPERATIVE		26214	20519	33.6	78.3	104	5893	33.8	22.5	104	8701	33.1	33.2	102	5925	34.2	22.6	106
TELEVISION IMPERATIVE		23412	16849	27.6	72.0	95	4759	27.3	20.3	94	7455	28.3	31.8	98	4636	26.7	19.8	93
OUTDOOR-RADIO: DUAL		15303	12335	20.2	80.6	107	3584	20.6	23.4	109	5497	20.9	35.9	111	3254	18.8	21.3	99
OUTDOOR IMPERATIVE		24901	18609	30.5	74.7	99	5106	29.3	20.5	95	8174	31.1	32.8	101	5330	30.8	21.4	100
RADIO IMPERATIVE		26492	20211	33.1	76.3	101	6370	36.5	24.0	112	8328	31.7	31.4	97	5513	31.8	20.8	97
OUTDOOR-TELEVISION: DUAL		14794	11416	18.7	77.2	102	3434	19.7	23.2	108	4713	17.9	31.9	98	3270	18.9	22.1	103
OUTDOOR IMPERATIVE		25437	19743	32.3	77.6	103	5402	31.0	21.2	99	8786	33.4	34.5	106	5555	32.1	21.8	102
TELEVISION IMPERATIVE		27877	20480	33.5	73.5	97	5846	33.5	21.0	97	8793	33.4	31.5	97	5841	33.7	21.0	98
RADIO-TELEVISION: DUAL		15996	12316	20.2	77.0	102	3862	22.1	24.1	112	5388	20.5	33.7	104	3066	17.7	19.2	90
RADIO IMPERATIVE		25478	20058	32.8	78.7	104	5887	33.8	23.1	107	8377	31.9	32.9	101	5794	33.4	22.7	106
TELEVISION IMPERATIVE		26573	19348	31.7	72.8	97	5165	29.6	19.4	90	8330	31.7	31.3	97	5854	33.8	22.0	103

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POTATO CHIPS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	61070	100.0	75.4	100	17436	100.0	21.5	100	26301	100.0	32.5	100	17332	100.0	21.4	100
ATLANTIC MONTHLY	415	323	0.5	77.8	103	**112	0.6	27.0	125	**104	0.4	25.1	77	*107	0.6	25.8	120
BARRON'S	453	355	0.6	78.4	104	**27	0.2	6.0	28	**162	0.6	35.8	110	*167	1.0	36.9	172
BETTER HOMES & GARDENS	16256	12938	21.2	79.6	106	3660	21.0	22.5	105	5688	21.6	35.0	108	3590	20.7	22.1	103
BON APPETIT	2535	1857	3.0	73.3	97	477	2.7	18.8	87	686	2.6	27.1	83	694	4.0	27.4	128
BUSINESS WEEK	1278	991	1.6	77.5	103	293	1.7	22.9	106	396	1.5	31.0	95	302	1.7	23.6	110
CAR AND DRIVER	378	*245	0.4	64.8	86	**53	0.3	14.0	65	**138	0.5	36.5	112	**54	0.3	14.3	67
CBS MAGAZINE NETWORK (GROSS)	1498	1190	1.9	79.4	105	331	1.9	22.1	103	599	2.3	40.0	123	260	1.5	17.4	81
CHANGING TIMES	1505	1137	1.9	75.5	100	*312	1.8	20.7	96	388	1.5	25.8	79	437	2.5	29.0	136
COLONIAL HOMES	1231	886	1.5	72.0	95	312	1.8	25.3	118	362	1.4	29.4	91	*212	1.2	17.2	80
CONDE NAST MAG. PKG. (GROSS)	14146	11137	18.2	78.7	104	3381	19.4	23.9	111	4647	17.7	32.9	101	3110	17.9	22.0	103
CONSUMERS DIGEST	1323	1076	1.8	81.3	108	*256	1.5	19.3	90	543	2.1	41.0	126	*277	1.6	20.9	98
COSMOPOLITAN	7102	5454	8.9	76.8	102	1701	9.8	24.0	111	2123	8.1	29.9	92	1630	9.4	23.0	107
COUNTRY LIVING	2481	2101	3.4	84.7	112	607	3.5	24.5	114	923	3.5	37.2	115	571	3.3	23.0	108
CUISINE	1472	1080	1.8	73.4	97	*278	1.6	18.9	88	406	1.5	27.6	85	395	2.3	26.8	125
CYCLE WORLD	425	383	0.6	90.1	120	**155	0.9	36.5	169	**160	0.6	37.6	116	**68	0.4	16.0	75
DCI:CREATIVE IDEAS FOR LIV	2510	2102	3.4	83.7	111	659	3.8	26.3	122	882	3.4	35.1	108	561	3.2	22.4	104
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5373	8.8	80.3	106	1666	9.6	24.9	116	2278	8.7	34.0	105	1428	8.2	21.3	100
DISCOVER	894	747	1.2	83.6	111	*280	1.6	31.3	145	*272	1.0	30.4	94	195	1.1	21.8	102
EBONY	3507	2714	4.4	77.4	103	1105	6.3	31.5	146	1125	4.3	32.1	99	483	2.8	13.8	64
ESQUIRE	1083	795	1.3	73.4	97	225	1.3	20.8	96	308	1.2	28.4	88	263	1.5	24.3	113
ESSENCE	1830	1495	2.4	81.7	108	597	3.4	32.6	152	670	2.5	36.6	113	228	1.3	12.5	58
FAMILY CIRCLE	15930	13018	21.3	81.7	108	3850	22.1	24.2	112	5469	20.8	34.3	106	3699	21.3	23.2	109
THE FAMILY HANDYMAN	1126	898	1.5	79.8	106	264	1.5	23.4	109	342	1.3	30.4	94	292	1.7	25.9	121
FAMILY WEEKLY	11468	9066	14.8	79.1	105	2431	13.9	21.2	98	4031	15.3	35.1	108	2605	15.0	22.7	106
FIELD & STREAM	2234	1846	3.0	82.6	110	626	3.6	28.0	130	801	3.0	35.9	110	420	2.4	18.8	88
FOOD & WINE	579	446	0.7	77.0	102	*118	0.7	20.4	95	*218	0.8	37.7	116	*110	0.6	19.0	89
FORBES	728	581	1.0	79.8	106	*151	0.9	20.7	96	*186	0.7	25.5	79	*244	1.4	33.5	157
FORTUNE	906	761	1.2	84.0	111	*149	0.9	16.4	76	307	1.2	33.9	104	*306	1.8	33.8	158
GENTLEMEN'S QUARTERLY	791	582	1.0	73.6	98	*160	0.9	20.2	94	245	0.9	31.0	95	*177	1.0	22.4	105
GLAMOUR	5265	4292	7.0	81.5	108	1239	7.1	23.5	109	1835	7.0	34.9	107	1218	7.0	23.1	108
GOLF DIGEST	636	541	0.9	85.1	113	*195	1.1	30.7	142	*195	0.7	30.7	94	*152	0.9	23.9	112
GOLF DIGEST/TENNIS (GROSS)	1186	1016	1.7	85.7	114	280	1.6	23.6	110	469	1.8	39.5	122	*267	1.5	22.5	105
GOLF MAGAZINE	441	331	0.5	75.1	100	**78	0.4	17.7	82	**101	0.4	22.9	71	*152	0.9	34.5	161
GOLF MAGAZINE/SKI (GROSS)	922	714	1.2	77.4	103	*168	1.0	18.2	85	*269	1.0	29.2	90	*277	1.6	30.0	140
GOOD HOUSEKEEPING	16487	13139	21.5	79.7	106	3789	21.7	23.0	107	5656	21.5	34.3	106	3694	21.3	22.4	105
HARPER'S BAZAAR	2423	1853	3.0	76.5	101	568	3.3	23.4	109	697	2.7	28.8	89	588	3.4	24.3	113
HEALTH	1994	1603	2.6	80.4	107	456	2.6	22.9	106	699	2.7	35.1	108	448	2.6	22.5	105
HEARST MAG CORP. BUY (GROSS)	44101	34886	57.1	79.1	105	10599	60.8	24.0	112	14375	54.7	32.6	100	9911	57.2	22.5	105
HEARST MAN POWER (GROSS)	1993	1679	2.7	84.2	112	666	3.8	33.4	155	514	2.0	25.8	79	499	2.9	25.0	117
HEARST WOMAN POWER (GROSS)	31274	24798	40.6	79.3	105	7398	42.4	23.7	110	10516	40.0	33.6	104	6885	39.7	22.0	103
HOUSE BEAUTIFUL	3623	2733	4.5	75.4	100	879	5.0	24.3	113	1026	3.9	28.3	87	828	4.8	22.9	107
INC.	283	*236	0.4	83.4	111	**99	0.6	35.0	162	**75	0.3	26.5	82	**62	0.4	21.9	102
JET	2928	2287	3.7	78.1	104	900	5.2	30.7	143	1032	3.9	35.2	109	355	2.0	12.1	57
LADIES' HOME JOURNAL	11918	9543	15.6	80.1	106	2583	14.8	21.7	101	4043	15.4	33.9	104	2917	16.8	24.5	114
LHJ FAMILY GRP COMBO(GROSS)	16764	13529	22.2	80.7	107	3756	21.5	22.4	104	5789	22.0	34.5	106	3984	23.0	23.8	111
LIFE	4254	3426	5.6	80.5	107	950	5.4	22.3	104	1516	5.8	35.6	110	960	5.5	22.6	105
L.A. TIMES HOME MAGAZINE	1145	834	1.4	72.8	97	**126	0.7	11.0	51	359	1.4	31.4	97	349	2.0	30.5	142
MADEMOISELLE	2884	2290	3.7	79.4	105	764	4.4	26.5	123	885	3.4	30.7	94	641	3.7	22.2	104
MC CALL'S	13460	10776	17.6	80.1	106	3187	18.3	23.7	110	4516	17.2	33.6	103	3074	17.7	22.8	107
MC CALL'S/MRK MOTHER (GROSS)	14606	11738	19.2	80.4	107	3439	19.7	23.5	109	5005	19.0	34.3	106	3293	19.0	22.5	105
MECHANIX ILLUSTRATED	772	609	1.0	78.9	105	*192	1.1	24.9	116	*220	0.8	28.5	88	*197	1.1	25.5	119
METROPOLITAN HOME	967	759	1.2	78.5	104	*149	0.9	15.4	72	382	1.5	39.5	122	228	1.3	23.6	110
MONEY	1588	1258	2.1	79.2	105	330	1.9	20.8	97	497	1.9	31.3	96	431	2.5	27.1	127
MOTHER EARTH NEWS	1002	852	1.4	85.0	113	277	1.6	27.6	128	355	1.3	35.4	109	*220	1.3	22.0	103
MS.	825	625	1.0	75.8	100	*231	1.3	28.0	130	222	0.8	26.9	83	*172	1.0	20.8	97
NATIONAL ENQUIRER	10336	8159	13.4	78.9	105	2604	14.9	25.2	117	3825	14.5	37.0	114	1730	10.0	16.7	78
NATIONAL GEOGRAPHIC	9597	7451	12.2	77.6	103	1919	11.0	20.0	93	3049	11.6	31.8	98	2483	14.3	25.9	121
NATIONAL SUNDAY MAGAZINE PKG	49558	38543	63.1	77.8	103	11048	63.4	22.3	104	16781	63.8	33.9	104	10714	61.8	21.6	101
NATURAL HISTORY	573	417	0.7	72.8	97	**137	0.8	23.9	111	*162	0.6	28.3	87	*118	0.7	20.6	96
NEW WOMAN	1699	1413	2.3	83.2	110	346	2.0	20.4	95	683	2.6	40.2	124	384	2.2	22.6	106
NEW YORK INCLUDING CUE	443	318	0.5	71.8	95	**62	0.4	14.0	65	*115	0.4	26.0	80	*141	0.8	31.8	149
THE NEW YORKER	1270	962	1.6	75.7	100	234	1.3	18.4	86	352	1.3	27.7	85	377	2.2	29.7	139
NEWSWEEK	6277	4837	7.9	77.1	102	1237	7.1	19.7	92	1998	7.6	31.8	98	1602	9.2	25.5	119
THE N.Y. TIMES DAILY EDITION	1205	847	1.4	70.3	93	*202	1.2	16.8	78	319	1.2	26.5	82	327	1.9	27.1	127
THE N.Y. TIMES MAGAZINE	2081	1473	2.4	70.8	94	284	1.6	13.6	63	544	2.1	26.1	80	645	3.7	31.0	145
OMNI	788	614	1.0	77.9	103	*174	1.0	22.1	103	278	1.1	35.3	109	*163	0.9	20.7	97
ON CABLE	1158	951	1.6	82.1	109	489	2.8	42.2	196	346	1.3	29.9	92	*117	0.7	10.1	47
1001 HOME IDEAS	2852	2383	3.9	83.6	111	717	4.1	25.1	117	1047	4.0	36.7	113	619	3.6	21.7	101
ORGANIC GARDENING	1658	1313	2.1	79.2	105	410	2.4	24.7	115	537	2.0	32.4	100	366	2.1	22.1	103
OUTDOOR LIFE	896	745	1.2	83.1	110	*235	1.3	26.2	122	327	1.2	36.5	112	*183	1.1	20.4	95
PARADE MAGAZINE	24275	18693	30.6	77.0	102	5393	30.9	22.2	103	8060	30.6	33.2	102	5240	30.2	21.6	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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POTATO CHIPS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0473
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	61070	100.0	75.4	100	17436	100.0	21.5	100	26301	100.0	32.5	100	17332	100.0	21.4	100
PARENTS	3845	3362	5.5	87.4	116	1100	6.3	28.6	133	1565	6.0	40.7	125	697	4.0	18.1	85
PENTHOUSE	831	713	1.2	85.8	114	*261	1.5	31.4	146	*311	1.2	37.4	115	*142	0.8	17.1	80
PEOPLE	11645	9272	15.2	79.6	106	2900	16.6	24.9	116	4024	15.3	34.6	106	2348	13.5	20.2	94
PLAYBOY	2006	1581	2.6	78.8	105	543	3.1	27.1	126	653	2.5	32.6	100	385	2.2	19.2	90
POPULAR HOT RODDING	297	*256	0.4	86.2	114	**118	0.7	39.7	185	**98	0.4	33.0	102	**41	0.2	13.8	65
POPULAR MECHANICS	1018	827	1.4	81.2	108	*394	2.3	38.7	180	*210	0.8	20.6	64	*224	1.3	22.0	103
POPULAR SCIENCE	878	652	1.1	74.3	98	*202	1.2	23.0	107	*243	0.9	27.7	85	*207	1.2	23.6	110
PREVENTION	3913	2892	4.7	73.9	98	572	3.3	14.6	68	1188	4.5	30.4	93	1132	6.5	28.9	135
PSYCHOLOGY TODAY	1710	1306	2.1	76.4	101	423	2.4	24.7	115	481	1.8	28.1	87	403	2.3	23.6	110
READER'S DIGEST	22204	17409	28.5	78.4	104	4866	27.9	21.9	102	7352	28.0	33.1	102	5191	30.0	23.4	109
REDBOOK	7684	6205	10.2	80.8	107	1908	10.9	24.8	115	2737	10.4	35.6	110	1561	9.0	20.3	95
ROAD & TRACK	410	337	0.6	82.2	109	**67	0.4	16.3	76	*181	0.7	44.1	136	**89	0.5	21.7	101
ROLLING STONE	969	820	1.3	84.6	112	294	1.7	30.3	141	315	1.2	32.5	100	211	1.2	21.8	102
RUNNER'S WORLD	298	*258	0.4	86.6	115	**93	0.5	31.2	145	**84	0.3	28.2	87	**80	0.5	26.8	125
SATURDAY EVENING POST	1169	884	1.4	75.6	100	247	1.4	21.1	98	389	1.5	33.3	102	248	1.4	21.2	99
SCIENCE 84	587	506	0.8	86.2	114	**170	1.0	29.0	135	*219	0.8	37.3	115	*118	0.7	20.1	94
SCIENCE DIGEST	482	423	0.7	87.8	116	**123	0.7	25.5	119	*139	0.5	28.8	89	*161	0.9	33.4	156
SCIENTIFIC AMERICAN	594	481	0.8	81.0	107	**77	0.4	13.0	60	*202	0.8	34.0	105	*202	1.2	34.0	159
SELF	2089	1609	2.6	77.0	102	382	2.2	18.3	85	747	2.8	35.8	110	479	2.8	22.9	107
SEVENTEEN	2411	1848	3.0	76.6	102	720	4.1	29.9	139	791	3.0	32.8	101	337	1.9	14.0	65
SKI	480	383	0.6	79.8	106	**90	0.5	18.8	87	*168	0.6	35.0	108	**126	0.7	26.3	123
SMITHSONIAN	2760	2049	3.4	74.2	98	520	3.0	18.8	88	796	3.0	28.8	89	733	4.2	26.6	124
SOAP OPERA DIGEST	3013	2505	4.1	83.1	110	1036	5.9	34.4	160	1082	4.1	35.9	111	386	2.2	12.8	60
SOUTHERN LIVING	4184	3271	5.4	78.2	104	1007	5.8	24.1	112	1397	5.3	33.4	103	867	5.0	20.7	97
SPORT	559	482	0.8	86.2	114	*216	1.2	38.6	179	*151	0.6	27.0	83	**116	0.7	20.8	97
THE SPORTING NEWS	436	423	0.7	97.0	129	**200	1.1	45.9	213	**140	0.5	32.1	99	**83	0.5	19.0	89
SPORTS AFIELD	493	429	0.7	87.0	115	*149	0.9	30.2	140	*166	0.6	33.7	104	**114	0.7	23.1	108
SPORTS ILLUSTRATED	2758	2286	3.7	82.9	110	744	4.3	27.0	125	861	3.3	31.2	96	681	3.9	24.7	115
STAR	7456	5759	9.4	77.2	102	1795	10.3	24.1	112	2713	10.3	36.4	112	1252	7.2	16.8	78
SUNDAY	24936	19458	31.9	78.0	103	5921	34.0	23.7	110	8273	31.5	33.2	102	5264	30.4	21.1	99
SUNSET	2124	1551	2.5	73.0	97	*284	1.6	13.4	62	603	2.3	28.4	87	665	3.8	31.3	146
TV GUIDE	21661	17163	28.1	79.2	105	5011	28.7	23.1	107	7732	29.4	35.7	110	4420	25.5	20.4	95
TENNIS	550	474	0.8	86.2	114	**85	0.5	15.5	72	*274	1.0	49.8	153	**115	0.7	20.9	98
TIME	8880	6998	11.5	78.8	105	2127	12.2	24.0	111	2713	10.3	30.6	94	2158	12.5	24.3	114
TOWN & COUNTRY	917	696	1.1	75.9	101	*152	0.9	16.6	77	266	1.0	29.0	89	278	1.6	30.3	142
TRAVEL & LEISURE	972	759	1.2	78.1	104	*213	1.2	21.9	102	259	1.0	26.6	82	287	1.7	29.5	138
TRUE STORY	3356	2676	4.4	79.7	106	1255	7.2	37.4	174	988	3.8	29.4	91	434	2.5	12.9	60
U.S.NEWS & WORLD REPORT	3410	2597	4.3	76.2	101	603	3.5	17.7	82	1216	4.6	35.7	110	778	4.5	22.8	107
USA TODAY	1759	1477	2.4	84.0	111	439	2.5	25.0	116	617	2.3	35.1	108	421	2.4	23.9	112
US	1873	1602	2.6	85.5	113	482	2.8	25.7	120	612	2.3	32.7	101	509	2.9	27.2	127
VOGUE	3909	2947	4.8	75.4	100	996	5.7	25.5	118	1179	4.5	30.2	93	772	4.5	19.7	92
WALL STREET JOURNAL	1886	1455	2.4	77.1	102	368	2.1	19.5	91	501	1.9	26.6	82	586	3.4	31.1	145
WEIGHT WATCHERS	2120	1741	2.9	82.1	109	536	3.1	25.3	117	699	2.7	33.0	102	506	2.9	23.9	112
WOMAN'S DAY	14172	11651	19.1	82.2	109	3430	19.7	24.2	112	5001	19.0	35.3	109	3220	18.6	22.7	106
WORKING MOTHER	1146	962	1.6	83.9	111	253	1.5	22.1	103	489	1.9	42.7	131	*220	1.3	19.2	90
WORKING WOMAN	1322	1041	1.7	78.7	104	273	1.6	20.7	96	410	1.6	31.0	95	359	2.1	27.2	127
WORLD TENNIS	*163	*115	0.2	70.6	94	**24	0.1	14.7	68	**81	0.3	49.7	153	**10	0.1	6.1	29
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2001	3.3	79.0	105	593	3.4	23.4	109	789	3.0	31.2	96	619	3.6	24.4	114
BLAIR INSERTS	43657	33846	55.4	77.5	103	9641	55.3	22.1	103	14625	55.6	33.5	103	9580	55.3	21.9	103
DAILY NEWSPAPERS																	
READ ANY	51633	39676	65.0	76.8	102	11517	66.1	22.3	104	16785	63.8	32.5	100	11374	65.6	22.0	103
READ ONE	43463	33251	54.4	76.5	101	9704	55.7	22.3	104	13986	53.2	32.2	99	9560	55.2	22.0	103
READ TWO OR MORE	8170	6425	10.5	78.6	104	1812	10.4	22.2	103	2799	10.6	34.3	105	1814	10.5	22.2	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	40850	66.9	77.5	103	11803	67.7	22.4	104	17545	66.7	33.3	103	11502	66.4	21.8	102
READ ONE	46126	35675	58.4	77.3	103	10305	59.1	22.3	104	15429	58.7	33.4	103	9941	57.4	21.6	101
READ TWO OR MORE	6552	5175	8.5	79.0	105	1498	8.6	22.9	106	2116	8.0	32.3	99	1561	9.0	23.8	111
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	28.43				27.63				29.46				27.67			
30 DAY REACH	71455	53982	88.4	75.5	100	15406	88.4	21.6	100	23265	88.5	32.6	100	15311	88.3	21.4	100
50 SHMG - 30 DAY AV FREQ	14.56	14.97				14.42				15.46				14.77			
30 DAY REACH	67742	51396	84.2	75.9	101	14815	85.0	21.9	102	22189	84.4	32.8	101	14393	83.0	21.2	99
25 SHMG - 30 DAY AV FREQ	7.94	8.11				7.85				8.38				7.97			
30 DAY REACH	62117	47418	77.6	76.3	101	13610	78.1	21.9	102	20464	77.8	32.9	101	13344	77.0	21.5	100
CABLE TV: HOME WIRED	32077	25750	42.2	80.3	106	7816	44.8	24.4	113	10768	40.9	33.6	103	7165	41.3	22.3	104
HOME NOT WIRED	48909	35320	57.8	72.2	96	9619	55.2	19.7	91	15533	59.1	31.8	98	10167	58.7	20.8	97
HAVE PAY CABLE	15935	13492	22.1	84.7	112	4760	27.3	29.9	139	5405	20.6	33.9	104	3328	19.2	20.9	98

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POTATO CHIPS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	61070	100.0	75.4	100	17436	100.0	21.5	100	26301	100.0	32.5	100	17332	100.0	21.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	34212	56.0	77.9	103	9846	56.5	22.4	104	14928	56.8	34.0	105	9439	54.5	21.5	100
10:00 AM - 3:00 PM	30659	23764	38.9	77.5	103	7177	41.2	23.4	109	10407	39.6	33.9	105	6180	35.7	20.2	94
3:00 PM - 7:00 PM	31045	24331	39.8	78.4	104	7362	42.2	23.7	110	10446	39.7	33.6	104	6523	37.6	21.0	98
7:00 PM - MIDNIGHT	15767	12171	19.9	77.2	102	3755	21.5	23.8	111	5001	19.0	31.7	98	3415	19.7	21.7	101
MIDNIGHT - 6:00 AM	9120	7171	11.7	78.6	104	2133	12.2	23.4	109	2890	11.0	31.7	98	2148	12.4	23.6	110
6:00 AM - MIDNIGHT	58527	45374	74.3	77.5	103	13390	76.8	22.9	106	19579	74.4	33.5	103	12406	71.6	21.2	99
ENTIRE DAY	59311	45930	75.2	77.4	103	13564	77.8	22.9	106	19839	75.4	33.4	103	12526	72.3	21.1	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12873	21.1	79.6	106	3841	22.0	23.8	110	5585	21.2	34.5	106	3447	19.9	21.3	100
ALL NEWS	2256	1621	2.7	71.9	95	367	2.1	16.3	76	730	2.8	32.4	100	525	3.0	23.3	109
AOR/PROGRESSIVE	3874	3073	5.0	79.3	105	731	4.2	18.9	88	1371	5.2	35.4	109	971	5.6	25.1	117
BEAUTIFUL MUSIC	5660	4415	7.2	78.0	103	1175	6.7	20.8	96	2117	8.0	37.4	115	1123	6.5	19.8	93
BLACK	2204	1711	2.8	77.6	103	649	3.7	29.4	137	735	2.8	33.3	103	327	1.9	14.8	69
CLASSICAL	1418	1010	1.7	71.2	94	*280	1.6	19.7	92	421	1.6	29.7	91	310	1.8	21.9	102
CHR/ROCK	9538	7737	12.7	81.1	108	2451	14.1	25.7	119	3280	12.5	34.4	106	2006	11.6	21.0	98
COUNTRY	12648	9984	16.3	78.9	105	3304	18.9	26.1	121	4077	15.5	32.2	99	2602	15.0	20.6	96
GOLDEN OLDIES	1191	836	1.4	70.2	93	*264	1.5	22.2	103	390	1.5	32.7	101	*182	1.1	15.3	71
MOR/NOSTALGIA	4757	3524	5.8	74.1	98	857	4.9	18.0	84	1440	5.5	30.3	93	1227	7.1	25.8	121
NEWS/TALK	3863	2698	4.4	69.8	93	647	3.7	16.7	78	1166	4.4	30.2	93	884	5.1	22.9	107
RELIGIOUS	3084	2227	3.6	72.2	96	609	3.5	19.7	92	1088	4.1	35.3	109	530	3.1	17.2	80
SOFT ROCK	521	421	0.7	80.8	107	**98	0.6	18.8	87	*224	0.9	43.0	132	**99	0.6	19.0	89
URBAN CONTEMPORARY	1585	1233	2.0	77.8	103	474	2.7	29.9	139	513	2.0	32.4	100	247	1.4	15.6	73
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2613	4.3	80.1	106	851	4.9	26.1	121	1248	4.7	38.3	118	513	3.0	15.7	74
ABC DIRECTION	2316	1753	2.9	75.7	100	608	3.5	26.3	122	659	2.5	28.5	88	486	2.8	21.0	98
ABC ENTERTAINMENT	4834	3810	6.2	78.8	105	1158	6.6	24.0	111	1474	5.6	30.5	94	1178	6.8	24.4	114
ABC FM	2202	1782	2.9	80.9	107	613	3.5	27.8	129	742	2.8	33.7	104	427	2.5	19.4	91
ABC INFORMATION	5425	4098	6.7	75.5	100	1126	6.5	20.8	96	1723	6.6	31.8	98	1249	7.2	23.0	108
ABC ROCK	1677	1332	2.2	79.4	105	478	2.7	28.5	132	591	2.2	35.2	109	263	1.5	15.7	73
CBS	4430	3292	5.4	74.3	99	828	4.7	18.7	87	1366	5.2	30.8	95	1098	6.3	24.8	116
MUTUAL	4992	3943	6.5	79.0	105	1161	6.7	23.3	108	1822	6.9	36.5	112	960	5.5	19.2	90
NBC	4679	3553	5.8	75.9	101	973	5.6	20.8	97	1600	6.1	34.2	105	981	5.7	21.0	98
RADIORADIO	1994	1551	2.5	77.8	103	413	2.4	20.7	96	795	3.0	39.9	123	343	2.0	17.2	80
RKO ONE	2298	1835	3.0	79.9	106	529	3.0	23.0	107	887	3.4	38.6	119	419	2.4	18.2	85
RKO TWO	3311	2598	4.3	78.5	104	699	4.0	21.1	98	1063	4.0	32.1	99	835	4.8	25.2	118
THE SOURCE	2114	1693	2.8	80.1	106	500	2.9	23.7	110	759	2.9	35.9	111	434	2.5	20.5	96
NON-HIRED : BLAIR	8654	6914	11.3	79.9	106	2260	13.0	26.1	121	2925	11.1	33.8	104	1730	10.0	20.0	93
INTERNET	12025	9685	15.9	80.5	107	2927	16.8	24.3	113	4235	16.1	35.2	108	2523	14.6	21.0	98
KATZ RADIO GROUP	15359	11729	19.2	76.4	101	3283	18.8	21.4	99	4821	18.3	31.4	97	3625	20.9	23.6	110
SUPERNET	10628	8031	13.2	75.6	100	2548	14.6	24.0	111	3505	13.3	33.0	102	1978	11.4	18.6	87
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	6088	10.0	70.3	93	1737	10.0	20.1	93	2470	9.4	28.5	88	1881	10.9	21.7	102
MKDAY 9:00 AM - 1:00 PM	12163	8976	14.7	73.8	98	2661	15.3	21.9	102	3943	15.0	32.4	100	2371	13.7	19.5	91
MKDAY 1:00 PM - 4:30 PM	16150	11985	19.6	74.2	98	3508	20.1	21.7	101	5327	20.3	33.0	102	3150	18.2	19.5	91
MKDAY 4:30 PM - 7:30 PM	22463	16268	26.6	72.4	96	4421	25.4	19.7	91	7027	26.7	31.3	96	4821	27.8	21.5	100
MKDAY 7:30 PM - 8:00 PM	31795	23416	38.3	73.6	98	6525	37.4	20.5	95	9929	37.8	31.2	96	6962	40.2	21.9	102
MKDAY 11:00 PM - 11:30 PM	23977	18356	30.1	76.6	102	5366	30.8	22.4	104	7604	28.9	31.7	98	5387	31.1	22.5	105
MKDAY 11:30 PM - 1:00 AM	7703	6069	9.9	78.8	104	1887	10.8	24.5	114	2502	9.5	32.5	100	1679	9.7	21.8	102
M-SAT 8-11 PM+SUN 7-11 PM	33800	25517	41.8	75.5	100	7210	41.4	21.3	99	10981	41.8	32.5	100	7325	42.3	21.7	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5054	8.3	77.3	103	1563	9.0	23.9	111	2225	8.5	34.0	105	1266	7.3	19.4	90
ANOTHER WORLD N	4620	3525	5.8	76.3	101	1002	5.7	21.7	101	1564	5.9	33.9	104	959	5.5	20.8	97
AS THE WORLD TURNS C	5614	4050	6.6	72.1	96	1049	6.0	18.7	87	1836	7.0	32.7	101	1166	6.7	20.8	97
CAPITOL C	3396	2450	4.0	72.1	96	759	4.4	22.3	104	1059	4.0	31.2	96	632	3.6	18.6	87
CBS MORN. NEWS 1 C	1446	980	1.6	67.8	90	229	1.3	15.8	74	402	1.5	27.8	86	349	2.0	24.1	113
CBS MORN. NEWS 2 C	1207	828	1.4	68.6	91	216	1.2	17.9	83	368	1.4	30.5	94	245	1.4	20.3	95
DAYS OF OUR LIVES N	5877	4525	7.4	77.0	102	1316	7.5	22.4	104	1883	7.2	32.0	99	1326	7.7	22.6	105
FACTS OF LIFE - DAYTIME N	2290	1722	2.8	75.2	100	528	3.0	23.1	107	749	2.8	32.7	101	446	2.6	19.5	91
FAMILY FEUD A	3023	2111	3.5	69.8	93	602	3.5	19.9	92	971	3.7	32.1	99	538	3.1	17.8	83
GENERAL HOSPITAL A	6097	4423	7.2	72.5	96	1327	7.6	21.8	101	2143	8.1	35.1	108	953	5.5	15.6	73
GOOD MORNING, AMERICA-730 A	3515	2556	4.2	72.7	96	707	4.1	20.1	93	1087	4.1	30.9	95	761	4.4	21.7	101
GOOD MORNING, AMERICA-830 A	2818	2130	3.5	75.6	100	601	3.4	21.3	99	958	3.6	34.0	105	572	3.3	20.3	95
GUIDING LIGHT C	5339	3932	6.4	73.6	98	1041	6.0	19.5	91	1743	6.6	32.6	101	1148	6.6	21.5	100
ONE LIFE TO LIVE A	4478	3380	5.5	75.5	100	1000	5.7	22.3	104	1591	6.0	35.5	109	789	4.6	17.6	82
PRESS YOUR LUCK C	2244	1721	2.8	76.7	102	535	3.1	23.8	111	756	2.9	33.7	104	429	2.5	19.1	89
PRICE IS RIGHT 1 C	4348	3263	5.3	75.0	100	909	5.2	20.9	97	1474	5.6	33.9	104	881	5.1	20.3	95
PRICE IS RIGHT 2 C	5014	3740	6.1	74.6	99	1048	6.0	20.9	97	1715	6.5	34.2	105	977	5.6	19.5	91
RYAN'S HOPE A	3150	2407	3.9	76.4	101	798	4.6	25.3	118	1132	4.3	35.9	111	478	2.8	15.2	71
SALE OF THE CENTURY N	2695	1922	3.1	71.3	95	522	3.0	19.4	90	900	3.4	33.4	103	499	2.9	18.5	87
SEARCH FOR TOMORROW N	2319	1734	2.8	74.8	99	422	2.4	18.2	85	844	3.2	36.4	112	468	2.7	20.2	94
TODAY SHOW 1 N	2693	1794	2.9	66.6	88	474	2.7	17.6	82	730	2.8	27.1	83	590	3.4	21.9	102
TODAY SHOW 2 N	2498	1648	2.7	66.0	87	373	2.1	14.9	69	606	2.3	24.3	75	669	3.9	26.8	125
$25,000 PYRAMID C	2753	1988	3.3	72.2	96	568	3.3	20.6	96	925	3.5	33.6	103	494	2.9	17.9	84
WHEEL OF FORTUNE N	4388	3112	5.1	70.9	94	879	5.0	20.0	93	1353	5.1	30.8	95	881	5.1	20.1	94
YOUNG AND THE RESTLESS C	5695	4262	7.0	74.8	99	1363	7.8	23.9	111	1829	7.0	32.1	99	1070	6.2	18.8	88
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1213	2.0	68.9	91	334	1.9	19.0	88	554	2.1	31.5	97	325	1.9	18.5	86
NBA PLAYOFF GAME -1 C	1136	889	1.5	78.3	104	218	1.3	19.2	89	441	1.7	38.8	120	230	1.3	20.2	95
NBC MAJOR LEAGUE PRE-GAME N	953	652	1.1	68.4	91	*176	1.0	18.5	86	*254	1.0	26.7	82	*222	1.3	23.3	109
SPORTSWORLD - SUN N	1233	967	1.6	78.4	104	307	1.8	24.9	116	444	1.7	36.0	111	215	1.2	17.4	81
SUNDAY MORNING C	1611	1118	1.8	69.4	92	256	1.5	15.9	74	497	1.9	30.9	95	366	2.1	22.7	106

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POTATO CHIPS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0475
P-22

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	61070	100.0	75.4	100	17436	100.0	21.5	100	26301	100.0	32.5	100	17332	100.0	21.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	18622	30.5	71.4	95	4756	27.3	18.2	85	7899	30.0	30.3	93	5967	34.4	22.9	107
NETWORK AFFILIATES - LATE		20261	15389	25.2	76.0	101	4482	25.7	22.1	103	6338	24.1	31.3	96	4569	26.4	22.6	105
INDEPENDENTS - LATE		2076	1488	2.4	71.7	95	368	2.1	17.7	82	593	2.3	28.6	88	527	3.0	25.4	119
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	8164	13.4	78.1	104	2669	15.3	25.5	119	3532	13.4	33.8	104	1963	11.3	18.8	88
ABC MONDAY NIGHT MOVIE	A	6412	4875	8.0	76.0	101	1178	6.8	18.4	85	2146	8.2	33.5	103	1550	8.9	24.2	113
ABC SUNDAY NIGHT MOVIE	A	12407	9385	15.4	75.6	100	2579	14.8	20.8	97	4011	15.3	32.3	100	2795	16.1	22.5	105
ABC WORLD NEWS TONIGHT	A	6176	4339	7.1	70.3	93	1040	6.0	16.8	78	1925	7.3	31.2	96	1374	7.9	22.2	104
AFTERMASH	C	5863	4131	6.8	70.5	93	1229	7.0	21.0	97	1575	6.0	26.9	83	1328	7.7	22.7	106
ALICE	C	9594	7018	11.5	73.1	97	1928	11.1	20.1	93	2889	11.0	30.1	93	2201	12.7	22.9	107
AMERICAN PARADE	C	6622	4680	7.7	70.7	94	1326	7.6	20.0	93	1888	7.2	28.5	88	1466	8.5	22.1	103
BENSON	A	10886	8002	13.1	73.5	97	1920	11.0	17.6	82	3469	13.2	31.9	98	2613	15.1	24.0	112
BLUE THUNDER	A	5036	3840	6.3	76.3	101	1087	6.2	21.6	100	1643	6.2	32.6	100	1110	6.4	22.0	103
CAGNEY & LACEY	C	9965	7772	12.7	78.0	103	2125	12.2	21.3	99	3467	13.2	34.8	107	2180	12.6	21.9	102
CBS EVENING NEWS-DEAN	C	3491	2249	3.7	64.4	85	478	2.7	13.7	64	930	3.5	26.6	82	842	4.9	24.1	113
CBS EVENING NEWS-RATHER	C	7123	5013	8.2	70.4	93	1300	7.5	18.3	85	2021	7.7	28.4	87	1692	9.8	23.8	111
CBS SAT. NEWS-SCHIEFFER	C	3621	2457	4.0	67.9	90	554	3.2	15.3	71	1082	4.1	29.9	92	821	4.7	22.7	106
CBS SATURDAY NIGHT MOVIE	C	5436	4243	6.9	78.1	104	1183	6.8	21.8	101	1899	7.2	34.9	108	1161	6.7	21.4	100
CBS WEDNESDAY NIGHT MOVIE	C	6100	4475	7.3	73.4	97	1263	7.2	20.7	96	1933	7.3	31.7	98	1279	7.4	21.0	98
CHEERS	N	8889	6878	11.3	77.4	103	1837	10.5	20.7	96	3162	12.0	35.6	110	1880	10.8	21.1	99
DALLAS	C	22109	16639	27.2	75.3	100	4497	25.8	20.3	94	7011	26.7	31.7	98	5131	29.6	23.2	108
DIFF'RENT STROKES	N	6940	5028	8.2	72.4	96	1409	8.1	20.3	94	2229	8.5	32.1	99	1390	8.0	20.0	94
DOUBLE TROUBLE	N	7223	5623	9.2	77.8	103	1827	10.5	25.3	117	2396	9.1	33.2	102	1400	8.1	19.4	91
DUCK FACTORY	N	5595	4309	7.1	77.0	102	1269	7.3	22.7	105	1919	7.3	34.3	106	1121	6.5	20.0	94
DUKES OF HAZZARD	C	5768	4313	7.1	74.8	99	1295	7.4	22.5	104	1865	7.1	32.3	100	1153	6.7	20.0	93
DYNASTY	A	20053	15288	25.0	76.2	101	4564	26.2	22.8	106	6586	25.0	32.8	101	4139	23.9	20.6	96
FACTS OF LIFE	N	8087	6239	10.2	77.1	102	1904	10.9	23.5	109	2785	10.6	34.4	106	1550	8.9	19.2	90
FALCON CREST	C	20046	15157	24.8	75.6	100	4136	23.7	20.6	96	6152	23.4	30.7	94	4869	28.1	24.3	113
FALL GUY	A	9084	6920	11.3	76.2	101	2072	11.9	22.8	106	2953	11.2	32.5	100	1895	10.9	20.9	97
FAMILY TIES	N	7964	6213	10.2	78.0	103	1913	11.0	24.0	112	2716	10.3	34.1	105	1584	9.1	19.9	93
FANTASY ISLAND	A	7687	5651	9.3	73.5	97	1627	9.3	21.2	98	2374	9.0	30.9	95	1650	9.5	21.5	100
FOULUPS,BLEEPS & BLUNDERS	A	8861	6562	10.7	74.1	98	1730	9.9	19.5	91	2869	10.9	32.4	100	1964	11.3	22.2	104
FOUR SEASONS	C	5095	3707	6.1	72.8	96	1114	6.4	21.9	102	1466	5.6	28.8	89	1127	6.5	22.1	103
GIMME A BREAK	N	8838	6672	10.9	75.5	100	1951	11.2	22.1	103	3107	11.8	35.2	108	1615	9.3	18.3	85
HART TO HART	A	8978	6660	10.9	74.2	98	1829	10.5	20.4	95	2818	10.7	31.4	97	2014	11.6	22.4	105
HILL STREET BLUES	N	8590	6738	11.0	78.4	104	2020	11.6	23.5	109	2859	10.9	33.3	102	1859	10.7	21.6	101
HOTEL	A	14085	10769	17.6	76.5	101	2992	17.2	21.2	99	4594	17.5	32.6	100	3183	18.4	22.6	106
JEFFERSONS	C	9360	6965	11.4	74.4	99	2063	11.8	22.0	102	2927	11.1	31.3	96	1975	11.4	21.1	99
JENNIFER SLEPT HERE	N	5841	4317	7.1	73.9	98	1266	7.3	21.7	101	1966	7.5	33.7	104	1085	6.3	18.6	87
KATE & ALLIE	C	9206	7035	11.5	76.4	101	1805	10.4	19.6	91	3051	11.6	33.1	102	2180	12.6	23.7	111
KNIGHT RIDER	N	7076	5399	8.8	76.3	101	1539	8.8	21.7	101	2266	8.6	32.0	99	1594	9.2	22.5	105
LOVE BOAT	A	12219	8918	14.6	73.0	97	2446	14.0	20.0	93	3794	14.4	31.1	96	2678	15.5	21.9	102
MAGNUM PI	C	11199	8671	14.2	77.4	103	2539	14.6	22.7	105	3545	13.5	31.7	97	2587	14.9	23.1	108
MAMA'S FAMILY	N	6057	4382	7.2	72.3	96	1161	6.7	19.2	89	2087	7.9	34.5	106	1135	6.5	18.7	88
MASTER, THE	N	3598	2703	4.4	75.1	100	896	5.1	24.9	116	1157	4.4	32.2	99	650	3.8	18.1	84
MATT HOUSTON	A	6344	4975	8.1	78.4	104	1519	8.7	23.9	111	2000	7.6	31.5	97	1455	8.4	22.9	107
NBC MONDAY NIGHT MOVIE	N	11994	9375	15.4	78.2	104	2804	16.1	23.4	109	4054	15.4	33.8	104	2517	14.5	21.0	98
NBC NIGHTLY NEWS	N	5132	3705	6.1	72.2	96	1004	5.8	19.6	91	1485	5.6	28.9	89	1216	7.0	23.7	111
NBC NIGHTLY NEWS-SAT	N	3375	2353	3.9	69.7	92	610	3.5	18.1	84	889	3.4	26.3	81	854	4.9	25.3	118
NBC NIGHTLY NEWS-SUN	N	3130	2136	3.5	68.2	90	550	3.2	17.6	82	896	3.4	28.6	88	691	4.0	22.1	103
NBC SUNDAY NIGHT MOVIE	N	8284	6573	10.8	79.3	105	2108	12.1	25.4	118	2904	11.0	35.1	108	1561	9.0	18.8	88
NEWHART	C	9240	7100	11.6	76.8	102	1797	10.3	19.4	90	3217	12.2	34.8	107	2086	12.0	22.6	105
ONE DAY AT A TIME	C	7288	5450	8.9	74.8	99	1576	9.0	21.6	100	2287	8.7	31.4	97	1587	9.2	21.8	102
PEOPLE ARE FUNNY	N	4855	3500	5.7	72.1	96	946	5.4	19.5	91	1620	6.2	33.4	103	933	5.4	19.2	90
REAL PEOPLE	N	8869	6686	10.9	75.4	100	1964	11.3	22.1	103	2890	11.0	32.6	100	1832	10.6	20.7	97
REMINGTON STEELE	N	7743	5936	9.7	76.7	102	1663	9.5	21.5	100	2634	10.0	34.0	105	1638	9.5	21.2	99
RIPLEY'S BELIEVE IT - NOT	A	5345	4106	6.7	76.8	102	1219	7.0	22.8	106	1715	6.5	32.1	99	1172	6.8	21.9	102
RIPTIDE	N	6988	5615	9.2	80.4	107	1695	9.7	24.3	113	2412	9.2	34.5	106	1507	8.7	21.6	101
SCARECROW & MRS. KING	C	10002	7442	12.2	74.4	99	2040	11.7	20.4	95	3065	11.7	30.6	94	2337	13.5	23.4	109
SIMON & SIMON	C	10638	8288	13.6	77.9	103	2573	14.8	24.2	112	3352	12.7	31.5	97	2364	13.6	22.2	104
60 MINUTES	C	13293	9224	15.1	69.4	92	2282	13.1	17.2	80	3902	14.8	29.4	90	3040	17.5	22.9	107
ST. ELSEWHERE	N	7017	5595	9.2	79.7	106	1748	10.0	24.9	116	2490	9.5	35.5	109	1358	7.8	19.4	90
THREE'S COMPANY	A	10917	8428	13.8	77.2	102	2395	13.7	21.9	102	3774	14.3	34.6	106	2259	13.0	20.7	97
T.J. HOOKER	A	9204	6728	11.0	73.1	97	1820	10.4	19.8	92	2871	10.9	31.2	96	2037	11.8	22.1	103
TONIGHT SHOW	N	2372	1746	2.9	73.6	98	480	2.8	20.2	94	703	2.7	29.6	91	562	3.2	23.7	111
TRAPPER JOHN, M.D.	C	9846	7211	11.8	73.2	97	2130	12.2	21.6	100	3109	11.8	31.6	97	1973	11.4	20.0	94
TV BLOOPERS & PRAC. JOKES	N	9105	6863	11.2	75.4	100	1886	10.8	20.7	96	3182	12.1	34.9	108	1796	10.4	19.7	92
20/20	A	9387	7095	11.6	75.6	100	1838	10.5	19.6	91	3121	11.9	33.2	102	2137	12.3	22.8	106
WEBSTER	A	11067	8122	13.3	73.4	97	2032	11.7	18.4	85	3596	13.7	32.5	100	2494	14.4	22.5	105
WORLD NEWS - SUN	A	3062	2179	3.6	71.2	94	541	3.1	17.7	82	879	3.3	28.7	88	758	4.4	24.8	116
YELLOW ROSE	N	4978	3779	6.2	75.9	101	1278	7.3	25.7	119	1542	5.9	31.0	95	959	5.5	19.3	90
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	7337	12.0	82.6	110	2188	12.5	24.6	114	3179	12.1	35.8	110	1970	11.4	22.2	104
BASKETBALL - COLLEGE GAMES		4080	3392	5.6	83.1	110	1166	6.7	28.6	133	1473	5.6	36.1	111	753	4.3	18.5	86
BASKETBALL - PRO GAMES		3607	2871	4.7	79.6	106	946	5.4	26.2	122	1293	4.9	35.8	110	632	3.6	17.5	82
BOWLING		3883	3130	5.1	80.6	107	875	5.0	22.5	105	1488	5.7	38.3	118	768	4.4	19.8	92
BOXING		3928	3364	5.5	85.6	114	1358	7.8	34.6	161	1317	5.0	33.5	103	689	4.0	17.5	82
FOOTBALL - COLLEGE GAMES		6366	5352	8.8	84.1	111	1775	10.2	27.9	130	2252	8.6	35.4	109	1325	7.6	20.8	97
FOOTBALL - PRO GAMES		11300	9701	15.9	85.8	114	3127	17.9	27.7	129	4051	15.4	35.8	110	2522	14.6	22.3	104
GOLF		3378	2714	4.4	80.3	107	769	4.4	22.8	106	1156	4.4	34.2	105	789	4.6	23.4	109
POST-SEASON COLL. FOOTBALL		4906	4086	6.7	83.3	110	1156	6.6	23.6	109	1992	7.6	40.6	125	939	5.4	19.1	89
POST-SEASON PRO FOOTBALL		6120	5171	8.5	84.5	112	1468	8.4	24.0	111	2395	9.1	39.1	121	1308	7.5	21.4	100
TENNIS		3033	2414	4.0	79.6	106	669	3.8	22.1	102	1106	4.2	36.5	112	639	3.7	21.1	98
WRESTLING - PROFESSIONAL		3344	2982	4.9	89.2	118	1321	7.6	39.5	183	1153	4.4	34.5	106	508	2.9	15.2	71

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		'000	%	UNWEIGHTED
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	35186	43.4	3943
	NO	45800	56.6	5492

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
2B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BACHMAN	4325	5.3	1895	2.3	1633	2.0	798	1.0	490
BUTTER PRETZELS (KEEBLER)	7427	9.2	3197	3.9	2765	3.4	1465	1.8	862
MR. SALTY (NABISCO)	15083	18.6	8350	10.3	5040	6.2	1692	2.1	1651
ROLD GOLD (FRITO-LAY)	8370	10.3	3431	4.2	3137	3.9	1803	2.2	940
COMBOS (MARS)	2355	2.9	517	.6	1023	1.3	816	1.0	278
OTHER BRANDS	11268	13.9	7068	8.7	2480	3.1	1720	2.1	1257
DO NOT KNOW	239	.3							32

		'000	%	UNWEIGHTED
2C. ABOUT HOW MANY BAGS, BOXES, OR PACKAGES OF PRETZELS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	116	.1	16
7 - 9	H	410	.5	46
4 - 6	H	1695	2.1	208
3	H	2916	3.6	334
2	H	6970	8.6	772
1	M	12860	15.9	1434
NONE	L	10218	12.6	1133

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PRETZELS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	35186	100.0	43.4	100	12108	100.0	15.0	100	12860	100.0	15.9	100	10218	100.0	12.6	100
18 - 24	9282	4151	11.8	44.7	103	1438	11.9	15.5	104	1519	11.8	16.4	103	1193	11.7	12.9	102
25 - 34	19072	9820	27.9	51.5	119	3048	25.2	16.0	107	3580	27.8	18.8	118	3191	31.2	16.7	133
35 - 44	14591	8001	22.7	54.8	126	3098	25.6	21.2	142	2566	20.0	17.6	111	2337	22.9	16.0	127
45 - 54	11345	5356	15.2	47.2	109	2029	16.8	17.9	120	1848	14.4	16.3	103	1480	14.5	13.0	103
55 - 64	11635	4436	12.6	38.1	88	1445	11.9	12.4	83	1750	13.6	15.0	95	1241	12.1	10.7	85
65 OR OLDER	15061	3422	9.7	22.7	52	1049	8.7	7.0	47	1597	12.4	10.6	67	776	7.6	5.2	41
18 - 34	28354	13971	39.7	49.3	113	4487	37.1	15.8	106	5100	39.7	18.0	113	4385	42.9	15.5	123
18 - 49	48339	24568	69.8	50.8	117	8640	71.4	17.9	120	8426	65.5	17.4	110	7501	73.4	15.5	123
25 - 54	45008	23177	65.9	51.5	119	8175	67.5	18.2	121	7994	62.2	17.8	112	7008	68.6	15.6	123
35 - 49	19985	10597	30.1	53.0	122	4154	34.3	20.8	139	3326	25.9	16.6	105	3117	30.5	15.6	124
50 OR OLDER	32647	10618	30.2	32.5	75	3467	28.6	10.6	71	4434	34.5	13.6	86	2717	26.6	8.3	66
GRADUATED COLLEGE	11155	5413	15.4	48.5	112	1668	13.8	15.0	100	2021	15.7	18.1	114	1725	16.9	15.5	123
ATTENDED COLLEGE	13682	6631	18.8	48.5	112	2129	17.6	15.6	104	2472	19.2	18.1	114	2030	19.9	14.8	118
GRADUATED HIGH SCHOOL	33880	16619	47.2	49.1	113	5911	48.8	17.4	117	5909	45.9	17.4	110	4799	47.0	14.2	112
DID NOT GRADUATE HIGH SCHOOL	22270	6523	18.5	29.3	67	2400	19.8	10.8	72	2458	19.1	11.0	70	1665	16.3	7.5	59
EMPLOYED	40306	19704	56.0	48.9	113	6577	54.3	16.3	109	7007	54.5	17.4	109	6120	59.9	15.2	120
EMPLOYED FULL-TIME	32850	16041	45.6	48.8	112	5261	43.5	16.0	107	5720	44.5	17.4	110	5060	49.5	15.4	122
EMPLOYED PART-TIME	7456	3664	10.4	49.1	113	1316	10.9	17.7	118	1288	10.0	17.3	109	1060	10.4	14.2	113
NOT EMPLOYED	40680	15482	44.0	38.1	88	5531	45.7	13.6	91	5853	45.5	14.4	91	4098	40.1	10.1	80
PROFESSIONAL/MANAGER	10392	5243	14.9	50.5	116	1649	13.6	15.9	106	1821	14.2	17.5	110	1773	17.4	17.1	135
TECH/CLERICAL/SALES	17574	9175	26.1	52.2	120	2850	23.5	16.2	108	3425	26.6	19.5	123	2899	28.4	16.5	131
PRECISION/CRAFT	985	*484	1.4	49.1	113	**241	2.0	24.5	164	**106	0.8	10.8	68	**138	1.4	14.0	111
OTHER EMPLOYED	11354	4802	13.6	42.3	97	1837	15.2	16.2	108	1656	12.9	14.6	92	1310	12.8	11.5	91
SINGLE	9863	3788	10.8	38.4	88	1468	12.1	14.9	100	1274	9.9	12.9	81	1046	10.2	10.6	84
MARRIED	51375	24777	70.4	48.2	111	8448	69.8	16.4	110	9041	70.3	17.6	111	7288	71.3	14.2	112
DIVORCED/SEPARATED/WIDOWED	19748	6621	18.8	33.5	77	2192	18.1	11.1	74	2544	19.8	12.9	81	1885	18.4	9.5	76
PARENTS	32590	17452	49.6	53.6	123	6459	53.3	19.8	133	6060	47.1	18.6	117	4934	48.3	15.1	120
WHITE	70416	31826	90.5	45.2	104	10612	87.6	15.1	101	11765	91.5	16.7	105	9448	92.5	13.4	106
BLACK	8778	2860	8.1	32.6	75	1342	11.1	15.3	102	873	6.8	9.9	63	645	6.3	7.3	58
OTHER	1791	**501	1.4	28.0	64	**154	1.3	8.6	58	**222	1.7	12.4	78	**125	1.2	7.0	55
NORTHEAST-CENSUS	17786	9878	28.1	55.5	128	4789	39.6	26.9	180	3423	26.6	19.2	121	1667	16.3	9.4	74
NORTH CENTRAL	20741	10645	30.3	51.3	118	3256	26.9	15.7	105	3715	28.9	17.9	113	3674	36.0	17.7	140
SOUTH	27775	9306	26.4	33.5	77	2997	24.8	10.8	72	3618	28.1	13.0	82	2692	26.3	9.7	77
WEST	14683	5356	15.2	36.5	84	1066	8.8	7.3	49	2105	16.4	14.3	90	2185	21.4	14.9	118
NORTHEAST-MKTG.	17961	9820	27.9	54.7	126	4754	39.3	26.5	177	3450	26.8	19.2	121	1616	15.8	9.0	71
EAST CENTRAL	11885	6408	18.2	53.9	124	2300	19.0	19.4	129	2280	17.7	19.2	121	1827	17.9	15.4	122
WEST CENTRAL	14090	6820	19.4	48.4	111	1880	15.5	13.3	89	2368	18.4	16.8	106	2573	25.2	18.3	145
SOUTH	24081	7496	21.3	31.1	72	2209	18.2	9.2	61	2947	22.9	12.2	77	2341	22.9	9.7	77
PACIFIC	12969	4642	13.2	35.8	82	965	8.0	7.4	50	1815	14.1	14.0	88	1862	18.2	14.4	114
COUNTY SIZE A	32439	15459	43.9	47.7	110	6029	49.8	18.6	124	5757	44.8	17.7	112	3673	35.9	11.3	90
COUNTY SIZE B	24915	10492	29.8	42.1	97	3417	28.2	13.7	92	3776	29.4	15.2	95	3299	32.3	13.2	105
COUNTY SIZE C	12930	5427	15.4	42.0	97	1632	13.5	12.6	84	1939	15.1	15.0	94	1856	18.2	14.4	114
COUNTY SIZE D	10703	3808	10.8	35.6	82	1030	8.5	9.6	64	1388	10.8	13.0	82	1391	13.6	13.0	103
METRO CENTRAL CITY	24518	10074	28.6	41.1	95	3680	30.4	15.0	100	3665	28.5	14.9	94	2729	26.7	11.1	88
METRO SUBURBAN	35919	17415	49.5	48.5	112	6101	50.4	17.0	114	6561	51.0	18.3	115	4753	46.5	13.2	105
NON METRO	20549	7697	21.9	37.5	86	2327	19.2	11.3	76	2634	20.5	12.8	81	2736	26.8	13.3	106
TOP 5 ADI'S	18341	9327	26.5	50.9	117	3855	31.8	21.0	141	3507	27.3	19.1	120	1965	19.2	10.7	85
TOP 10 ADI'S	25378	12101	34.4	47.7	110	4919	40.6	19.4	130	4442	34.5	17.5	110	2741	26.8	10.8	86
TOP 20 ADI'S	36488	17256	49.0	47.3	109	6647	54.9	18.2	122	6291	48.9	17.2	109	4318	42.3	11.8	94
HSHLD INC. $50,000 OR MORE	6612	4120	11.7	62.3	143	1404	11.6	21.2	142	1518	11.8	23.0	145	1197	11.7	18.1	143
$40,000 OR MORE	12659	7469	21.2	59.0	136	2723	22.5	21.5	144	2613	20.3	20.6	130	2133	20.9	16.8	134
$30,000 OR MORE	24698	13514	38.4	54.7	126	4715	38.9	19.1	128	4702	36.6	19.0	120	4097	40.1	16.6	131
$25,000 OR MORE	32077	17605	50.0	54.9	126	6079	50.2	19.0	127	6187	48.1	19.3	121	5339	52.3	16.6	132
$20,000 - $24,999	9144	4129	11.7	45.2	104	1548	12.8	16.9	113	1383	10.8	15.1	95	1198	11.7	13.1	104
$15,000 - $19,999	8728	3475	9.9	39.8	92	1191	9.8	13.6	91	1286	10.0	14.7	93	998	9.8	11.4	91
$10,000 - $14,999	12562	5082	14.4	40.5	93	1589	13.1	12.6	85	2027	15.8	16.1	102	1467	14.4	11.7	93
UNDER $10,000	18475	4895	13.9	26.5	61	1701	14.0	9.2	62	1977	15.4	10.7	67	1217	11.9	6.6	52
HOUSEHOLD OF 1 PERSON	11987	3062	8.7	25.5	59	859	7.1	7.2	48	1213	9.4	10.1	64	990	9.7	8.3	65
2 PEOPLE	26577	10368	29.5	39.0	90	3022	25.0	11.4	76	4002	31.1	15.1	95	3345	32.7	12.6	100
3 OR 4 PEOPLE	30617	15140	43.0	49.4	114	5249	43.4	17.1	115	5520	42.9	18.0	114	4371	42.8	14.3	113
5 OR MORE PEOPLE	11804	6616	18.8	56.0	129	2978	24.6	25.2	169	2125	16.5	18.0	113	1513	14.8	12.8	102
NO CHILD IN HSHLD	46165	16692	47.4	36.2	83	5251	43.4	11.4	76	6461	50.2	14.0	88	4980	48.7	10.8	85
CHILD(REN) UNDER 2 YRS	5325	2507	7.1	47.1	108	875	7.2	16.4	110	780	6.1	14.6	92	852	8.3	16.0	127
2 - 5 YEARS	14221	6959	19.8	48.9	113	2312	19.1	16.3	109	2642	20.5	18.6	117	2005	19.6	14.1	112
6 - 11 YEARS	15117	8261	23.5	54.6	126	3182	26.3	21.0	141	2766	21.5	18.3	115	2313	22.6	15.3	121
12 - 17 YEARS	16611	9288	26.4	55.9	129	4038	33.3	24.3	163	2889	22.5	17.4	110	2361	23.1	14.2	113
RESIDENCE OWNED	55884	25129	71.4	45.0	103	8653	71.5	15.5	104	9060	70.5	16.2	102	7416	72.6	13.3	105
VALUE: $50,000 OR MORE	31744	15941	45.3	50.2	116	5352	44.2	16.9	113	5858	45.6	18.5	116	4731	46.3	14.9	118
VALUE: UNDER $50,000	24140	9188	26.1	38.1	88	3301	27.3	13.7	91	3202	24.9	13.3	84	2686	26.3	11.1	88

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PRETZELS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	35186	100.0	43.4	100	12108	100.0	15.0	100	12860	100.0	15.9	100	10218	100.0	12.6	100
MAGAZINES	QUINTILE 1	15799	8189	23.3	51.8	119	2910	24.0	18.4	123	2861	22.2	18.1	114	2418	23.7	15.3	121
	QUINTILE 2	17259	8403	23.9	48.7	112	2902	24.0	16.8	112	3247	25.2	18.8	118	2255	22.1	13.1	104
	QUINTILE 3	13545	6232	17.7	46.0	106	2094	17.3	15.5	103	2351	18.3	17.4	109	1787	17.5	13.2	105
	QUINTILE 4	15133	6161	17.5	40.7	94	1976	16.3	13.1	87	2444	19.0	16.2	102	1741	17.0	11.5	91
	QUINTILE 5	19250	6200	17.6	32.2	74	2225	18.4	11.6	77	1957	15.2	10.2	64	2018	19.7	10.5	83
NEWSPAPERS	QUINTILE 1	12413	6388	18.2	51.5	118	2465	20.4	19.9	133	2493	19.4	20.1	126	1430	14.0	11.5	91
	QUINTILE 2	24116	11218	31.9	46.5	107	3957	32.7	16.4	110	4110	32.0	17.0	107	3151	30.8	13.1	104
	QUINTILE 3	11261	5025	14.3	44.6	103	1726	14.3	15.3	103	1871	14.5	16.6	105	1428	14.0	12.7	101
	QUINTILE 4	20255	8737	24.8	43.1	99	2772	22.9	13.7	92	3113	24.2	15.4	97	2853	27.9	14.1	112
	QUINTILE 5	12940	3818	10.9	29.5	68	1187	9.8	9.2	61	1274	9.9	9.8	62	1357	13.3	10.5	83
OUTDOOR	QUINTILE 1	14852	7059	20.1	47.5	109	2153	17.8	14.5	97	2583	20.1	17.4	110	2322	22.7	15.6	124
	QUINTILE 2	15725	7476	21.2	47.5	109	2744	22.7	17.4	117	2412	18.8	15.3	97	2320	22.7	14.8	117
	QUINTILE 3	16330	7484	21.3	45.8	105	2601	21.5	15.9	107	3091	24.0	18.9	119	1792	17.5	11.0	87
	QUINTILE 4	16744	6739	19.2	40.2	93	2453	20.3	14.7	98	2446	19.0	14.6	92	1841	18.0	11.0	87
	QUINTILE 5	17334	6428	18.3	37.1	85	2158	17.8	12.4	83	2328	18.1	13.4	85	1943	19.0	11.2	89
RADIO-DRIVE TIME	QUINTILE 1	15911	7608	21.6	47.8	110	2687	22.2	16.9	113	2708	21.1	17.0	107	2214	21.7	13.9	110
	QUINTILE 2	14837	6712	19.1	45.2	104	2392	19.8	16.1	108	2394	18.6	16.1	102	1926	18.8	13.0	103
	QUINTILE 3	15339	6760	19.2	44.1	101	2427	20.0	15.8	106	2364	18.4	15.4	97	1969	19.3	12.8	102
	QUINTILE 4	16723	7320	20.8	43.8	101	2493	20.6	14.9	100	2543	19.8	15.2	96	2284	22.4	13.7	108
	QUINTILE 5	18176	6787	19.3	37.3	86	2110	17.4	11.6	78	2851	22.2	15.7	99	1826	17.9	10.0	80
RADIO-MID-DAY	TERCILE 1	21020	10005	28.4	47.6	110	3524	29.1	16.8	112	3452	26.8	16.4	103	3029	29.6	14.4	114
	TERCILE 2	21610	9908	28.2	45.8	106	3448	28.5	16.0	107	3792	29.5	17.5	111	2668	26.1	12.3	98
	TERCILE 3	38355	15273	43.4	39.8	92	5136	42.4	13.4	90	5617	43.7	14.6	92	4521	44.2	11.8	93
RADIO-TOTAL	QUINTILE 1	15988	7446	21.2	46.6	107	2664	22.0	16.7	111	2695	21.0	16.9	106	2087	20.4	13.1	103
	QUINTILE 2	15626	7239	20.6	46.3	107	2455	20.3	15.7	105	2567	20.0	16.4	103	2216	21.7	14.2	112
	QUINTILE 3	16723	7609	21.6	45.5	105	2725	22.5	16.3	109	2611	20.3	15.6	98	2273	22.2	13.6	108
	QUINTILE 4	16342	7249	20.6	44.4	102	2407	19.9	14.7	99	2834	22.0	17.3	109	2008	19.7	12.3	97
	QUINTILE 5	16306	5643	16.0	34.6	80	1856	15.3	11.4	76	2153	16.7	13.2	83	1634	16.0	10.0	79
TV-PRIME TIME	QUINTILE 1	15953	6832	19.4	42.8	99	2446	20.2	15.3	103	2575	20.0	16.1	102	1812	17.7	11.4	90
	QUINTILE 2	16137	6917	19.7	42.9	99	2398	19.8	14.9	99	2348	18.3	14.6	92	2172	21.3	13.5	107
	QUINTILE 3	16420	7367	20.9	44.9	103	2280	18.8	13.9	93	2806	21.8	17.1	108	2281	22.3	13.9	110
	QUINTILE 4	16687	7266	20.7	43.5	100	2611	21.6	15.6	105	2628	20.4	15.7	99	2027	19.8	12.1	96
	QUINTILE 5	15789	6803	19.3	43.1	99	2374	19.6	15.0	101	2503	19.5	15.9	100	1927	18.9	12.2	97
TV-DAYTIME	TERCILE 1	27736	10800	30.7	38.9	90	3686	30.4	13.3	89	3960	30.8	14.3	90	3154	30.9	11.4	90
	TERCILE 2	26489	12080	34.3	45.6	105	4176	34.5	15.8	105	4405	34.3	16.6	105	3499	34.2	13.2	105
	TERCILE 3	26761	12306	35.0	46.0	106	4245	35.1	15.9	106	4495	35.0	16.8	106	3565	34.9	13.3	106
TV-TOTAL	QUINTILE 1	16345	5954	16.9	36.4	84	2032	16.8	12.4	83	2167	16.9	13.3	83	1755	17.2	10.7	85
	QUINTILE 2	16447	7057	20.1	42.9	99	2624	21.7	16.0	107	2316	18.0	14.1	89	2117	20.7	12.9	102
	QUINTILE 3	15980	7263	20.6	45.5	105	2208	18.2	13.8	92	3084	24.0	19.3	122	1972	19.3	12.3	98
	QUINTILE 4	15887	7645	21.7	48.1	111	2730	22.5	17.2	115	2678	20.8	16.9	106	2237	21.9	14.1	112
	QUINTILE 5	16326	7267	20.7	44.5	102	2515	20.8	15.4	103	2615	20.3	16.0	101	2137	20.9	13.1	104
MAGAZINES-NEWSPAPERS: DUAL		20721	10799	30.7	52.1	120	3859	31.9	18.6	125	4074	31.7	19.7	124	2867	28.1	13.8	110
MAGAZINE IMPERATIVE		19186	8798	25.0	45.9	106	2833	23.4	14.8	99	3173	24.7	16.5	104	2791	27.3	14.5	115
NEWSPAPER IMPERATIVE		21899	9413	26.8	43.0	99	3493	28.8	16.0	107	3443	26.8	15.7	99	2476	24.2	11.3	90
MAGAZINES-OUTDOOR: DUAL		15451	7930	22.5	51.3	118	2604	21.5	16.9	113	2947	22.9	19.1	120	2379	23.3	15.4	122
MAGAZINE IMPERATIVE		25953	12035	34.2	46.4	107	4293	35.5	16.5	111	4518	35.1	17.4	110	3224	31.6	12.4	98
OUTDOOR IMPERATIVE		24400	10521	29.9	43.1	99	3626	29.9	14.9	99	3728	29.0	15.3	96	3166	31.0	13.0	103
MAGAZINES-RADIO: DUAL		18049	8995	25.6	49.8	115	3287	27.1	18.2	122	3311	25.7	18.3	116	2397	23.5	13.3	105
MAGAZINE IMPERATIVE		23571	11442	32.5	48.5	112	3852	31.8	16.3	109	4346	33.8	18.4	116	3244	31.7	13.8	109
RADIO IMPERATIVE		23278	9724	27.6	41.8	96	3202	26.4	13.8	92	3309	25.7	14.2	90	3213	31.4	13.8	109
MAGAZINES-TELEVISION: DUAL		15459	7207	20.5	46.6	107	2370	19.6	15.3	103	2616	20.3	16.9	107	2221	21.7	14.4	114
MAGAZINE IMPERATIVE		25829	13466	38.3	52.1	120	4675	38.6	18.1	121	5154	40.1	20.0	126	3636	35.6	14.1	112
TELEVISION IMPERATIVE		26039	9326	26.5	35.8	82	3320	27.4	12.8	85	3211	25.0	12.3	78	2795	27.4	10.7	85
NEWSPAPERS-OUTDOOR: DUAL		16605	8514	24.2	51.3	118	3048	25.2	18.4	123	3194	24.8	19.2	121	2271	22.2	13.7	108
NEWSPAPER IMPERATIVE		26834	12119	34.4	45.2	104	4494	37.1	16.7	112	4590	35.7	17.1	108	3035	29.7	11.3	90
OUTDOOR IMPERATIVE		23346	9990	28.4	42.8	98	3226	26.6	13.8	92	3457	26.9	14.8	93	3307	32.4	14.2	112
NEWSPAPERS-RADIO: DUAL		17133	8533	24.3	49.8	115	3259	26.9	19.0	127	3090	24.0	18.0	114	2183	21.4	12.7	101
NEWSPAPER IMPERATIVE		25892	11948	34.0	46.1	106	4213	34.8	16.3	109	4551	35.4	17.6	111	3183	31.2	12.3	97
RADIO IMPERATIVE		23167	9878	28.1	42.6	98	3169	26.2	13.7	91	3317	25.8	14.3	90	3391	33.2	14.6	116
NEWSPAPERS-TELEVISION: DUAL		17159	7679	21.8	44.8	103	2887	23.8	16.8	113	2763	21.5	16.1	101	2029	19.9	11.8	94
NEWSPAPER IMPERATIVE		26214	13026	37.0	49.7	114	4614	38.1	17.6	118	4982	38.7	19.0	120	3429	33.6	13.1	104
TELEVISION IMPERATIVE		23412	8654	24.6	37.0	85	2731	22.6	11.7	78	3165	24.6	13.5	85	2758	27.0	11.8	93
OUTDOOR-RADIO: DUAL		15303	7542	21.4	49.3	113	2714	22.4	17.7	119	2544	19.8	16.6	105	2285	22.4	14.9	118
OUTDOOR IMPERATIVE		24901	11227	31.9	45.1	104	3687	30.5	14.8	99	4262	33.1	17.1	108	3278	32.1	13.2	104
RADIO IMPERATIVE		26492	11633	33.1	43.9	101	4110	33.9	15.5	104	4277	33.3	16.1	102	3246	31.8	12.3	97
OUTDOOR-TELEVISION: DUAL		14794	6812	19.4	46.0	106	2253	18.6	15.2	102	2492	19.4	16.8	106	2067	20.2	14.0	111
OUTDOOR IMPERATIVE		25437	12549	35.7	49.3	114	4263	35.2	16.8	112	4582	35.6	18.0	113	3704	36.2	14.6	115
TELEVISION IMPERATIVE		27877	10615	30.2	38.1	88	3767	31.1	13.5	90	3888	30.2	13.9	88	2960	29.0	10.6	84
RADIO-TELEVISION: DUAL		15996	6995	19.9	43.7	101	2529	20.9	15.8	106	2465	19.2	15.4	97	2001	19.6	12.5	99
RADIO IMPERATIVE		25478	12366	35.1	48.5	112	4247	35.1	16.7	111	4463	34.7	17.5	110	3656	35.8	14.3	114
TELEVISION IMPERATIVE		26573	10383	29.5	39.1	90	3454	28.5	13.0	87	3861	30.0	14.5	92	3068	30.0	11.5	92

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PRETZELS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0480
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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	35186	100.0	43.4	100	12108	100.0	15.0	100	12860	100.0	15.9	100	10218	100.0	12.6	100
ATLANTIC MONTHLY	415	*135	0.4	32.5	75	**70	0.6	16.9	113	**27	0.2	6.5	41	**38	0.4	9.2	73
BARRON'S	453	*238	0.7	52.5	121	**58	0.5	12.8	86	**38	0.3	8.4	53	**142	1.4	31.3	248
BETTER HOMES & GARDENS	16256	8159	23.2	50.2	116	2930	24.2	18.0	121	3155	24.5	19.4	122	2075	20.3	12.8	101
BON APPETIT	2535	1265	3.6	49.9	115	383	3.2	15.1	101	516	4.0	20.4	128	366	3.6	14.4	114
BUSINESS WEEK	1278	656	1.9	51.3	118	*207	1.7	16.2	108	*179	1.4	14.0	88	*270	2.6	21.1	167
CAR AND DRIVER	378	*177	0.5	46.8	108	**51	0.4	13.5	90	**83	0.6	22.0	138	**43	0.4	11.4	90
CBS MAGAZINE NETWORK (GROSS)	1498	899	2.6	60.0	138	310	2.6	20.7	138	317	2.5	21.2	133	*271	2.7	18.1	143
CHANGING TIMES	1505	713	2.0	47.4	109	*164	1.4	10.9	73	324	2.5	21.5	136	*225	2.2	15.0	118
COLONIAL HOMES	1231	580	1.6	47.1	108	*137	1.1	11.1	74	*234	1.8	19.0	120	*209	2.0	17.0	135
CONDE NAST MAG. PKG. (GROSS)	14146	7258	20.6	51.3	118	2665	22.0	18.8	126	2415	18.8	17.1	108	2177	21.3	15.4	122
CONSUMERS DIGEST	1323	633	1.8	47.8	110	*231	1.9	17.5	117	*231	1.8	17.5	110	*171	1.7	12.9	102
COSMOPOLITAN	7102	3558	10.1	50.1	115	1340	11.1	18.9	126	1280	10.0	18.0	114	938	9.2	13.2	105
COUNTRY LIVING	2481	1345	3.8	54.2	125	340	2.8	13.7	92	625	4.9	25.2	159	380	3.7	15.3	121
CUISINE	1472	632	1.8	42.9	99	*149	1.2	10.1	68	*263	2.0	17.9	113	*220	2.2	14.9	118
CYCLE WORLD	425	*290	0.8	68.2	157	**145	1.2	34.1	228	**68	0.5	16.0	101	**77	0.8	18.1	144
DCI:CREATIVE IDEAS FOR LIV	2510	1189	3.4	47.4	109	430	3.6	17.1	115	410	3.2	16.3	103	349	3.4	13.9	110
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2842	8.1	42.5	98	803	6.6	12.0	80	1149	8.9	17.2	108	890	8.7	13.3	105
DISCOVER	894	446	1.3	49.9	115	**113	0.9	12.6	85	*229	1.8	25.6	161	*103	1.0	11.5	91
EBONY	3507	1291	3.7	36.8	85	610	5.0	17.4	116	419	3.3	11.9	75	263	2.6	7.5	59
ESQUIRE	1083	468	1.3	43.2	99	*165	1.4	15.2	102	*156	1.2	14.4	91	*147	1.4	13.6	108
ESSENCE	1830	719	2.0	39.3	90	283	2.3	15.5	103	306	2.4	16.7	105	*130	1.3	7.1	56
FAMILY CIRCLE	15930	8295	23.6	52.1	120	2917	24.1	18.3	122	3242	25.2	20.4	128	2136	20.9	13.4	106
THE FAMILY HANDYMAN	1126	603	1.7	53.6	123	*232	1.9	20.6	138	*211	1.6	18.7	118	*161	1.6	14.3	113
FAMILY WEEKLY	11468	5092	14.5	44.4	102	1358	11.2	11.8	79	1984	15.4	17.3	109	1750	17.1	15.3	121
FIELD & STREAM	2234	1126	3.2	50.4	116	360	3.0	16.1	108	404	3.1	18.1	114	363	3.6	16.2	129
FOOD & WINE	579	263	0.7	45.4	105	**56	0.5	9.7	65	*124	1.0	21.4	135	**83	0.8	14.3	114
FORBES	728	452	1.3	62.1	143	*147	1.2	20.2	135	**76	0.6	10.4	66	*230	2.3	31.6	250
FORTUNE	906	577	1.6	63.7	147	*181	1.5	20.0	134	*146	1.1	16.1	101	*251	2.5	27.7	220
GENTLEMEN'S QUARTERLY	791	398	1.1	50.3	116	*138	1.1	17.4	117	*142	1.1	18.0	113	*119	1.2	15.0	119
GLAMOUR	5265	2733	7.8	51.9	119	1007	8.3	19.1	128	934	7.3	17.7	112	792	7.8	15.0	119
GOLF DIGEST	636	384	1.1	60.4	139	**127	1.0	20.0	134	**117	0.9	18.4	116	**140	1.4	22.0	174
GOLF DIGEST/TENNIS (GROSS)	1186	699	2.0	58.9	136	*192	1.6	16.2	108	*230	1.8	19.4	122	*277	2.7	23.4	185
GOLF MAGAZINE	441	*266	0.8	60.3	139	**52	0.4	11.8	79	**112	0.9	25.4	160	**102	1.0	23.1	183
GOLF MAGAZINE/SKI (GROSS)	922	488	1.4	52.9	122	**101	0.8	11.0	73	*230	1.8	24.9	157	*157	1.5	17.0	135
GOOD HOUSEKEEPING	16487	8211	23.3	49.8	115	2587	21.4	15.7	105	3081	24.0	18.7	118	2543	24.9	15.4	122
HARPER'S BAZAAR	2423	1212	3.4	50.0	115	358	3.0	14.8	99	473	3.7	19.5	123	381	3.7	15.7	125
HEALTH	1994	1030	2.9	51.7	119	334	2.8	16.8	112	341	2.7	17.1	108	355	3.5	17.8	141
HEARST MAG CORP. BUY (GROSS)	44101	22353	63.5	50.7	117	7341	60.6	16.6	111	8516	66.2	19.3	122	6497	63.6	14.7	117
HEARST MAN POWER (GROSS)	1993	1216	3.5	61.0	140	459	3.8	23.0	154	457	3.6	22.9	144	300	2.9	15.1	119
HEARST WOMAN POWER (GROSS)	31274	15744	44.7	50.3	116	5286	43.7	16.9	113	5902	45.9	18.9	119	4556	44.6	14.6	115
HOUSE BEAUTIFUL	3623	1747	5.0	48.2	111	639	5.3	17.6	118	667	5.2	18.4	116	441	4.3	12.2	96
INC.	283	*147	0.4	51.9	120	**59	0.5	20.8	139	**41	0.3	14.5	91	**47	0.5	16.6	132
JET	2928	1092	3.1	37.3	86	553	4.6	18.9	126	371	2.9	12.7	80	*168	1.6	5.7	45
LADIES' HOME JOURNAL	11918	5861	16.7	49.2	113	1953	16.1	16.4	110	2222	17.3	18.6	117	1686	16.5	14.1	112
LHJ FAMILY GRP COMBO(GROSS)	16764	8421	23.9	50.2	116	2795	23.1	16.7	112	3116	24.2	18.6	117	2511	24.6	15.0	119
LIFE	4254	2061	5.9	48.4	112	718	5.9	16.9	113	751	5.8	17.7	111	593	5.8	13.9	110
L.A. TIMES HOME MAGAZINE	1145	416	1.2	36.3	84	*148	1.2	12.9	86	*89	0.7	7.8	49	*179	1.8	15.6	124
MADEMOISELLE	2884	1620	4.6	56.2	129	632	5.2	21.9	147	527	4.1	18.3	115	461	4.5	16.0	127
MC CALL'S	13460	6607	18.8	49.1	113	2228	18.4	16.6	111	2521	19.6	18.7	118	1859	18.2	13.8	109
MC CALL'S/WRK MOTHER (GROSS)	14606	7260	20.6	49.7	114	2455	20.3	16.8	112	2772	21.6	19.0	120	2033	19.9	13.9	110
MECHANIX ILLUSTRATED	772	442	1.3	57.3	132	**157	1.3	20.3	136	*150	1.2	19.4	122	*135	1.3	17.5	139
METROPOLITAN HOME	967	448	1.3	46.3	107	*94	0.8	9.7	65	*211	1.6	21.8	137	*143	1.4	14.8	117
MONEY	1588	829	2.4	52.2	120	*160	1.3	10.1	67	312	2.4	19.6	124	357	3.5	22.5	178
MOTHER EARTH NEWS	1002	595	1.7	59.4	137	*235	1.9	23.5	157	*157	1.2	15.7	99	*203	2.0	20.3	161
MS.	825	363	1.0	44.0	101	*131	1.1	15.9	106	*103	0.8	12.5	79	*128	1.3	15.5	123
NATIONAL ENQUIRER	10336	4418	12.6	42.7	98	1699	14.0	16.4	110	1539	12.0	14.9	94	1180	11.5	11.4	90
NATIONAL GEOGRAPHIC	9597	4696	13.3	48.9	113	1573	13.0	16.4	110	1527	11.9	15.9	100	1597	15.6	16.6	132
NATIONAL SUNDAY MAGAZINE PKG	49558	23506	66.8	47.4	109	8167	67.5	16.5	110	8758	68.1	17.7	111	6581	64.4	13.3	105
NATURAL HISTORY	573	*262	0.7	45.7	105	**100	0.8	17.5	117	**79	0.6	13.8	87	**82	0.8	14.3	113
NEW WOMAN	1699	719	2.0	42.3	97	182	1.5	10.7	72	283	2.2	16.7	105	*253	2.5	14.9	118
NEW YORK INCLUDING CUE	443	220	0.6	49.7	114	*102	0.8	23.0	154	**65	0.5	14.7	92	**53	0.5	12.0	95
THE NEW YORKER	1270	698	2.0	55.0	127	211	1.7	16.6	111	251	2.0	19.8	124	*236	2.3	18.6	147
NEWSWEEK	6277	3054	8.7	48.7	112	1135	9.4	18.1	121	986	7.7	15.7	99	932	9.1	14.8	118
THE N.Y. TIMES DAILY EDITION	1205	657	1.9	54.5	125	260	2.1	21.6	144	*265	2.1	22.0	138	*132	1.3	11.0	87
THE N.Y. TIMES MAGAZINE	2081	1232	3.5	59.2	136	542	4.5	26.0	174	439	3.4	21.1	133	*252	2.5	12.1	96
OMNI	788	425	1.2	53.9	124	*158	1.3	20.1	134	*143	1.1	18.1	114	**125	1.2	15.9	126
ON CABLE	1158	570	1.6	49.2	113	*192	1.6	16.6	111	*172	1.3	14.9	94	*205	2.0	17.7	140
1001 HOME IDEAS	2852	1531	4.4	53.7	124	508	4.2	17.8	119	553	4.3	19.4	122	470	4.6	16.5	131
ORGANIC GARDENING	1658	744	2.1	44.9	103	*278	2.3	16.8	112	284	2.2	17.1	108	*181	1.8	10.9	87
OUTDOOR LIFE	896	502	1.4	56.0	129	*216	1.8	24.1	161	*172	1.3	19.2	121	*114	1.1	12.7	101
PARADE MAGAZINE	24275	11673	33.2	48.1	111	4269	35.3	17.6	118	4238	33.0	17.5	110	3166	31.0	13.0	103

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PRETZELS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S.	ALL USERS				HEAVY USERS TWO OR MORE				MEDIUM USERS ONE				LIGHT USERS NONE			
	A	A	B %	C ACROSS	D	A	B %	C ACROSS	D	A	B %	C ACROSS	D	A	B %	C ACROSS	D
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	35186	100.0	43.4	100	12108	100.0	15.0	100	12860	100.0	15.9	100	10218	100.0	12.6	100
PARENTS	3845	2052	5.8	53.4	123	601	5.0	15.6	105	832	6.5	21.6	136	619	6.1	16.1	128
PENTHOUSE	831	411	1.2	49.5	114	*186	1.5	22.4	150	**102	0.8	12.3	77	**123	1.2	14.8	117
PEOPLE	11645	6069	17.2	52.1	120	2179	18.0	18.7	125	2087	16.2	17.9	113	1802	17.6	15.5	123
PLAYBOY	2006	1022	2.9	50.9	117	317	2.6	15.8	106	328	2.6	16.4	103	377	3.7	18.8	149
POPULAR HOT RODDING	297	*149	0.4	50.2	115	**51	0.4	17.2	115	**64	0.5	21.5	136	**34	0.3	11.4	91
POPULAR MECHANICS	1018	611	1.7	60.0	138	*255	2.1	25.0	168	*229	1.8	22.5	142	**127	1.2	12.5	99
POPULAR SCIENCE	878	453	1.3	51.6	119	*126	1.0	14.4	96	**97	0.8	11.0	70	*230	2.3	26.2	208
PREVENTION	3913	1741	4.9	44.5	102	711	5.9	18.2	122	609	4.7	15.6	98	421	4.1	10.8	85
PSYCHOLOGY TODAY	1710	891	2.5	52.1	120	315	2.6	18.4	123	318	2.5	18.6	117	*258	2.5	15.1	120
READER'S DIGEST	22204	10262	29.2	46.2	106	3396	28.0	15.3	102	4078	31.7	18.4	116	2788	27.3	12.6	100
REDBOOK	7684	3975	11.3	51.7	119	1359	11.2	17.7	118	1541	12.0	20.1	126	1075	10.5	14.0	111
ROAD & TRACK	410	*271	0.8	66.1	152	**91	0.8	22.2	148	**52	0.4	12.7	80	**128	1.3	31.2	247
ROLLING STONE	969	557	1.6	57.5	132	*228	1.9	23.5	157	*186	1.4	19.2	121	*143	1.4	14.8	117
RUNNER'S WORLD	298	*182	0.5	61.1	141	**77	0.6	25.8	173	**41	0.3	13.8	87	**64	0.6	21.5	170
SATURDAY EVENING POST	1169	592	1.7	50.6	117	*232	1.9	19.8	133	*187	1.5	16.0	101	*174	1.7	14.9	118
SCIENCE 84	587	340	1.0	57.9	133	**82	0.7	14.0	93	*155	1.2	26.4	166	**103	1.0	17.5	139
SCIENCE DIGEST	482	279	0.8	57.9	133	**101	0.8	21.0	140	**110	0.9	22.8	144	**68	0.7	14.1	112
SCIENTIFIC AMERICAN	594	300	0.9	50.5	116	**85	0.7	14.3	96	**91	0.7	15.3	96	**124	1.2	20.9	165
SELF	2089	1048	3.0	50.2	115	304	2.5	14.6	97	374	2.9	17.9	113	369	3.6	17.7	140
SEVENTEEN	2411	1247	3.5	51.7	119	482	4.0	20.0	134	480	3.7	19.9	125	285	2.8	11.8	94
SKI	480	*222	0.6	46.3	106	**49	0.4	10.2	68	**119	0.9	24.8	156	**54	0.5	11.3	89
SMITHSONIAN	2760	1280	3.6	46.4	107	392	3.2	14.2	95	439	3.4	15.9	100	448	4.4	16.2	129
SOAP OPERA DIGEST	3013	1492	4.2	49.5	114	688	5.7	22.8	153	487	3.8	16.2	102	317	3.1	10.5	83
SOUTHERN LIVING	4184	1653	4.7	39.5	91	373	3.1	8.9	60	739	5.7	17.7	111	541	5.3	12.9	102
SPORT	559	302	0.9	54.0	124	**71	0.6	12.7	85	**140	1.1	25.0	158	**90	0.9	16.1	128
THE SPORTING NEWS	436	*263	0.7	60.3	139	**157	1.3	36.0	241	**64	0.5	14.7	92	**42	0.4	9.6	76
SPORTS AFIELD	493	326	0.9	66.1	152	**103	0.9	20.9	140	**118	0.9	23.9	151	**105	1.0	21.3	169
SPORTS ILLUSTRATED	2758	1529	4.3	55.4	128	490	4.0	17.8	119	586	4.6	21.2	134	453	4.4	16.4	130
STAR	7456	3394	9.6	45.5	105	1305	10.8	17.5	117	1382	10.7	18.5	117	708	6.9	9.5	75
SUNDAY	24936	12775	36.3	51.2	118	4874	40.3	19.5	131	4842	37.7	19.4	122	3058	29.9	12.3	97
SUNSET	2124	879	2.5	41.4	95	**125	1.0	5.9	39	*262	2.0	12.3	78	492	4.8	23.2	184
TV GUIDE	21661	10145	28.8	46.8	108	3553	29.3	16.4	110	3625	28.2	16.7	105	2967	29.0	13.7	109
TENNIS	550	315	0.9	57.3	132	**65	0.5	11.8	79	**112	0.9	20.4	128	**137	1.3	24.9	197
TIME	8880	4641	13.2	52.3	120	1555	12.8	17.5	117	1769	13.8	19.9	125	1317	12.9	14.8	118
TOWN & COUNTRY	917	404	1.1	44.1	101	**73	0.6	8.0	53	*148	1.2	16.1	102	*184	1.8	20.1	159
TRAVEL & LEISURE	972	498	1.4	51.2	118	**81	0.7	8.3	56	*185	1.4	19.0	120	*232	2.3	23.9	189
TRUE STORY	3356	1534	4.4	45.7	105	599	4.9	17.8	119	441	3.4	13.1	83	495	4.8	14.7	117
U.S.NEWS & WORLD REPORT	3410	1586	4.5	46.5	107	495	4.1	14.5	97	604	4.7	17.7	112	486	4.8	14.3	113
USA TODAY	1759	960	2.7	54.6	126	362	3.0	20.6	138	354	2.8	20.1	127	*244	2.4	13.9	110
US	1873	952	2.7	50.8	117	342	2.8	18.3	122	315	2.4	16.8	106	296	2.9	15.8	125
VOGUE	3909	1858	5.3	47.5	109	723	6.0	18.5	124	580	4.5	14.8	93	555	5.4	14.2	113
WALL STREET JOURNAL	1886	1007	2.9	53.4	123	321	2.7	17.0	114	306	2.4	16.2	102	380	3.7	20.1	160
WEIGHT WATCHERS	2120	1118	3.2	52.7	121	415	3.4	19.6	131	425	3.3	20.0	126	279	2.7	13.2	104
WOMAN'S DAY	14172	7457	21.2	52.6	121	2612	21.6	18.4	123	2906	22.6	20.5	129	1939	19.0	13.7	108
WORKING MOTHER	1146	652	1.9	56.9	131	*227	1.9	19.8	132	*252	2.0	22.0	138	*174	1.7	15.2	120
WORKING WOMAN	1322	689	2.0	52.1	120	*166	1.4	12.6	84	271	2.1	20.5	129	*252	2.5	19.1	151
WORLD TENNIS	*163	**76	0.2	46.6	107	**11	0.1	6.7	45	**45	0.3	27.6	174	**21	0.2	12.9	102
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1407	4.0	55.6	128	456	3.8	18.0	120	544	4.2	21.5	135	407	4.0	16.1	127
BLAIR INSERTS	43657	21190	60.2	48.5	112	7743	63.9	17.7	119	7840	61.0	18.0	113	5607	54.9	12.8	102
DAILY NEWSPAPERS																	
READ ANY	51633	23847	67.8	46.2	106	8435	69.7	16.3	109	8992	69.9	17.4	110	6420	62.8	12.4	99
READ ONE	43463	19912	56.6	45.8	105	6957	57.5	16.0	107	7479	58.2	17.2	108	5476	53.6	12.6	100
READ TWO OR MORE	8170	3936	11.2	48.2	111	1477	12.2	18.1	121	1514	11.8	18.5	117	945	9.2	11.6	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	25030	71.1	47.5	109	8854	73.1	16.8	112	9302	72.3	17.7	111	6874	67.3	13.0	103
READ ONE	46126	21446	61.0	46.5	107	7576	62.6	16.4	110	7905	61.5	17.1	108	5965	58.4	12.9	102
READ TWO OR MORE	6552	3584	10.2	54.7	126	1278	10.6	19.5	130	1397	10.9	21.3	134	909	8.9	13.9	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.58				28.87				28.79				31.43			
30 DAY REACH	71455	31561	89.7	44.2	102	10827	89.4	15.2	101	11609	90.3	16.2	102	9125	89.3	12.8	101
50 SHWG - 30 DAY AV FREQ	14.56	15.46				14.99				15.11				16.49			
30 DAY REACH	67742	30258	86.0	44.7	103	10451	86.3	15.4	103	11081	86.2	16.4	103	8727	85.4	12.9	102
25 SHWG - 30 DAY AV FREQ	7.94	8.30				8.05				8.07				8.89			
30 DAY REACH	62117	28186	80.1	45.4	104	9739	80.4	15.7	105	10380	80.7	16.7	105	8067	78.9	13.0	103
CABLE TV: HOME WIRED	32077	15146	43.0	47.2	109	5003	41.3	15.6	104	5554	43.2	17.3	109	4589	44.9	14.3	113
HOME NOT WIRED	48909	20040	57.0	41.0	94	7105	58.7	14.5	97	7306	56.8	14.9	94	5629	55.1	11.5	91
HAVE PAY CABLE	15935	8582	24.4	53.9	124	2837	23.4	17.8	119	3090	24.0	19.4	122	2655	26.0	16.7	132

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PRETZELS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0482
P-22

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	35186	100.0	43.4	100	12108	100.0	15.0	100	12860	100.0	15.9	100	10218	100.0	12.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	20415	58.0	46.5	107	7101	58.6	16.2	108	7367	57.3	16.8	106	5947	58.2	13.5	107
10:00 AM - 3:00 PM	30659	14466	41.1	47.2	109	5065	41.8	16.5	110	5234	40.7	17.1	108	4167	40.8	13.6	108
3:00 PM - 7:00 PM	31045	14866	42.2	47.9	110	5078	41.9	16.4	109	5075	39.5	16.3	103	4713	46.1	15.2	120
7:00 PM - MIDNIGHT	15767	7295	20.7	46.3	106	2572	21.2	16.3	109	2643	20.6	16.8	106	2081	20.4	13.2	105
MIDNIGHT - 6:00 AM	9120	4343	12.3	47.6	110	1413	11.7	15.5	104	1619	12.6	17.8	112	1312	12.8	14.4	114
6:00 AM - MIDNIGHT	58527	27129	77.1	46.4	107	9495	78.4	16.2	109	9750	75.8	16.7	105	7884	77.2	13.5	107
ENTIRE DAY	59311	27462	78.0	46.3	107	9575	79.1	16.1	108	9903	77.0	16.7	105	7984	78.1	13.5	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8094	23.0	50.0	115	2977	24.6	18.4	123	2885	22.4	17.8	112	2233	21.9	13.8	109
ALL NEWS	2256	1106	3.1	49.0	113	494	4.1	21.9	146	326	2.5	14.5	91	*285	2.8	12.6	100
AOR/PROGRESSIVE	3874	2043	5.8	52.7	121	673	5.6	17.4	116	827	6.4	21.3	134	543	5.3	14.0	111
BEAUTIFUL MUSIC	5660	2634	7.5	46.5	107	991	8.2	17.5	117	1029	8.0	18.2	114	614	6.0	10.8	86
BLACK	2204	830	2.4	37.7	87	361	3.0	16.4	110	265	2.1	12.0	76	*204	2.0	9.3	73
CLASSICAL	1418	599	1.7	42.2	97	*187	1.5	13.2	88	*238	1.9	16.8	106	*175	1.7	12.3	98
CHR/ROCK	9538	4767	13.5	50.0	115	1582	13.1	16.6	111	1750	13.6	18.3	116	1435	14.0	15.0	119
COUNTRY	12648	5670	16.1	44.8	103	1719	14.2	13.6	91	2034	15.8	16.1	101	1917	18.8	15.2	120
GOLDEN OLDIES	1191	513	1.5	43.1	99	*250	2.1	21.0	140	**123	1.0	10.3	65	*140	1.4	11.8	93
MOR/NOSTALGIA	4757	2168	6.2	45.6	105	611	5.0	12.8	86	834	6.5	17.5	110	723	7.1	15.2	120
NEWS/TALK	3863	1770	5.0	45.8	105	580	4.8	15.0	100	683	5.3	17.7	111	507	5.0	13.1	104
RELIGIOUS	3084	1281	3.6	41.5	96	451	3.7	14.6	98	490	3.8	15.9	100	340	3.3	11.0	87
SOFT ROCK	521	290	0.8	55.7	128	*141	1.2	27.1	181	**82	0.6	15.7	99	**67	0.7	12.9	102
URBAN CONTEMPORARY	1585	727	2.1	45.9	106	412	3.4	26.0	174	*217	1.7	13.7	86	**99	1.0	6.2	50
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1682	4.8	51.6	119	701	5.8	21.5	144	574	4.5	17.6	111	407	4.0	12.5	99
ABC DIRECTION	2316	1254	3.6	54.1	125	502	4.1	21.7	145	440	3.4	19.0	120	*312	3.1	13.5	107
ABC ENTERTAINMENT	4834	2348	6.7	48.6	112	776	6.4	16.1	107	978	7.6	20.2	127	594	5.8	12.3	97
ABC FM	2202	1077	3.1	48.9	113	357	2.9	16.2	108	337	2.6	15.3	96	384	3.8	17.4	138
ABC INFORMATION	5425	2412	6.9	44.5	102	800	6.6	14.7	99	919	7.1	16.9	107	693	6.8	12.8	101
ABC ROCK	1677	996	2.8	59.4	137	404	3.3	24.1	161	355	2.8	21.2	133	*237	2.3	14.1	112
CBS	4430	1913	5.4	43.2	99	630	5.2	14.2	95	658	5.1	14.9	94	626	6.1	14.1	112
MUTUAL	4992	2539	7.2	50.9	117	1089	9.0	21.8	146	931	7.2	18.6	117	520	5.1	10.4	83
NBC	4679	2435	6.9	52.0	120	796	6.6	17.0	114	785	6.1	16.8	106	854	8.4	18.3	145
RADIORADIO	1994	1083	3.1	54.3	125	400	3.3	20.1	134	335	2.6	16.8	106	348	3.4	17.5	138
RKO ONE	2298	1074	3.1	46.7	108	330	2.7	14.4	96	402	3.1	17.5	110	342	3.3	14.9	118
RKO TWO	3311	1517	4.3	45.8	105	529	4.4	16.0	107	562	4.4	17.0	107	426	4.2	12.9	102
THE SOURCE	2114	1038	3.0	49.1	113	396	3.3	18.7	125	395	3.1	18.7	118	248	2.4	11.7	93
NON-WIRED : BLAIR	8654	3841	10.9	44.4	102	1084	9.0	12.5	84	1466	11.4	16.9	107	1290	12.6	14.9	118
INTERNET	12025	5615	16.0	46.7	107	2043	16.9	17.0	114	2100	16.3	17.5	110	1471	14.4	12.2	97
KATZ RADIO GROUP	15359	7501	21.3	48.8	112	2635	21.8	17.2	115	2825	22.0	18.4	116	2041	20.0	13.3	105
SUPERNET	10628	5057	14.4	47.6	110	1715	14.2	16.1	108	1851	14.4	17.4	110	1492	14.6	14.0	111
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3316	9.4	38.3	88	1093	9.0	12.6	84	1227	9.5	14.2	89	997	9.8	11.5	91
MKDAY 9:00 AM - 1:00 PM	12163	4666	13.3	38.4	88	1644	13.6	13.5	90	1681	13.1	13.8	87	1341	13.1	11.0	87
MKDAY 1:00 PM - 4:30 PM	16150	6327	18.0	39.2	90	2246	18.5	13.9	93	2216	17.2	13.7	86	1865	18.3	11.5	92
MKDAY 4:30 PM - 7:30 PM	22463	8869	25.2	39.5	91	3085	25.5	13.7	92	3246	25.2	14.5	91	2538	24.8	11.3	90
MKDAY 7:30 PM - 8:00 PM	31795	12948	36.8	40.7	94	4437	36.6	14.0	93	4742	36.9	14.9	94	3769	36.9	11.9	94
MKDAY 11:00 PM - 11:30 PM	23977	10616	30.2	44.3	102	3773	31.2	15.7	105	3827	29.8	16.0	101	3016	29.5	12.6	100
MKDAY 11:30 PM - 1:00 AM	7703	3491	9.9	45.3	104	1285	10.6	16.7	112	1132	8.8	14.7	93	1074	10.5	13.9	111
M-SAT 8-11 PM+SUN 7-11 PM	33800	14616	41.5	43.2	100	5026	41.5	14.9	99	5347	41.6	15.8	100	4243	41.5	12.6	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2894	8.2	44.3	102	1096	9.1	16.8	112	1059	8.2	16.2	102	740	7.2	11.3	90
ANOTHER WORLD N	4620	1603	4.6	34.7	80	466	3.8	10.1	67	619	4.8	13.4	84	517	5.1	11.2	89
AS THE WORLD TURNS C	5614	1989	5.7	35.4	82	717	5.9	12.8	85	684	5.3	12.2	77	588	5.8	10.5	83
CAPITOL C	3396	1290	3.7	38.0	87	493	4.1	14.5	97	445	3.5	13.1	83	351	3.4	10.3	82
CBS MORN. NEWS 1 C	1446	436	1.2	30.2	69	106	0.9	7.3	49	142	1.1	9.8	62	187	1.8	12.9	102
CBS MORN. NEWS 2 C	1207	365	1.0	30.2	70	104	0.9	8.6	58	121	0.9	10.0	63	140	1.4	11.6	92
DAYS OF OUR LIVES N	5877	2397	6.8	40.8	94	671	5.5	11.4	76	937	7.3	15.9	100	790	7.7	13.4	107
FACTS OF LIFE - DAYTIME N	2290	864	2.5	37.7	87	265	2.2	11.6	77	317	2.5	13.8	87	283	2.8	12.4	98
FAMILY FEUD A	3023	1007	2.9	33.3	77	320	2.6	10.6	71	279	2.2	9.2	58	409	4.0	13.5	107
GENERAL HOSPITAL A	6097	2453	7.0	40.2	93	922	7.6	15.1	101	906	7.0	14.9	94	624	6.1	10.2	81
GOOD MORNING, AMERICA-730 A	3515	1427	4.1	40.6	93	441	3.6	12.5	84	517	4.0	14.7	93	469	4.6	13.3	106
GOOD MORNING, AMERICA-830 A	2818	1137	3.2	40.3	93	436	3.6	15.5	103	401	3.1	14.2	90	300	2.9	10.6	84
GUIDING LIGHT C	5339	2143	6.1	40.1	92	774	6.4	14.5	97	724	5.6	13.6	85	645	6.3	12.1	96
ONE LIFE TO LIVE A	4478	1798	5.1	40.2	92	548	4.5	12.2	82	656	5.1	14.6	92	594	5.8	13.3	105
PRESS YOUR LUCK C	2244	971	2.8	43.3	100	345	2.8	15.4	103	336	2.6	15.0	94	290	2.8	12.9	102
PRICE IS RIGHT 1 C	4348	1632	4.6	37.5	86	657	5.4	15.1	101	520	4.0	12.0	75	455	4.5	10.5	83
PRICE IS RIGHT 2 C	5014	1890	5.4	37.7	87	736	6.1	14.7	98	655	5.1	13.1	82	499	4.9	10.0	79
RYAN'S HOPE A	3150	1449	4.1	46.0	106	529	4.4	16.8	112	612	4.8	19.4	122	308	3.0	9.8	77
SALE OF THE CENTURY N	2695	938	2.7	34.8	80	302	2.5	11.2	75	375	2.9	13.9	88	261	2.6	9.7	77
SEARCH FOR TOMORROW N	2319	687	2.0	29.6	68	221	1.8	9.5	64	247	1.9	10.7	67	219	2.1	9.4	75
TODAY SHOW 1 N	2693	1078	3.1	40.0	92	344	2.8	12.8	85	451	3.5	16.7	105	283	2.8	10.5	83
TODAY SHOW 2 N	2498	900	2.6	36.0	83	269	2.2	10.8	72	383	3.0	15.3	97	248	2.4	9.9	79
$25,000 PYRAMID C	2753	1091	3.1	39.6	91	439	3.6	15.9	107	363	2.8	13.2	83	289	2.8	10.5	83
WHEEL OF FORTUNE N	4388	1577	4.5	35.9	83	471	3.9	10.7	72	628	4.9	14.3	90	478	4.7	10.9	86
YOUNG AND THE RESTLESS C	5695	2212	6.3	38.8	89	853	7.0	15.0	100	721	5.6	12.7	80	638	6.2	11.2	89
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	710	2.0	40.3	93	214	1.8	12.2	81	311	2.4	17.7	111	185	1.8	10.5	83
NBA PLAYOFF GAME -1 C	1136	468	1.3	41.2	95	189	1.6	16.6	111	200	1.6	17.6	111	*79	0.8	7.0	55
NBC MAJOR LEAGUE PRE-GAME N	953	294	0.8	30.8	71	**69	0.6	7.2	48	**125	1.0	13.1	83	**99	1.0	10.4	82
SPORTSWORLD - SUN N	1233	490	1.4	39.7	91	*172	1.4	13.9	93	171	1.3	13.9	87	*147	1.4	11.9	94
SUNDAY MORNING C	1611	619	1.8	38.4	88	194	1.6	12.0	81	186	1.4	11.5	73	239	2.3	14.8	118

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PRETZELS - USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	35186	100.0	43.4	100	12108	100.0	15.0	100	12860	100.0	15.9	100	10218	100.0	12.6	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	9705	27.6	37.2	86	3366	27.8	12.9	86	3514	27.3	13.5	85	2826	27.7	10.8	86
NETWORK AFFILIATES - LATE	20261	8949	25.4	44.2	102	3163	26.1	15.6	104	3249	25.3	16.0	101	2538	24.8	12.5	99
INDEPENDENTS - LATE	2076	968	2.8	46.6	107	366	3.0	17.6	118	382	3.0	18.4	116	220	2.2	10.6	84
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	10453	4709	13.4	45.0	104	1575	13.0	15.1	101	1693	13.2	16.2	102	1441	14.1	13.8	109
ABC MONDAY NIGHT MOVIE A	6412	2696	7.7	42.0	97	775	6.4	12.1	81	1031	8.0	16.1	101	890	8.7	13.9	110
ABC SUNDAY NIGHT MOVIE A	12407	5646	16.0	45.5	105	1735	14.3	14.0	94	2139	16.6	17.2	109	1772	17.3	14.3	113
ABC WORLD NEWS TONIGHT A	6176	2337	6.6	37.8	87	871	7.2	14.1	94	878	6.8	14.2	90	587	5.7	9.5	75
AFTERMASH C	5863	2293	6.5	39.1	90	739	6.1	12.6	84	901	7.0	15.4	97	654	6.4	11.2	88
ALICE C	9594	3813	10.8	39.7	91	1167	9.6	12.2	81	1495	11.6	15.6	98	1152	11.3	12.0	95
AMERICAN PARADE C	6622	2460	7.0	37.1	86	749	6.2	11.3	76	930	7.2	14.0	88	781	7.6	11.8	93
BENSON A	10886	4561	13.0	41.9	96	1591	13.1	14.6	98	1689	13.1	15.5	98	1281	12.5	11.8	93
BLUE THUNDER A	5036	2149	6.1	42.7	98	668	5.5	13.3	89	729	5.7	14.5	91	752	7.4	14.9	118
CAGNEY & LACEY C	9965	4786	13.6	48.0	111	1705	14.1	17.1	114	1730	13.5	17.4	109	1352	13.2	13.6	108
CBS EVENING NEWS-DEAN C	3491	1274	3.6	36.5	84	361	3.0	10.3	69	549	4.3	15.7	99	363	3.6	10.4	82
CBS EVENING NEWS-RATHER C	7123	2724	7.7	38.2	88	914	7.5	12.8	86	906	7.0	12.7	80	904	8.8	12.7	101
CBS SAT. NEWS-SCHIEFFER C	3621	1099	3.1	30.4	70	309	2.6	8.5	57	438	3.4	12.1	76	352	3.4	9.7	77
CBS SATURDAY NIGHT MOVIE C	5436	2393	6.8	44.0	101	791	6.5	14.6	97	864	6.7	15.9	100	738	7.2	13.6	108
CBS WEDNESDAY NIGHT MOVIE C	6100	2420	6.9	39.7	91	955	7.9	15.7	105	724	5.6	11.9	75	741	7.3	12.1	96
CHEERS N	8889	4514	12.8	50.8	117	1603	13.2	18.0	121	1827	14.2	20.6	129	1084	10.6	12.2	97
DALLAS C	22109	9538	27.1	43.1	99	3039	25.1	13.7	92	3585	27.9	16.2	102	2914	28.5	13.2	104
DIFF'RENT STROKES N	6940	2493	7.1	35.9	83	1049	8.7	15.1	101	799	6.2	11.5	73	645	6.3	9.3	74
DOUBLE TROUBLE N	7223	3339	9.5	46.2	106	1137	9.4	15.7	105	1137	8.8	15.7	99	1065	10.4	14.7	117
DUCK FACTORY N	5595	2818	8.0	50.4	116	1035	8.5	18.5	124	1098	8.5	19.6	124	684	6.7	12.2	97
DUKES OF HAZZARD C	5768	2217	6.3	38.4	88	703	5.8	12.2	82	865	6.7	15.0	94	650	6.4	11.3	89
DYNASTY A	20053	8684	24.7	43.3	100	2858	23.6	14.3	95	3182	24.7	15.9	100	2643	25.9	13.2	104
FACTS OF LIFE N	8087	3275	9.3	40.5	93	1235	10.2	15.3	102	1145	8.9	14.2	89	895	8.8	11.1	88
FALCON CREST C	20046	8630	24.5	43.1	99	2590	21.4	12.9	86	3305	25.7	16.5	104	2735	26.8	13.6	108
FALL GUY A	9084	3593	10.2	39.6	91	1178	9.7	13.0	87	1238	9.6	13.6	86	1178	11.5	13.0	103
FAMILY TIES N	7964	3735	10.6	46.9	108	1438	11.9	18.1	121	1279	9.9	16.1	101	1018	10.0	12.8	101
FANTASY ISLAND A	7687	3268	9.3	42.5	98	1161	9.6	15.1	101	1124	8.7	14.6	92	983	9.6	12.8	101
FOULUPS,BLEEPS & BLUNDERS A	8861	3839	10.9	43.3	100	1310	10.8	14.8	99	1452	11.3	16.4	103	1077	10.5	12.2	96
FOUR SEASONS C	5095	2129	6.1	41.8	96	720	5.9	14.1	95	793	6.2	15.6	98	617	6.0	12.1	96
GIMME A BREAK N	8838	3917	11.1	44.3	102	1508	12.5	17.1	114	1415	11.0	16.0	101	993	9.7	11.2	89
HART TO HART A	8978	3803	10.8	42.4	97	1203	9.9	13.4	90	1466	11.4	16.3	103	1134	11.1	12.6	100
HILL STREET BLUES N	8590	4384	12.5	51.0	117	1519	12.5	17.7	118	1656	12.9	19.3	121	1209	11.8	14.1	112
HOTEL A	14085	5950	16.9	42.2	97	2013	16.6	14.3	96	2261	17.6	16.1	101	1676	16.4	11.9	94
JEFFERSONS C	9360	3736	10.6	39.9	92	1315	10.9	14.0	94	1280	10.0	13.7	86	1141	11.2	12.2	97
JENNIFER SLEPT HERE N	5841	2432	6.9	41.6	96	916	7.6	15.7	105	843	6.6	14.4	91	673	6.6	11.5	91
KATE & ALLIE C	9206	4164	11.8	45.2	104	1459	12.0	15.8	106	1522	11.8	16.5	104	1183	11.6	12.9	102
KNIGHT RIDER N	7076	2903	8.3	41.0	94	903	7.5	12.8	85	1070	8.3	15.1	95	930	9.1	13.1	104
LOVE BOAT A	12219	4898	13.9	40.1	92	1725	14.2	14.1	94	1745	13.6	14.3	90	1427	14.0	11.7	93
MAGNUM PI C	11199	4761	13.5	42.5	98	1483	12.2	13.2	89	1710	13.3	15.3	96	1568	15.3	14.0	111
MAMA'S FAMILY N	6057	2401	6.8	39.6	91	966	8.0	15.9	107	864	6.7	14.3	90	571	5.6	9.4	75
MASTER, THE N	3598	1546	4.4	43.0	99	587	4.8	16.3	109	549	4.3	15.3	96	409	4.0	11.4	90
MATT HOUSTON A	6344	2969	8.4	46.8	108	1008	8.3	15.9	106	1112	8.6	17.5	110	849	8.3	13.4	106
NBC MONDAY NIGHT MOVIE N	11994	5422	15.4	45.2	104	1946	16.1	16.2	109	1960	15.2	16.3	103	1515	14.8	12.6	100
NBC NIGHTLY NEWS N	5132	1915	5.4	37.3	86	677	5.6	13.2	88	726	5.6	14.1	89	513	5.0	10.0	79
NBC NIGHTLY NEWS-SAT N	3375	1264	3.6	37.5	86	537	4.4	15.9	106	414	3.2	12.3	77	313	3.1	9.3	74
NBC NIGHTLY NEWS-SUN N	3130	1135	3.2	36.3	83	431	3.6	13.8	92	426	3.3	13.6	86	*278	2.7	8.9	70
NBC SUNDAY NIGHT MOVIE N	8284	3748	10.7	45.2	104	1584	13.1	19.1	128	1234	9.6	14.9	94	930	9.1	11.2	89
NEWHART C	9240	4407	12.5	47.7	110	1489	12.3	16.1	108	1585	12.3	17.2	108	1333	13.0	14.4	114
ONE DAY AT A TIME C	7288	3071	8.7	42.1	97	1130	9.3	15.5	104	1099	8.5	15.1	95	842	8.2	11.6	92
PEOPLE ARE FUNNY N	4855	1786	5.1	36.8	85	646	5.3	13.3	89	649	5.0	13.4	84	491	4.8	10.1	80
REAL PEOPLE N	8869	3502	10.0	39.5	91	1283	10.6	14.5	97	1310	10.2	14.8	93	909	8.9	10.2	81
REMINGTON STEELE N	7743	3505	10.0	45.3	104	1191	9.8	15.4	103	1111	8.6	14.3	90	1203	11.8	15.5	123
RIPLEY'S BELIEVE IT - NOT A	5345	2443	6.9	45.7	105	829	6.8	15.5	104	815	6.3	15.2	96	799	7.8	14.9	118
RIPTIDE N	6988	3274	9.3	46.9	108	1120	9.3	16.0	107	1060	8.2	15.2	96	1094	10.7	15.7	124
SCARECROW & MRS. KING C	10002	4208	12.0	42.1	97	1387	11.5	13.9	93	1626	12.6	16.3	102	1195	11.7	11.9	95
SIMON & SIMON C	10638	4518	12.8	42.5	98	1401	11.6	13.2	88	1717	13.4	16.1	102	1401	13.7	13.2	104
60 MINUTES C	13293	4880	13.9	36.7	84	1542	12.7	11.6	78	2012	15.6	15.1	95	1327	13.0	10.0	79
ST. ELSEWHERE N	7017	3413	9.7	48.6	112	1207	10.0	17.2	115	1199	9.3	17.1	108	1007	9.9	14.4	114
THREE'S COMPANY A	10917	4733	13.5	43.4	100	1413	11.7	12.9	87	1957	15.2	17.9	113	1364	13.3	12.5	99
T.J. HOOKER A	9204	3602	10.2	39.1	90	1003	8.3	10.9	73	1327	10.3	14.4	91	1272	12.4	13.8	110
TONIGHT SHOW N	2372	1074	3.1	45.3	104	381	3.1	16.1	107	413	3.2	17.4	110	280	2.7	11.8	94
TRAPPER JOHN, M.D. C	9846	3856	11.0	39.2	90	1247	10.3	12.7	85	1524	11.9	15.5	97	1086	10.6	11.0	87
TV BLOOPERS & PRAC. JOKES N	9105	3996	11.4	43.9	101	1337	11.0	14.7	98	1345	10.5	14.8	93	1315	12.9	14.4	114
20/20 A	9387	3999	11.4	42.6	98	1318	10.9	14.0	94	1492	11.6	15.9	100	1189	11.6	12.7	100
WEBSTER A	11067	4690	13.3	42.4	98	1562	12.9	14.1	94	1657	12.9	15.0	94	1472	14.4	13.3	105
WORLD NEWS - SUN A	3062	1248	3.5	40.8	94	394	3.3	12.9	86	431	3.4	14.1	89	423	4.1	13.8	109
YELLOW ROSE N	4978	2077	5.9	41.7	96	742	6.1	14.9	100	692	5.4	13.9	88	643	6.3	12.9	102
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	4430	12.6	49.9	115	1385	11.4	15.6	104	1984	15.4	22.3	141	1062	10.4	12.0	95
BASKETBALL - COLLEGE GAMES	4080	1998	5.7	49.0	113	545	4.5	13.4	89	856	6.7	21.0	132	597	5.8	14.6	116
BASKETBALL - PRO GAMES	3607	1780	5.1	49.3	114	659	5.4	18.3	122	734	5.7	20.3	128	*387	3.8	10.7	85
BOWLING	3883	1969	5.6	50.7	117	717	5.9	18.5	124	897	7.0	23.1	145	*355	3.5	9.1	72
BOXING	3928	1696	4.8	43.2	99	516	4.3	13.1	88	705	5.5	17.9	113	*475	4.6	12.1	96
FOOTBALL - COLLEGE GAMES	6366	2954	8.4	46.4	107	939	7.8	14.8	99	1062	8.3	16.7	105	954	9.3	15.0	119
FOOTBALL - PRO GAMES	11300	6112	17.4	54.1	124	1860	15.4	16.5	110	2521	19.6	22.3	140	1731	16.9	15.3	121
GOLF	3378	1592	4.5	47.1	108	*392	3.2	11.6	78	853	6.6	25.3	159	*348	3.4	10.3	82
POST-SEASON COLL. FOOTBALL	4906	2462	7.0	50.2	116	796	6.6	16.2	109	964	7.5	19.6	124	702	6.9	14.3	113
POST-SEASON PRO FOOTBALL	6120	3271	9.3	53.4	123	1026	8.5	16.8	112	1346	10.5	22.0	139	898	8.8	14.7	116
TENNIS	3033	1404	4.0	46.3	107	*314	2.6	10.4	69	597	4.6	19.7	124	493	4.8	16.3	129
WRESTLING - PROFESSIONAL	3344	1502	4.3	44.9	103	639	5.3	19.1	128	*462	3.6	13.8	87	*401	3.9	12.0	95

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PRETZELS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BACHMAN A '000	BACHMAN B % DOWN	BACHMAN C % ACROSS %	BACHMAN D INDX	BUTTER PRETZELS (KEEBLER) A '000	BUTTER PRETZELS (KEEBLER) B % DOWN	BUTTER PRETZELS (KEEBLER) C % ACROSS %	BUTTER PRETZELS (KEEBLER) D INDX	MR. SALTY (NABISCO) A '000	MR. SALTY (NABISCO) B % DOWN	MR. SALTY (NABISCO) C % ACROSS %	MR. SALTY (NABISCO) D INDX	ROLD GOLD (FRITO-LAY) A '000	ROLD GOLD (FRITO-LAY) B % DOWN	ROLD GOLD (FRITO-LAY) C % ACROSS %	ROLD GOLD (FRITO-LAY) D INDX
TOTAL FEMALE HOMEMAKERS	80986	4325	100.0	5.3	100	7427	100.0	9.2	100	15083	100.0	18.6	100	8370	100.0	10.3	100
18 - 24	9282	*389	9.0	4.2	78	1042	14.0	11.2	122	1901	12.6	20.5	110	1099	13.1	11.8	115
25 - 34	19072	1058	24.5	5.5	104	1998	26.9	10.5	114	4645	30.8	24.4	131	2547	30.4	13.4	129
35 - 44	14591	1050	24.3	7.2	135	1441	19.4	9.9	108	3684	24.4	25.2	136	2203	26.3	15.1	146
45 - 54	11345	729	16.9	6.4	120	1338	18.0	11.8	129	2174	14.4	19.2	103	1125	13.4	9.9	96
55 - 64	11635	656	15.2	5.6	106	865	11.6	7.4	81	1575	10.4	13.5	73	844	10.1	7.3	70
65 OR OLDER	15061	*443	10.2	2.9	55	743	10.0	4.9	54	1105	7.3	7.3	39	553	6.6	3.7	36
18 - 34	28354	1447	33.5	5.1	96	3040	40.9	10.7	117	6546	43.4	23.1	124	3646	43.6	12.9	124
18 - 49	48339	2836	65.6	5.9	110	5146	69.3	10.6	116	11328	75.1	23.4	126	6450	77.1	13.3	129
25 - 54	45008	2837	65.6	6.3	118	4777	64.3	10.6	116	10503	69.6	23.3	125	5875	70.2	13.1	126
35 - 49	19985	1389	32.1	7.0	130	2106	28.4	10.5	115	4782	31.7	23.9	128	2805	33.5	14.0	136
50 OR OLDER	32647	1490	34.5	4.6	85	2281	30.7	7.0	76	3756	24.9	11.5	62	1920	22.9	5.9	57
GRADUATED COLLEGE	11165	703	16.3	6.3	118	1042	14.0	9.3	102	2246	14.9	20.1	108	1175	14.0	10.5	102
ATTENDED COLLEGE	13682	711	16.4	5.2	97	1410	19.0	10.3	112	3198	21.2	23.4	126	1457	17.4	10.6	103
GRADUATED HIGH SCHOOL	33880	2247	52.0	6.6	124	3616	48.7	10.7	116	7229	47.9	21.3	115	4131	49.4	12.2	118
DID NOT GRADUATE HIGH SCHOOL	22270	664	15.4	3.0	56	1359	18.3	6.1	67	2410	16.0	10.8	58	1608	19.2	7.2	70
EMPLOYED	40306	2642	61.1	6.6	123	4113	55.4	10.2	111	8473	56.2	21.0	113	4987	59.6	12.4	120
EMPLOYED FULL-TIME	32850	2113	48.9	6.4	120	3254	43.8	9.9	108	6975	46.2	21.2	114	3978	47.5	12.1	117
EMPLOYED PART-TIME	7456	*529	12.2	7.1	133	860	11.6	11.5	126	1498	9.9	20.1	108	1009	12.1	13.5	131
NOT EMPLOYED	40680	1684	38.9	4.1	78	3314	44.6	8.1	89	6610	43.8	16.2	87	3383	40.4	8.3	80
PROFESSIONAL/MANAGER	10392	694	16.0	6.7	125	975	13.1	9.4	102	2087	13.8	20.1	108	1132	13.5	10.9	105
TECH/CLERICAL/SALES	17574	1368	31.6	7.8	146	1829	24.6	10.4	113	4208	27.9	23.9	129	2361	28.2	13.4	130
PRECISION/CRAFT	985	**98	2.3	9.9	186	**140	1.9	14.2	155	**239	1.6	24.3	130	**184	2.2	18.7	181
OTHER EMPLOYED	11354	*482	11.1	4.2	79	1170	15.8	10.3	112	1939	12.9	17.1	92	1311	15.7	11.5	112
SINGLE	9863	596	13.8	6.0	113	939	12.6	9.5	104	1646	10.9	16.7	90	1089	13.0	11.0	107
MARRIED	51375	2853	66.0	5.6	104	5079	68.4	9.9	108	10682	70.8	20.8	112	6017	71.9	11.7	113
DIVORCED/SEPARATED/WIDOWED	19748	877	20.3	4.4	83	1409	19.0	7.1	78	2755	18.3	14.0	75	1264	15.1	6.4	62
PARENTS	32590	1966	45.5	6.0	113	3696	49.8	11.3	124	8287	54.9	25.4	137	4672	55.8	14.3	139
WHITE	70416	3889	89.9	5.5	103	6615	89.1	9.4	102	13840	91.8	19.7	106	7677	91.7	10.9	105
BLACK	8778	*354	8.2	4.0	76	773	10.4	8.8	96	979	6.5	11.2	60	586	7.0	6.7	65
OTHER	1791	**82	1.9	4.6	86	**40	0.5	2.2	24	**264	1.8	14.7	79	**107	1.3	6.0	58
NORTHEAST-CENSUS	17786	3367	77.8	18.9	354	1556	21.0	8.7	95	3137	20.8	17.6	95	1712	20.5	9.6	93
NORTH CENTRAL	20741	*230	5.3	1.1	21	3050	41.1	14.7	160	5131	34.0	24.7	133	2974	35.5	14.3	139
SOUTH	27775	613	14.2	2.2	41	2204	29.7	7.9	87	3791	25.1	13.6	73	2320	27.7	8.4	81
WEST	14683	**115	2.7	0.8	15	617	8.3	4.2	46	3023	20.0	20.6	111	1365	16.3	9.3	90
NORTHEAST-MKTG.	17961	3278	75.8	18.3	342	1487	20.0	8.3	90	3040	20.2	16.9	91	1663	19.9	9.3	90
EAST CENTRAL	11885	*518	12.0	4.4	82	1612	21.7	13.6	148	2402	15.9	20.2	109	2092	25.0	17.6	170
WEST CENTRAL	14090	**113	2.6	0.8	15	1953	26.3	13.9	151	3724	24.7	26.4	142	1516	18.1	10.8	104
SOUTH	24081	*333	7.7	1.4	26	1934	26.0	8.0	88	3247	21.5	13.5	72	1875	22.4	7.8	75
PACIFIC	12969	**84	1.9	0.6	12	*441	5.9	3.4	37	2669	17.7	20.6	111	1224	14.6	9.4	91
COUNTY SIZE A	32439	2539	58.7	7.8	147	3305	44.5	10.2	111	6002	39.8	18.5	99	3961	47.3	12.2	118
COUNTY SIZE B	24915	1160	26.8	4.7	87	1941	26.1	7.8	85	4573	30.3	18.4	99	2227	26.6	8.9	86
COUNTY SIZE C	12930	*462	10.7	3.6	67	1108	14.9	8.6	93	2699	17.9	20.9	112	1234	14.7	9.5	92
COUNTY SIZE D	10703	**164	3.8	1.5	29	1074	14.5	10.0	109	1809	12.0	16.9	91	948	11.3	8.9	86
METRO CENTRAL CITY	24518	1187	27.4	4.8	91	2388	32.2	9.7	106	4322	28.7	17.6	95	2366	28.3	9.7	93
METRO SUBURBAN	35919	2600	60.1	7.2	136	3288	44.3	9.2	100	7058	46.8	19.6	106	4159	49.7	11.6	112
NON METRO	20549	*538	12.4	2.6	49	1751	23.6	8.5	93	3704	24.6	18.0	97	1845	22.0	9.0	87
TOP 5 ADI'S	18341	2068	47.8	11.3	211	1665	22.4	9.1	99	3579	23.7	19.5	105	1907	22.8	10.4	101
TOP 10 ADI'S	25378	2468	57.1	9.7	182	2213	29.8	8.7	95	4545	30.1	17.9	96	2540	30.3	10.0	97
TOP 20 ADI'S	36488	2875	66.5	7.9	148	3459	46.6	9.5	103	6598	43.7	18.1	97	4211	50.3	11.5	112
HSHLD INC. $50,000 OR MORE	6612	703	16.3	10.6	199	844	11.4	12.8	139	1823	12.1	27.6	148	918	11.0	13.9	134
$40,000 OR MORE	12659	1225	28.3	9.7	181	1465	19.7	11.6	126	3394	22.5	26.8	144	1783	21.3	14.1	136
$30,000 OR MORE	24698	1902	44.0	7.7	144	2713	36.5	11.0	120	6154	40.8	24.9	134	3150	37.6	12.8	123
$25,000 OR MORE	32077	2397	55.4	7.5	140	3628	48.8	11.3	123	7922	52.5	24.7	133	4299	51.4	13.4	130
$20,000 - $24,999	9144	*548	12.7	6.0	112	794	10.7	8.7	95	1798	11.9	19.7	106	996	11.9	10.9	105
$15,000 - $19,999	8728	*378	8.7	4.3	81	696	9.4	8.0	87	1373	9.1	15.7	84	900	10.8	10.3	100
$10,000 - $14,999	12562	470	10.9	3.7	70	976	13.1	7.8	85	2297	15.2	18.3	98	1173	14.0	9.3	90
UNDER $10,000	18475	532	12.3	2.9	54	1333	17.9	7.2	79	1693	11.2	9.2	49	1002	12.0	5.4	52
HOUSEHOLD OF 1 PERSON	11987	315	7.3	2.6	49	598	8.1	5.0	54	1209	8.0	10.1	54	638	7.6	5.3	51
2 PEOPLE	26577	1237	28.6	4.7	87	2280	30.7	8.6	94	4176	27.7	15.7	84	2302	27.5	8.7	84
3 OR 4 PEOPLE	30617	1930	44.6	6.3	118	3137	42.2	10.2	112	6500	43.1	21.2	114	3586	42.8	11.7	113
5 OR MORE PEOPLE	11804	844	19.5	7.2	134	1411	19.0	12.0	130	3197	21.2	27.1	145	1846	22.1	15.6	151
NO CHILD IN HSHLD	46165	2202	50.9	4.8	89	3502	47.2	7.6	83	6436	42.7	13.9	75	3604	43.1	7.8	76
CHILD(REN) UNDER 2 YRS	5325	**189	4.4	3.5	66	*708	9.5	13.3	145	1202	8.0	22.6	121	563	6.7	10.6	102
2 - 5 YEARS	14221	689	15.9	4.8	91	1792	24.1	12.6	137	2951	19.6	20.8	111	1934	23.1	13.6	132
6 - 11 YEARS	15117	1042	24.1	6.9	129	1641	22.1	10.9	118	3864	25.6	25.6	137	2206	26.4	14.6	141
12 - 17 YEARS	16611	1122	25.9	6.8	126	1798	24.2	10.8	118	4553	30.2	27.4	147	2384	28.5	14.4	139
RESIDENCE OWNED	55884	3023	69.9	5.4	101	5234	70.5	9.4	102	10625	70.4	19.0	102	5723	68.4	10.2	99
VALUE: $50,000 OR MORE	31744	2068	47.8	6.5	122	3059	41.2	9.6	105	6850	45.4	21.6	116	3571	42.7	11.2	109
VALUE: UNDER $50,000	24140	955	22.1	4.0	74	2176	29.3	9.0	98	3775	25.0	15.6	84	2152	25.7	8.9	86

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PRETZELS - BRANDS USED
(FEMALE HOMEMAKERS)

0485
P-22

		TOTAL U.S. '000	BACHMAN A '000	BACHMAN B % DOWN	BACHMAN C % ACROSS	BACHMAN D INDX	BUTTER PRETZELS (KEEBLER) A '000	BUTTER PRETZELS (KEEBLER) B % DOWN	BUTTER PRETZELS (KEEBLER) C % ACROSS	BUTTER PRETZELS (KEEBLER) D INDX	MR. SALTY (NABISCO) A '000	MR. SALTY (NABISCO) B % DOWN	MR. SALTY (NABISCO) C % ACROSS	MR. SALTY (NABISCO) D INDX	ROLD GOLD (FRITO-LAY) A '000	ROLD GOLD (FRITO-LAY) B % DOWN	ROLD GOLD (FRITO-LAY) C % ACROSS	ROLD GOLD (FRITO-LAY) D INDX
TOTAL FEMALE HOMEMAKERS		80986	4325	100.0	5.3	100	7427	100.0	9.2	100	15083	100.0	18.6	100	8370	100.0	10.3	100
MAGAZINES	QUINTILE 1	15799	1173	27.1	7.4	139	1870	25.2	11.8	129	3547	23.5	22.5	121	1873	22.4	11.9	115
	QUINTILE 2	17259	1064	24.6	6.2	115	1646	22.2	9.5	104	3707	24.6	21.5	115	2275	27.2	13.2	128
	QUINTILE 3	13545	755	17.5	5.6	104	1309	17.6	9.7	105	2733	18.1	20.2	108	1334	15.9	9.8	95
	QUINTILE 4	15133	725	16.8	4.8	90	1112	15.0	7.3	80	2793	18.5	18.5	99	1506	18.0	10.0	96
	QUINTILE 5	19250	608	14.1	3.2	59	1490	20.1	7.7	84	2303	15.3	12.0	64	1382	16.5	7.2	69
NEWSPAPERS	QUINTILE 1	12413	1281	29.6	10.3	193	1262	17.0	10.2	111	2557	17.0	20.6	111	1467	17.5	11.8	114
	QUINTILE 2	24116	1485	34.3	6.2	115	2357	31.7	9.8	107	4903	32.5	20.3	109	2758	33.0	11.4	111
	QUINTILE 3	11261	*486	11.2	4.3	81	1228	16.5	10.9	119	2283	15.1	20.3	109	1155	13.8	10.3	99
	QUINTILE 4	20255	819	18.9	4.0	76	1891	25.5	9.3	102	3687	24.4	18.2	98	2013	24.1	9.9	96
	QUINTILE 5	12940	*255	5.9	2.0	37	690	9.3	5.3	58	1653	11.0	12.8	69	976	11.7	7.5	73
OUTDOOR	QUINTILE 1	14852	869	20.1	5.9	110	1381	18.6	9.3	101	3216	21.3	21.7	116	1785	21.3	12.0	116
	QUINTILE 2	15725	918	21.2	5.8	109	1514	20.4	9.6	105	3195	21.2	20.3	109	1706	20.4	10.8	105
	QUINTILE 3	16330	1034	23.9	6.3	119	1515	20.4	9.3	101	3098	20.5	19.0	102	1664	19.9	10.2	99
	QUINTILE 4	16744	918	21.2	5.5	103	1762	23.7	10.5	115	2853	18.9	17.0	91	1626	19.4	9.7	94
	QUINTILE 5	17334	587	13.6	3.4	63	1255	16.9	7.2	79	2722	18.0	15.7	84	1590	19.0	9.2	89
RADIO-DRIVE TIME	QUINTILE 1	15911	796	18.4	5.0	94	1785	24.0	11.2	122	3229	21.4	20.3	109	1852	22.1	11.6	113
	QUINTILE 2	14837	881	20.4	5.9	111	1647	22.2	11.1	121	2793	18.5	18.8	101	1684	20.1	11.4	110
	QUINTILE 3	15339	1098	25.4	7.2	134	1367	18.4	8.9	97	2808	18.6	18.3	98	1699	20.3	11.1	107
	QUINTILE 4	16723	912	21.1	5.5	102	1370	18.4	8.2	89	3286	21.8	19.6	106	1791	21.4	10.7	104
	QUINTILE 5	18176	638	14.8	3.5	66	1257	16.9	6.9	75	2968	19.7	16.3	88	1345	16.1	7.4	72
RADIO-MID-DAY	TERCILE 1	21020	1063	24.6	5.1	95	2171	29.2	10.3	113	4173	27.7	19.9	107	2535	30.3	12.1	117
	TERCILE 2	21610	1439	33.3	6.7	125	2137	28.8	9.9	108	4474	29.7	20.7	111	2346	28.0	10.9	105
	TERCILE 3	38355	1824	42.2	4.8	89	3119	42.0	8.1	89	6436	42.7	16.8	90	3490	41.7	9.1	88
RADIO-TOTAL	QUINTILE 1	15988	764	17.7	4.8	89	1683	22.7	10.5	115	3182	21.1	19.9	107	1897	22.7	11.9	115
	QUINTILE 2	15626	976	22.6	6.2	117	1605	21.6	10.3	112	2825	18.7	18.1	97	1749	20.9	11.2	108
	QUINTILE 3	16723	1311	30.3	7.8	147	1739	23.4	10.4	113	3495	23.2	20.9	112	1929	23.0	11.5	112
	QUINTILE 4	16342	753	17.4	4.6	86	1337	18.0	8.2	89	3222	21.4	19.7	106	1708	20.4	10.5	101
	QUINTILE 5	16306	522	12.1	3.2	60	1063	14.3	6.5	71	2360	15.6	14.5	78	1087	13.0	6.7	65
TV-PRIME TIME	QUINTILE 1	15953	1027	23.7	6.4	121	1256	16.9	7.9	86	2839	18.8	17.8	96	1726	20.6	10.8	105
	QUINTILE 2	16137	846	19.6	5.2	98	1654	22.3	10.2	112	2974	19.7	18.4	99	1814	21.7	11.2	109
	QUINTILE 3	16420	999	23.1	6.1	114	1426	19.2	8.7	95	3148	20.9	19.2	103	1482	17.7	9.0	87
	QUINTILE 4	16687	917	21.2	5.5	103	1456	19.6	8.7	95	3202	21.2	19.2	103	1938	23.2	11.6	112
	QUINTILE 5	15789	537	12.4	3.4	64	1634	22.0	10.3	113	2920	19.4	18.5	99	1410	16.8	8.9	86
TV-DAYTIME	TERCILE 1	27736	1056	24.4	3.8	71	2656	35.8	9.6	104	4578	30.4	16.5	89	2728	32.6	9.8	95
	TERCILE 2	26489	1695	39.2	6.4	120	2483	33.4	9.4	102	5261	34.9	19.9	107	2615	31.2	9.9	96
	TERCILE 3	26761	1575	36.4	5.9	110	2288	30.8	8.5	93	5244	34.8	19.6	105	3026	36.2	11.3	109
TV-TOTAL	QUINTILE 1	16345	811	18.8	5.0	93	1327	17.9	8.1	89	2518	16.7	15.4	83	1512	18.1	9.3	90
	QUINTILE 2	16447	776	17.9	4.7	88	1629	21.9	9.9	108	3055	20.3	18.6	100	1711	20.4	10.4	101
	QUINTILE 3	15980	880	20.3	5.5	103	1436	19.3	9.0	98	3165	21.0	19.8	106	1474	17.6	9.2	89
	QUINTILE 4	15887	1151	26.6	7.2	136	1496	20.1	9.4	103	3362	22.3	21.2	114	1899	22.7	12.0	116
	QUINTILE 5	16326	708	16.4	4.3	81	1539	20.7	9.4	103	2984	19.8	18.3	98	1774	21.2	10.9	105
MAGAZINES-NEWSPAPERS: DUAL		20721	1726	39.9	8.3	156	2371	31.9	11.4	125	4706	31.2	22.7	122	2712	32.4	13.1	127
MAGAZINE IMPERATIVE		19186	862	19.9	4.5	84	1783	24.0	9.3	101	3890	25.8	20.3	109	2139	25.6	11.1	108
NEWSPAPER IMPERATIVE		21899	1336	30.9	6.1	114	1986	26.7	9.1	99	3948	26.2	18.0	97	2126	25.4	9.7	94
MAGAZINES-OUTDOOR: DUAL		15451	1011	23.4	6.5	123	1659	22.3	10.7	117	3712	24.6	24.0	129	2076	24.8	13.4	130
MAGAZINE IMPERATIVE		25953	1589	36.7	6.1	115	2617	35.2	10.1	110	5016	33.3	19.3	104	2822	33.7	10.9	105
OUTDOOR IMPERATIVE		24400	1225	28.3	5.0	94	2102	28.3	8.6	94	4344	28.8	17.8	96	2353	28.1	9.6	93
MAGAZINES-RADIO: DUAL		18049	1203	27.8	6.7	125	2012	27.1	11.1	122	3957	26.2	21.9	118	2334	27.9	12.9	125
MAGAZINE IMPERATIVE		23571	1541	35.6	6.5	122	2268	30.5	9.6	105	5144	34.1	21.8	117	2576	30.8	10.9	106
RADIO IMPERATIVE		23278	1203	27.8	5.2	97	2160	29.1	9.3	101	3817	25.3	16.4	88	2381	28.4	10.2	99
MAGAZINES-TELEVISION: DUAL		15459	938	21.7	6.1	114	1650	22.2	10.7	116	3288	21.8	21,3	114	1661	19.8	10.7	104
MAGAZINE IMPERATIVE		25829	1801	41.6	7.0	131	2665	35.9	10.3	113	5778	38.3	22.4	120	3313	39.6	12.8	124
TELEVISION IMPERATIVE		26039	1010	23.4	3.9	73	2034	27.4	7.8	85	3900	25.9	15.0	80	2161	25.8	8.3	80
NEWSPAPERS-OUTDOOR: DUAL		16605	1211	28.0	7.3	137	1857	25.0	11.2	122	3684	24.4	22.2	119	1998	23.9	12.0	116
NEWSPAPER IMPERATIVE		26834	1862	43.1	6.9	130	2551	34.3	9.5	104	5101	33.8	19.0	102	2856	34.1	10.6	103
OUTDOOR IMPERATIVE		23346	996	23.0	4.3	80	1931	26.0	8.3	90	4389	29.1	18.8	101	2459	29.4	10.5	102
NEWSPAPERS-RADIO: DUAL		17133	1131	26.2	6.6	124	1953	26.3	11.4	124	3602	23.9	21.0	113	2249	26.9	13.1	127
NEWSPAPER IMPERATIVE		25892	1860	43.0	7.2	135	2348	31.6	9.1	99	5193	34.4	20.1	108	2669	31.9	10.3	100
RADIO IMPERATIVE		23167	991	22.9	4.3	80	2207	29.7	9.5	104	4253	28.2	18.4	99	2249	26.9	9.7	94
NEWSPAPERS-TELEVISION: DUAL		17159	1108	25.6	6.5	121	1712	23.1	10.0	109	3038	20.1	17.7	95	1966	23.5	11.5	111
NEWSPAPER IMPERATIVE		26214	1974	45.6	7.5	141	2586	34.8	9.9	108	5769	38.2	22.0	118	2955	35.3	11.3	109
TELEVISION IMPERATIVE		23412	741	17.1	3.2	59	2003	27.0	8.6	93	3945	26.2	16.9	90	2009	24.0	8.6	83
OUTDOOR-RADIO: DUAL		15303	813	18.8	5.3	99	1521	20.5	9.9	108	3270	21.7	21.4	115	1882	22.5	12.3	119
OUTDOOR IMPERATIVE		24901	1551	35.9	6.2	117	2197	29.6	8.8	96	4834	32.0	19.4	104	2506	29.9	10.1	97
RADIO IMPERATIVE		26492	1563	36.1	5.9	110	2755	37.1	10.4	113	4785	31.7	18.1	97	2965	35.4	11.2	108
OUTDOOR-TELEVISION: DUAL		14794	865	20.0	5.8	109	1546	20.8	10.5	114	3010	20.0	20.3	109	1456	17.4	9.8	95
OUTDOOR IMPERATIVE		25437	1624	37.5	6.4	120	2300	31.0	9.0	99	5414	35.9	21.3	114	3048	36.4	12.0	116
TELEVISION IMPERATIVE		27877	1282	29.6	4.6	86	2316	31.2	8.3	91	4451	29.5	16.0	86	2700	32.3	9.7	94
RADIO-TELEVISION: DUAL		15996	943	21.8	5.9	110	1666	22.4	10.4	114	2882	19.1	18.0	97	1661	19.8	10.4	100
RADIO IMPERATIVE		25478	1642	38.0	6.4	121	2748	37.0	10.8	118	5231	34.7	20.5	110	3037	36.3	11.9	115
TELEVISION IMPERATIVE		26573	1183	27.4	4.5	83	2061	27.8	7.8	85	4730	31.4	17.8	96	2453	29.3	9.2	89

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PRETZELS - BRANDS USED
(FEMALE HOMEMAKERS)

0486
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	TOTAL U.S. '000	BACHMAN A '000	BACHMAN B % DOWN	BACHMAN C % ACROSS	BACHMAN D INDX	BUTTER PRETZELS (KEEBLER) A '000	BUTTER PRETZELS (KEEBLER) B % DOWN	BUTTER PRETZELS (KEEBLER) C % ACROSS	BUTTER PRETZELS (KEEBLER) D INDX	MR. SALTY (NABISCO) A '000	MR. SALTY (NABISCO) B % DOWN	MR. SALTY (NABISCO) C % ACROSS	MR. SALTY (NABISCO) D INDX	ROLD GOLD (FRITO-LAY) A '000	ROLD GOLD (FRITO-LAY) B % DOWN	ROLD GOLD (FRITO-LAY) C % ACROSS	ROLD GOLD (FRITO-LAY) D INDX
TOTAL FEMALE HOMEMAKERS	80986	4325	100.0	5.3	100	7427	100.0	9.2	100	15083	100.0	18.6	100	8370	100.0	10.3	100
ATLANTIC MONTHLY	415	**26	0.6	6.3	117	**30	0.4	7.2	79	**60	0.4	14.5	78	**30	0.4	7.2	70
BARRON'S	453	**36	0.8	7.9	149	**28	0.4	6.2	67	**126	0.8	27.8	149	**15	0.2	3.3	32
BETTER HOMES & GARDENS	16256	1034	23.9	6.4	119	1550	20.9	9.5	104	3735	24.8	23.0	123	1852	22.1	11.4	110
BON APPETIT	2535	*204	4.7	8.0	151	*199	2.7	7.9	86	446	3.0	17.6	94	313	3.7	12.3	119
BUSINESS WEEK	1278	**122	2.8	9.5	179	*153	2.1	12.0	131	*279	1.8	21.8	117	*127	1.5	9.9	96
CAR AND DRIVER	378	**59	1.4	15.6	292	**24	0.3	6.3	69	**60	0.4	15.9	85	**48	0.6	12.7	123
CBS MAGAZINE NETWORK (GROSS)	1498	**62	1.4	4.1	78	*267	3.6	17.8	194	442	2.9	29.5	158	*115	1.4	7.7	74
CHANGING TIMES	1505	**105	2.4	7.0	131	**73	1.0	4.9	53	359	2.4	23.9	128	*210	2.5	14.0	135
COLONIAL HOMES	1231	**76	1.8	6.2	116	*103	1.4	8.4	91	*201	1.3	16.3	88	*144	1.7	11.7	113
CONDE NAST MAG. PKG. (GROSS)	14146	1353	31.3	9.6	179	1386	18.7	9.8	107	3121	20.7	22.1	118	1742	20.8	12.3	119
CONSUMERS DIGEST	1323	**88	2.0	6.7	125	*183	2.5	13.8	151	*276	1.8	20.9	112	*138	1.6	10.4	101
COSMOPOLITAN	7102	576	13.3	8.1	152	836	11.3	11.8	128	1509	10.0	21.2	114	893	10.7	12.6	122
COUNTRY LIVING	2481	*171	4.0	6.9	129	*283	3.8	11.4	124	540	3.6	21.8	117	258	3.1	10.4	101
CUISINE	1472	*148	3.4	10.1	188	*101	1.4	6.9	75	*248	1.6	16.8	90	*217	2.6	14.7	143
CYCLE WORLD	425	**9	0.2	2.1	40	**100	1.3	23.5	257	**185	1.2	43.5	234	**28	0.3	6.6	64
DCI:CREATIVE IDEAS FOR LIV	2510	**160	3.7	6.4	119	264	3.6	10.5	115	492	3.3	19.6	105	291	3.5	11.6	112
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*206	4.8	3.1	58	686	9.2	10.2	112	1224	8.1	18.3	98	639	7.6	9.5	92
DISCOVER	894	**86	2.0	9.6	180	**61	0.8	6.8	74	*180	1.2	20.1	108	*108	1.3	12.1	117
EBONY	3507	*173	4.0	4.9	92	409	5.5	11.7	127	481	3.2	13.7	74	304	3.6	8.7	84
ESQUIRE	1083	**56	1.3	5.2	97	*140	1.9	12.9	141	*181	1.2	16.7	90	**84	1.0	7.8	75
ESSENCE	1830	**70	1.6	3.8	72	*120	1.6	6.6	72	257	1.7	14.0	75	*195	2.3	10.7	103
FAMILY CIRCLE	15930	1228	28.4	7.7	144	1768	23.8	11.1	121	3508	23.3	22.0	118	2115	25.3	13.3	128
THE FAMILY HANDYMAN	1126	**82	1.9	7.3	136	*133	1.8	11.8	129	344	2.3	30.6	164	**120	1.4	10.7	103
FAMILY WEEKLY	11468	461	10.7	4.0	75	957	12.9	8.3	91	2395	15.9	20.9	112	1187	14.2	10.4	100
FIELD & STREAM	2234	**105	2.4	4.7	88	*259	3.5	11.6	126	531	3.5	23.8	128	*280	3.3	12.5	121
FOOD & WINE	579	**37	0.9	6.4	120	**23	0.3	4.0	43	**91	0.6	15.7	84	**119	1.4	20.6	199
FORBES	728	**65	1.5	8.9	167	**72	1.0	9.9	108	*172	1.1	23.6	127	**76	0.9	10.4	101
FORTUNE	906	**127	2.9	14.0	262	*135	1.8	14.9	162	*274	1.8	30.2	162	**107	1.3	11.8	115
GENTLEMEN'S QUARTERLY	791	**82	1.9	10.4	194	**139	1.9	17.6	192	*208	1.4	26.3	141	*174	2.1	22.0	213
GLAMOUR	5265	487	11.3	9.2	173	554	7.5	10.5	115	1198	7.9	22.8	122	685	8.2	13.0	126
GOLF DIGEST	636	**58	1.3	9.1	171	**84	1.1	13.2	144	*160	1.1	25.2	135	**36	0.4	5.7	55
GOLF DIGEST/TENNIS (GROSS)	1186	**70	1.6	5.9	111	*169	2.3	14.2	155	273	1.8	23.0	124	**116	1.4	9.8	95
GOLF MAGAZINE	441	**83	1.9	18.8	352	**35	0.5	7.9	87	**62	0.4	14.1	75	**61	0.7	13.8	133
GOLF MAGAZINE/SKI (GROSS)	922	**142	3.3	15.4	288	**93	1.3	10.1	110	*157	1.0	17.0	91	**115	1.4	12.5	121
GOOD HOUSEKEEPING	16487	1112	25.7	6.7	126	1880	25.3	11.4	124	3697	24.5	22.4	120	1879	22.4	11.4	110
HARPER'S BAZAAR	2423	*252	5.8	10.4	195	*223	3.0	9.2	100	546	3.6	22.5	121	301	3.6	12.4	120
HEALTH	1994	**148	3.4	7.4	139	*272	3.7	13.6	149	474	3.1	23.8	128	*247	3.0	12.4	120
HEARST MAG CORP. BUY (GROSS)	44101	3293	76.1	7.5	140	4952	66.7	11.2	122	9802	65.0	22.2	119	5075	60.6	11.5	111
HEARST MAN POWER (GROSS)	1993	*220	5.1	11.0	207	*204	2.7	10.2	112	564	3.7	28.3	152	277	3.3	13.9	135
HEARST WOMAN POWER (GROSS)	31274	2166	50.1	6.9	130	3648	49.1	11.7	127	7079	46.9	22.6	122	3633	43.4	11.6	113
HOUSE BEAUTIFUL	3623	268	6.2	7.4	139	392	5.3	10.8	118	699	4.6	19.3	104	365	4.4	10.1	98
INC.	283	**25	0.6	8.8	165	**30	0.4	10.6	116	**95	0.6	33.6	180	**28	0.3	9.9	96
JET	2928	*130	3.0	4.4	83	275	3.7	9.4	102	433	2.9	14.8	79	293	3.5	10.0	97
LADIES' HOME JOURNAL	11918	699	16.2	5.9	110	1337	18.0	11.2	122	2798	18.6	23.5	126	1115	13.3	9.4	91
LHJ FAMILY GRP COMBO(GROSS)	16764	933	21.6	5.6	104	2057	27.7	12.3	134	4055	26.9	24.2	130	1679	20.1	10.0	97
LIFE	4254	348	8.0	8.2	153	580	7.8	13.6	149	898	6.0	21.1	113	565	6.8	13.3	129
L.A. TIMES HOME MAGAZINE	1145	**16	0.4	1.4	26	**26	0.4	2.3	25	*227	1.5	19.8	106	*174	2.1	15.2	147
MADEMOISELLE	2884	*259	6.0	9.0	168	*293	3.9	10.2	111	686	4.5	23.8	128	389	4.6	13.5	131
MC CALL'S	13460	881	20.4	6.5	123	1377	18.5	10.2	112	2966	19.7	22.0	118	1488	17.8	11.1	107
MC CALL'S/WRK MOTHER (GROSS)	14606	1023	23.7	7.0	131	1514	20.4	10.4	113	3270	21.7	22.4	120	1632	19.5	11.2	108
MECHANIX ILLUSTRATED	772	**92	2.1	11.9	223	**96	1.3	12.4	136	*131	0.9	17.0	91	**149	1.8	19.3	187
METROPOLITAN HOME	967	**103	2.4	10.7	199	**85	1.1	8.8	96	*147	1.0	15.2	82	*107	1.3	11.1	107
MONEY	1588	**75	1.7	4.7	88	*152	2.0	9.6	104	414	2.7	26.1	140	*159	1.9	10.0	97
MOTHER EARTH NEWS	1002	**84	1.9	8.4	157	**132	1.8	13.2	144	*291	1.9	29.0	156	*175	2.1	17.5	169
MS.	825	**68	1.6	8.2	154	**74	1.0	9.0	98	*155	1.0	18.8	101	**95	1.1	11.5	112
NATIONAL ENQUIRER	10336	436	10.1	4.2	79	963	13.0	9.3	102	1842	12.2	17.8	96	1163	13.9	11.3	109
NATIONAL GEOGRAPHIC	9597	550	12.7	5.7	107	832	11.2	8.7	95	2161	14.3	22.5	121	911	10.9	9.5	92
NATIONAL SUNDAY MAGAZINE PKG	49558	3061	70.8	6.2	116	4979	67.0	10.0	110	10169	67.4	20.5	110	5557	66.4	11.2	108
NATURAL HISTORY	573	**63	1.5	11.0	206	**71	1.0	12.4	135	**93	0.6	16.2	87	**46	0.5	8.0	78
NEW WOMAN	1699	*120	2.8	7.1	132	*140	1.9	8.2	90	291	1.9	17.1	92	*175	2.1	10.3	100
NEW YORK INCLUDING CUE	443	**68	1.6	15.3	287	**32	0.4	7.2	79	**72	0.5	16.3	87	**48	0.6	10.8	105
THE NEW YORKER	1270	*200	4.6	15.7	295	*112	1.5	8.8	96	208	1.4	16.4	88	*138	1.6	10.9	106
NEWSWEEK	6277	531	12.3	8.5	158	604	8.1	9.6	105	1338	8.9	21.3	114	667	8.0	10.6	103
THE N.Y. TIMES DAILY EDITION	1205	269	6.2	22.3	418	**86	1.2	7.1	78	*199	1.3	16.5	89	**106	1.3	8.8	85
THE N.Y. TIMES MAGAZINE	2081	449	10.4	21.6	404	*179	2.4	8.6	94	339	2.2	16.3	87	*223	2.7	10.7	104
OMNI	788	**62	1.4	7.9	147	**125	1.7	15.9	173	*196	1.3	24.9	134	**101	1.2	12.8	124
ON CABLE	1158	**48	1.1	4.1	78	**201	2.7	17.4	189	366	2.4	31.6	170	**86	1.0	7.4	72
1001 HOME IDEAS	2852	**86	2.0	3.0	56	448	6.0	15.7	171	782	5.2	27.4	147	317	3.8	11.1	108
ORGANIC GARDENING	1658	**72	1.7	4.3	81	**117	1.6	7.1	77	326	2.2	19.7	106	*183	2.2	11.0	107
OUTDOOR LIFE	896	**70	1.6	7.8	146	**120	1.6	13.4	146	*218	1.4	24.3	131	*113	1.4	12.6	122
PARADE MAGAZINE	24275	1790	41.4	7.4	138	2460	33.1	10.1	111	4820	32.0	19.9	107	2665	31.8	11.0	107

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PRETZELS - BRANDS USED
(FEMALE HOMEMAKERS)

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	TOTAL U.S. '000	BACHMAN A '000	BACHMAN B % DOWN	BACHMAN C % ACROSS	BACHMAN D INDX	BUTTER PRETZELS (KEEBLER) A '000	BUTTER PRETZELS (KEEBLER) B % DOWN	BUTTER PRETZELS (KEEBLER) C % ACROSS	BUTTER PRETZELS (KEEBLER) D INDX	MR. SALTY (NABISCO) A '000	MR. SALTY (NABISCO) B % DOWN	MR. SALTY (NABISCO) C % ACROSS	MR. SALTY (NABISCO) D INDX	ROLD GOLD (FRITO-LAY) A '000	ROLD GOLD (FRITO-LAY) B % DOWN	ROLD GOLD (FRITO-LAY) C % ACROSS	ROLD GOLD (FRITO-LAY) D INDX
TOTAL FEMALE HOMEMAKERS	80986	4325	100.0	5.3	100	7427	100.0	9.2	100	15083	100.0	18.6	100	8370	100.0	10.3	100
PARENTS	3845	347	8.0	9.0	169	501	6.7	13.0	142	1017	6.7	26.4	142	523	6.2	13.6	132
PENTHOUSE	831	**53	1.2	6.4	119	**114	1.5	13.7	150	**158	1.0	19.0	102	*140	1.7	16.8	163
PEOPLE	11645	847	19.6	7.3	136	1404	18.9	12.1	131	2729	18.1	23.4	126	1556	18.6	13.4	129
PLAYBOY	2006	*177	4.1	8.8	165	*150	2.0	7.5	82	352	2.3	17.5	94	*227	2.7	11.3	109
POPULAR HOT RODDING	897	**20	0.5	6.7	126	**47	0.6	15.8	173	**60	0.4	20.2	108	**29	0.3	9.8	94
POPULAR MECHANICS	1018	**113	2.6	11.1	208	**95	1.3	9.3	102	*294	1.9	28.9	155	**129	1.5	12.7	123
POPULAR SCIENCE	878	**78	1.8	8.9	166	**84	1.1	9.6	104	*168	1.1	19.1	103	**106	1.3	12.1	117
PREVENTION	3913	314	7.3	8.0	150	353	4.8	9.0	98	595	3.9	15.2	82	412	4.9	10.5	102
PSYCHOLOGY TODAY	1710	*200	4.6	11.7	219	*203	2.7	11.9	129	392	2.6	22.9	123	273	3.3	16.0	154
READER'S DIGEST	22204	1145	26.5	5.2	97	2260	30.4	10.2	111	4470	29.6	20.1	108	2380	28.4	10.7	104
REDBOOK	7684	478	11.1	6.2	116	932	12.5	12.1	132	1873	12.4	24.4	131	862	10.3	11.2	109
ROAD & TRACK	410	**25	0.6	6.1	114	**44	0.6	10.7	117	**137	0.9	33.4	179	**56	0.7	13.7	132
ROLLING STONE	969	**106	2.5	10.9	205	*125	1.7	12.9	141	222	1.5	22.9	123	*165	2.0	17.0	165
RUNNER'S WORLD	298	**22	0.5	7.4	138	**73	1.0	24.5	267	**115	0.8	38.6	207	**44	0.5	14.8	143
SATURDAY EVENING POST	1169	**100	2.3	8.6	160	*195	2.6	16.7	182	*222	1.5	19.0	102	*182	2.2	15.6	151
SCIENCE 84	587	**63	1.5	10.7	201	**46	0.6	7.8	85	**118	0.8	20.1	108	**38	0.5	6.5	63
SCIENCE DIGEST	482	**77	1.8	16.0	299	**39	0.5	8.1	88	**96	0.6	19.9	107	**83	1.0	17.2	167
SCIENTIFIC AMERICAN	594	**72	1.7	12.1	227	**33	0.4	5.6	61	**107	0.7	18.0	97	**63	0.8	10.6	103
SELF	2089	*195	4.5	9.3	175	*157	2.1	7.5	82	511	3.4	24.5	131	*200	2.4	9.6	93
SEVENTEEN	2411	*206	4.8	8.5	160	*256	3.4	10.6	116	567	3.8	23.5	126	*228	2.7	9.5	92
SKI	480	**59	1.4	12.3	230	**58	0.8	12.1	132	**95	0.6	19.8	106	**55	0.7	11.5	111
SMITHSONIAN	2760	*209	4.8	7.6	142	*240	3.2	8.7	95	417	2.8	15.1	81	348	4.2	12.6	122
SOAP OPERA DIGEST	3013	*212	4.9	7.0	132	347	4.7	11.5	126	613	4.1	20.3	109	413	4.9	13.7	133
SOUTHERN LIVING	4184	**46	1.1	1.1	21	422	5.7	10.1	110	732	4.9	17.5	94	348	4.2	8.3	80
SPORT	559	**48	1.1	8.6	161	**57	0.8	10.2	111	*185	1.2	33.1	178	**54	0.6	9.7	93
THE SPORTING NEWS	436	**60	1.4	13.8	258	**51	0.7	11.7	128	**128	0.8	29.4	158	**34	0.4	7.8	75
SPORTS AFIELD	493	**30	0.7	6.1	114	**70	0.9	14.2	155	*174	1.2	35.3	190	**65	0.8	13.2	128
SPORTS ILLUSTRATED	2758	*240	5.5	8.7	163	322	4.3	11.7	127	773	5.1	28.0	150	369	4.4	13.4	129
STAR	7456	434	10.0	5.8	109	889	12.0	11.9	130	1385	9.2	18.6	100	857	10.2	11.5	111
SUNDAY	24936	1874	43.3	7.5	141	2976	40.1	11.9	130	5262	34.9	21.1	113	3154	37.7	12.6	122
SUNSET	2124	**18	0.4	0.8	16	**86	1.2	4.0	44	447	3.0	21.0	113	*177	2.1	8.3	81
TV GUIDE	21661	1343	31.1	6.2	116	2137	28.8	9.9	108	4385	29.1	20.2	109	2395	28.6	11.1	107
TENNIS	550	**12	0.3	2.2	41	**85	1.1	15.5	169	**113	0.7	20.5	110	**79	0.9	14.4	139
TIME	8880	923	21.3	10.4	195	940	12.7	10.6	115	1761	11.7	19.8	106	1182	14.1	13.3	129
TOWN & COUNTRY	917	**91	2.1	9.9	186	**58	0.8	6.3	69	*152	1.0	16.6	89	**75	0.9	8.2	79
TRAVEL & LEISURE	972	**86	2.0	8.8	166	**57	0.8	5.9	64	*193	1.3	19.9	107	*116	1.4	11.9	115
TRUE STORY	3356	**124	2.9	3.7	69	408	5.5	12.2	133	732	4.9	21.8	117	348	4.2	10.4	100
U.S.NEWS & WORLD REPORT	3410	*230	5.3	6.7	126	360	4.8	10.6	115	652	4.3	19.1	103	330	3.9	9.7	94
USA TODAY	1759	**113	2.6	6.4	120	*179	2.4	10.2	111	441	2.9	25.1	135	*177	2.1	10.1	97
US	1873	**140	3.2	7.5	140	*241	3.2	12.9	140	512	3.4	27.3	147	273	3.3	14.6	141
VOGUE	3909	412	9.5	10.5	197	381	5.1	9.7	106	725	4.8	18.5	100	467	5.6	11.9	116
WALL STREET JOURNAL	1886	**137	3.2	7.3	136	*160	2.2	8.5	93	413	2.7	21.9	118	*191	2.3	10.1	98
WEIGHT WATCHERS	2120	**109	2.5	5.1	96	317	4.3	15.0	163	473	3.1	22.3	120	*261	3.1	12.3	119
WOMAN'S DAY	14172	1173	27.1	8.3	155	1588	21.4	11.2	122	3151	20.9	22.2	119	1780	21.3	12.6	122
WORKING MOTHER	1146	**141	3.3	12.3	230	*137	1.8	12.0	130	304	2.0	26.5	142	*144	1.7	12.6	122
WORKING WOMAN	1322	*131	3.0	9.9	186	*142	1.9	10.7	117	308	2.0	23.3	125	*152	1.8	11.5	111
WORLD TENNIS	*163	**2	0.0	1.2	23	**11	0.1	6.7	74	**40	0.3	24.5	132	**11	0.1	6.7	65
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*241	5.6	9.5	178	*258	3.5	10.2	111	604	4.0	23.9	128	361	4.3	14.3	138
BLAIR INSERTS	43657	3009	69.6	6.9	129	4615	62.1	10.6	115	9013	59.8	20.6	111	4976	59.5	11.4	110
DAILY NEWSPAPERS																	
READ ANY	51633	3322	76.8	6.4	120	5106	68.7	9.9	108	10177	67.5	19.7	106	5636	67.3	10.9	106
READ ONE	43463	2505	57.9	5.8	108	4300	57.9	9.9	108	8590	57.0	19.8	106	4703	56.2	10.8	105
READ TWO OR MORE	8170	817	18.9	10.0	187	806	10.9	9.9	108	1587	10.5	19.4	104	932	11.1	11.4	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3364	77.8	6.4	120	5365	72.2	10.2	111	10837	71.8	20.6	110	5879	70.2	11.2	108
READ ONE	46126	2675	61.8	5.8	109	4688	63.1	10.2	111	9464	62.7	20.5	110	5118	61.1	11.1	107
READ TWO OR MORE	6552	689	15.9	10.5	197	677	9.1	10.3	113	1373	9.1	21.0	113	762	9.1	11.6	113
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.80				29.16				30.89				31.30			
30 DAY REACH	71455	3978	92.0	5.6	104	6629	89.3	9.3	101	13530	89.7	18.9	102	7511	89.7	10.5	102
50 SHWG - 30 DAY AV FREQ	14.56	15.97				15.09				16.16				16.49			
30 DAY REACH	67742	3833	88.6	5.7	106	6431	86.6	9.5	104	12975	86.0	19.2	103	7155	85.5	10.6	102
25 SHWG - 30 DAY AV FREQ	7.94	8.36				8.04				8.59				8.95			
30 DAY REACH	62117	3653	84.5	5.9	110	6025	81.1	9.7	106	12174	80.7	19.6	105	6565	78.4	10.6	102
CABLE TV: HOME WIRED	32077	2018	46.7	6.3	118	3165	42.6	9.9	108	6800	45.1	21.2	114	3525	42.1	11.0	106
HOME NOT WIRED	48909	2307	53.3	4.7	88	4262	57.4	8.7	95	8283	54.9	16.9	91	4845	57.9	9.9	96
HAVE PAY CABLE	15935	1140	26.4	7.2	134	1711	23.0	10.7	117	4100	27.2	25.7	138	2084	24.9	13.1	127

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PRETZELS - BRANDS USED
(FEMALE HOMEMAKERS)

0488
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	TOTAL U.S. '000	BACHMAN A '000	BACHMAN B % DOWN	BACHMAN C % ACROSS	BACHMAN D INDX	BUTTER PRETZELS (KEEBLER) A '000	BUTTER PRETZELS (KEEBLER) B % DOWN	BUTTER PRETZELS (KEEBLER) C % ACROSS	BUTTER PRETZELS (KEEBLER) D INDX	MR. SALTY (NABISCO) A '000	MR. SALTY (NABISCO) B % DOWN	MR. SALTY (NABISCO) C % ACROSS	MR. SALTY (NABISCO) D INDX	ROLD GOLD (FRITO-LAY) A '000	ROLD GOLD (FRITO-LAY) B % DOWN	ROLD GOLD (FRITO-LAY) C % ACROSS	ROLD GOLD (FRITO-LAY) D INDX
TOTAL FEMALE HOMEMAKERS	80986	4325	100.0	5.3	100	7427	100.0	9.2	100	15083	100.0	18.6	100	8370	100.0	10.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2709	62.6	6.2	115	4468	60.2	10.2	111	8655	57.4	19.7	106	5183	61.9	11.8	114
10:00 AM - 3:00 PM	30659	1693	39.1	5.5	103	3101	41.8	10.1	110	6130	40.6	20.0	107	3632	43.4	11.8	115
3:00 PM - 7:00 PM	31045	1768	40.9	5.7	107	3290	44.3	10.6	116	6453	42.8	20.8	112	3906	46.7	12.6	122
7:00 PM - MIDNIGHT	15767	916	21.2	5.8	109	1569	21.1	10.0	109	3159	20.9	20.0	108	1940	23.2	12.3	119
MIDNIGHT - 6:00 AM	9120	580	13.4	6.4	119	995	13.4	10.9	119	1761	11.7	19.3	104	1029	12.3	11.3	109
6:00 AM - MIDNIGHT	58527	3477	80.4	5.9	111	5820	78.4	9.9	108	11612	77.0	19.8	107	6773	80.9	11.6	112
ENTIRE DAY	59311	3512	81.2	5.9	111	5896	79.4	9.9	108	11757	77.9	19.8	106	6820	81.5	11.5	111
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1131	26.2	7.0	131	1950	26.3	12.1	131	3629	24.1	22.4	120	2137	25.5	13.2	128
ALL NEWS	2256	230	5.3	10.2	191	*197	2.7	8.7	95	484	3.2	21.5	115	*218	2.6	9.7	93
AOR/PROGRESSIVE	3874	*266	6.2	6.9	129	388	5.2	10.0	109	908	6.0	23.4	126	559	6.7	14.4	140
BEAUTIFUL MUSIC	5660	453	10.5	8.0	150	474	6.4	8.4	91	1105	7.3	19.5	105	540	6.5	9.5	92
BLACK	2204	**62	1.4	2.8	53	279	3.8	12.7	138	332	2.2	15.1	81	*221	2.6	10.0	97
CLASSICAL	1418	**72	1.7	5.1	95	**120	1.6	8.5	92	*247	1.6	17.4	94	*156	1.9	11.0	106
CHR/ROCK	9538	698	16.1	7.3	137	935	12.6	9.8	107	2206	14.6	23.1	124	1110	13.3	11.6	113
COUNTRY	12648	463	10.7	3.7	69	1285	17.3	10.2	111	2633	17.5	20.8	112	1488	17.8	11.8	114
GOLDEN OLDIES	1191	**69	1.6	5.8	108	**73	1.0	6.1	67	*250	1.7	21.0	113	*172	2.1	14.4	140
MOR/NOSTALGIA	4757	*345	8.0	7.3	136	389	5.2	8.2	89	806	5.3	16.9	91	579	6.9	12.2	118
NEWS/TALK	3863	286	6.6	7.4	139	407	5.5	10.5	115	678	4.5	17.6	94	461	5.5	11.9	115
RELIGIOUS	3084	**102	2.4	3.3	62	*175	2.4	5.7	62	419	2.8	13.6	73	235	2.8	7.6	74
SOFT ROCK	521	**58	1.3	11.1	208	**90	1.2	17.3	188	**102	0.7	19.6	105	**63	0.8	12.1	117
URBAN CONTEMPORARY	1585	*139	3.2	8.8	164	*186	2.5	11.7	128	312	2.1	19.7	106	*141	1.7	8.9	86
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*204	4.7	6.3	117	372	5.0	11.4	124	769	5.1	23.6	127	442	5.3	13.6	131
ABC DIRECTION	2316	*188	4.3	8.1	152	279	3.8	12.0	131	593	3.9	25.6	137	*301	3.6	13.0	126
ABC ENTERTAINMENT	4834	364	8.4	7.5	141	473	6.4	9.8	107	1008	6.7	20.9	112	543	6.5	11.2	109
ABC FM	2202	**62	1.4	2.8	53	*213	2.9	9.7	105	508	3.4	23.1	124	272	3.2	12.4	120
ABC INFORMATION	5425	359	8.3	6.6	124	520	7.0	9.6	105	1069	7.1	19.7	106	524	6.3	9.7	93
ABC ROCK	1677	**121	2.8	7.2	135	*232	3.1	13.8	151	439	2.9	26.2	141	358	4.3	21.3	207
CBS	4430	*217	5.0	4.9	92	451	6.1	10.2	111	841	5.6	19.0	102	465	5.6	10.5	102
MUTUAL	4992	394	9.1	7.9	148	544	7.3	10.9	119	1073	7.1	21.5	115	714	8.5	14.3	138
NBC	4679	445	10.3	9.5	178	517	7.0	11.0	120	1026	6.8	21.9	118	625	7.5	13.4	129
RADIORADIO	1994	**121	2.8	6.1	114	283	3.8	14.2	155	507	3.4	25.4	137	343	4.1	17.2	166
RKO ONE	2298	*144	3.3	6.3	117	263	3.5	11.4	125	475	3.1	20.7	111	225	2.7	9.8	95
RKO TWO	3311	267	6.2	8.1	151	439	5.9	13.3	145	673	4.5	20.3	109	365	4.4	11.0	107
THE SOURCE	2114	**138	3.2	6.5	122	*293	3.9	13.9	151	479	3.2	22.7	122	*283	3.4	13.4	130
NON-WIRED : BLAIR	8654	380	8.8	4.4	82	840	11.3	9.7	106	1764	11.7	20.4	109	1037	12.4	12.0	116
INTERNET	12025	778	18.0	6.5	121	1176	15.8	9.8	107	2517	16.7	20.9	112	1437	17.2	12.0	116
KATZ RADIO GROUP	15359	1194	27.6	7.8	146	1523	20.5	9.9	108	3272	21.7	21.3	114	1782	21.3	11.6	112
SUPERNET	10628	679	15.7	6.4	120	1197	16.1	11.3	123	2158	14.3	20.3	109	1203	14.4	11.3	110
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	325	7.5	3.8	70	714	9.6	8.2	90	1466	9.7	16.9	91	837	10.0	9.7	94
MKDAY 9:00 AM - 1:00 PM	12163	465	10.8	3.8	72	1090	14.7	9.0	98	2055	13.6	16.9	91	1151	13.8	9.5	92
MKDAY 1:00 PM - 4:30 PM	16150	663	15.3	4.1	77	1528	20.6	9.5	103	2627	17.4	16.3	87	1563	18.7	9.7	94
MKDAY 4:30 PM - 7:30 PM	22463	1131	26.2	5.0	94	1853	24.9	8.2	90	3635	24.1	16.2	87	2083	24.9	9.3	90
MKDAY 7:30 PM - 8:00 PM	31795	1693	39.1	5.3	100	2670	35.9	8.4	92	5485	36.4	17.3	93	3097	37.0	9.7	94
MKDAY 11:00 PM - 11:30 PM	23977	1324	30.6	5.5	103	2380	32.0	9.9	108	4767	31.6	19.9	107	2394	28.6	10.0	97
MKDAY 11:30 PM - 1:00 AM	7703	422	9.8	5.5	103	837	11.3	10.9	118	1566	10.4	20.3	109	857	10.2	11.1	108
M-SAT 8-11 PM+SUN 7-11 PM	33800	1988	46.0	5.9	110	2999	40.4	8.9	97	6217	41.2	18.4	99	3593	42.9	10.6	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	289	6.7	4.4	83	678	9.1	10.4	113	1141	7.6	17.5	94	661	7.9	10.1	98
ANOTHER WORLD N	4620	147	3.4	3.2	60	330	4.4	7.1	78	696	4.6	15.1	81	399	4.8	8.6	84
AS THE WORLD TURNS C	5614	226	5.2	4.0	75	521	7.0	9.3	101	827	5.5	14.7	79	520	6.2	9.3	90
CAPITOL C	3396	148	3.4	4.4	82	370	5.0	10.9	119	612	4.1	18.0	97	287	3.4	8.5	82
CBS MORN. NEWS 1 C	1446	**24	0.6	1.7	31	*74	1.0	5.1	56	195	1.3	13.5	72	119	1.4	8.2	80
CBS MORN. NEWS 2 C	1207	**22	0.5	1.8	34	*60	0.8	5.0	54	176	1.2	14.6	78	*81	1.0	6.7	65
DAYS OF OUR LIVES N	5877	215	5.0	3.7	69	519	7.0	8.8	96	1060	7.0	18.0	97	513	6.1	8.7	84
FACTS OF LIFE - DAYTIME N	2290	*77	1.8	3.4	63	203	2.7	8.9	97	415	2.8	18.1	97	248	3.0	10.8	105
FAMILY FEUD A	3023	92	2.1	3.0	57	220	3.0	7.3	79	535	3.5	17.7	95	211	2.5	7.0	68
GENERAL HOSPITAL A	6097	285	6.6	4.7	88	608	8.2	10.0	109	938	6.2	15.4	83	682	8.1	11.2	108
GOOD MORNING, AMERICA-730 A	3515	153	3.5	4.4	82	287	3.9	8.2	89	642	4.3	18.3	98	328	3.9	9.3	90
GOOD MORNING, AMERICA-830 A	2818	156	3.6	5.5	104	260	3.5	9.2	101	544	3.6	19.3	104	351	4.2	12.5	121
GUIDING LIGHT C	5339	246	5.7	4.6	86	622	8.4	11.7	127	853	5.7	16.0	86	535	6.4	10.0	97
ONE LIFE TO LIVE A	4478	155	3.6	3.5	65	447	6.0	10.0	109	724	4.8	16.2	87	452	5.4	10.1	98
PRESS YOUR LUCK C	2244	**99	2.3	4.4	83	203	2.7	9.0	99	405	2.7	18.0	97	266	3.2	11.9	115
PRICE IS RIGHT 1 C	4348	154	3.6	3.5	66	477	6.4	11.0	120	652	4.3	15.0	81	455	5.4	10.5	101
PRICE IS RIGHT 2 C	5014	163	3.8	3.3	61	512	6.9	10.2	111	759	5.0	15.1	81	502	6.0	10.0	97
RYAN'S HOPE A	3150	193	4.5	6.1	115	341	4.6	10.8	118	501	3.3	15.9	85	380	4.5	12.1	117
SALE OF THE CENTURY N	2695	*95	2.2	3.5	66	195	2.6	7.2	79	349	2.3	12.9	70	278	3.3	10.3	100
SEARCH FOR TOMORROW N	2319	*83	1.9	3.6	67	147	2.0	6.3	69	290	1.9	12.5	67	*130	1.6	5.6	54
TODAY SHOW 1 N	2693	*148	3.4	5.5	103	246	3.3	9.1	100	403	2.7	15.0	80	299	3.6	11.1	107
TODAY SHOW 2 N	2498	107	2.5	4.3	80	228	3.1	9.1	100	403	2.7	16.1	87	250	3.0	10.0	97
$25,000 PYRAMID C	2753	119	2.8	4.3	81	242	3.3	8.8	96	407	2.7	14.8	79	299	3.6	10.9	105
WHEEL OF FORTUNE N	4388	149	3.4	3.4	64	332	4.5	7.6	83	734	4.9	16.7	90	366	4.4	8.4	81
YOUNG AND THE RESTLESS C	5695	205	4.7	3.6	67	583	7.8	10.2	112	1035	6.9	18.2	98	595	7.1	10.4	101
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*67	1.5	3.8	71	109	1.5	6.2	68	327	2.2	18.6	100	163	1.9	9.3	90
NBA PLAYOFF GAME -1 C	1136	**73	1.7	6.4	120	*123	1.7	10.8	118	180	1.2	15.8	85	*127	1.5	11.2	108
NBC MAJOR LEAGUE PRE-GAME N	953	**11	0.3	1.2	22	**82	1.1	8.6	94	**121	0.8	12.7	68	**64	0.8	6.7	65
SPORTSWORLD - SUN N	1233	**27	0.6	2.2	41	**94	1.3	7.6	83	246	1.6	20.0	107	*168	2.0	13.6	132
SUNDAY MORNING C	1611	**114	2.6	7.1	133	*122	1.6	7.6	83	264	1.8	16.4	88	*148	1.8	9.2	89

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PRETZELS - BRANDS USED
(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	BACHMAN A '000	BACHMAN B % DOWN	BACHMAN C % ACROSS	BACHMAN D INDX	BUTTER PRETZELS (KEEBLER) A '000	BUTTER PRETZELS (KEEBLER) B % DOWN	BUTTER PRETZELS (KEEBLER) C % ACROSS	BUTTER PRETZELS (KEEBLER) D INDX	MR. SALTY (NABISCO) A '000	MR. SALTY (NABISCO) B % DOWN	MR. SALTY (NABISCO) C % ACROSS	MR. SALTY (NABISCO) D INDX	ROLD GOLD (FRITO-LAY) A '000	ROLD GOLD (FRITO-LAY) B % DOWN	ROLD GOLD (FRITO-LAY) C % ACROSS	ROLD GOLD (FRITO-LAY) D INDX
TOTAL FEMALE HOMEMAKERS		80986	4325	100.0	5.3	100	7427	100.0	9.2	100	15083	100.0	18.6	100	8370	100.0	10.3	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1266	29.3	4.9	91	2017	27.2	7.7	84	3885	25.8	14.9	80	2270	27.1	8.7	84
NETWORK AFFILIATES - LATE		20261	1078	24.9	5.3	100	1895	25.5	9.4	102	3999	26.5	19.7	106	2039	24.4	10.1	97
INDEPENDENTS - LATE		2076	240	5.5	11.6	216	182	2.5	8.8	96	373	2.5	18.0	96	262	3.1	12.6	122
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	458	10.6	4.4	82	891	12.0	8.5	93	2145	14.2	20.5	110	1186	14.2	11.3	110
ABC MONDAY NIGHT MOVIE	A	6412	352	8.1	5.5	103	565	7.6	8.8	96	1113	7.4	17.4	93	714	8.5	11.1	108
ABC SUNDAY NIGHT MOVIE	A	12407	771	17.8	6.2	116	1210	16.3	9.8	106	2445	16.2	19.7	106	1385	16.5	11.2	108
ABC WORLD NEWS TONIGHT	A	6176	447	10.3	7.2	136	487	6.6	7.9	86	830	5.5	13.4	72	462	5.5	7.5	72
AFTERMASH	C	5863	*301	7.0	5.1	96	635	8.5	10.8	118	964	6.4	16.4	88	604	7.2	10.3	100
ALICE	C	9594	530	12.3	5.5	103	850	11.4	8.9	97	1557	10.3	16.2	87	991	11.8	10.3	100
AMERICAN PARADE	C	6622	350	8.1	5.3	99	536	7.2	8.1	88	981	6.5	14.8	80	637	7.6	9.6	93
BENSON	A	10886	616	14.2	5.7	106	863	11.6	7.9	86	2024	13.4	18.6	100	980	11.7	9.0	87
BLUE THUNDER	A	5036	*160	3.7	3.2	59	284	3.8	5.6	61	997	6.6	19.8	106	527	6.3	10.5	101
CAGNEY & LACEY	C	9965	455	10.5	4.6	85	1048	14.1	10.5	115	2100	13.9	21.1	113	1115	13.3	11.2	108
CBS EVENING NEWS-DEAN	C	3491	*212	4.9	6.1	114	*255	3.4	7.3	80	525	3.5	15.0	81	329	3.9	9.4	91
CBS EVENING NEWS-RATHER	C	7123	309	7.1	4.3	81	591	8.0	8.3	90	1247	8.3	17.5	94	632	7.6	8.9	86
CBS SAT. NEWS-SCHIEFFER	C	3621	112	2.6	3.1	58	237	3.2	6.5	71	489	3.2	13.5	73	228	2.7	6.3	61
CBS SATURDAY NIGHT MOVIE	C	5436	316	7.3	5.8	109	527	7.1	9.7	106	829	5.5	15.3	82	681	8.1	12.5	121
CBS WEDNESDAY NIGHT MOVIE	C	6100	303	7.0	5.0	93	485	6.5	8.0	87	1081	7.2	17.7	95	669	8.0	11.0	106
CHEERS	N	8889	539	12.5	6.1	114	1004	13.5	11.3	123	1934	12.8	21.8	117	1106	13.2	12.4	120
DALLAS	C	22109	1400	32.4	6.3	119	1875	25.2	8.5	92	3985	26.4	18.0	97	2241	26.8	10.1	98
DIFF'RENT STROKES	N	6940	330	7.6	4.8	89	514	6.9	7.4	81	1168	7.7	16.8	90	635	7.6	9.1	89
DOUBLE TROUBLE	N	7223	357	8.3	4.9	93	742	10.0	10.3	112	1706	11.3	23.6	127	772	9.2	10.7	103
DUCK FACTORY	N	5595	261	6.0	4.7	87	650	8.8	11.6	127	1146	7.6	20.5	110	696	8.3	12.4	120
DUKES OF HAZZARD	C	5768	*247	5.7	4.3	80	473	6.4	8.2	89	857	5.7	14.9	80	564	6.7	9.8	95
DYNASTY	A	20053	981	22.7	4.9	92	1827	24.6	9.1	99	3507	23.3	17.5	94	2228	26.6	11.1	108
FACTS OF LIFE	N	8087	362	8.4	4.5	84	799	10.8	9.9	108	1634	10.8	20.2	108	778	9.3	9.6	93
FALCON CREST	C	20046	1144	26.5	5.7	107	1656	22.3	8.3	90	3655	24.2	18.2	98	2011	24.0	10.0	97
FALL GUY	A	9084	359	8.3	4.0	74	858	11.6	9.4	103	1542	10.2	17.0	91	897	10.7	9.9	96
FAMILY TIES	N	7964	347	8.0	4.4	82	803	10.8	10.1	110	1766	11.7	22.2	119	891	10.6	11.2	108
FANTASY ISLAND	A	7687	437	10.1	5.7	106	656	8.8	8.5	93	1317	8.7	17.1	92	710	8.5	9.2	89
FOULUPS,BLEEPS & BLUNDERS	A	8861	406	9.4	4.6	86	772	10.4	8.7	95	1774	11.8	20.0	107	943	11.3	10.6	103
FOUR SEASONS	C	5095	*320	7.4	6.3	118	456	6.1	8.9	98	874	5.8	17.2	92	572	6.8	11.2	109
GIMME A BREAK	N	8838	393	9.1	4.4	83	876	11.8	9.9	108	1838	12.2	20.8	112	890	10.6	10.1	97
HART TO HART	A	8978	394	9.1	4.4	82	881	11.9	9.8	107	1581	10.5	17.6	95	1013	12.1	11.3	109
HILL STREET BLUES	N	8590	343	7.9	4.0	75	882	11.9	10.3	112	1797	11.9	20.9	112	1040	12.4	12.1	117
HOTEL	A	14085	755	17.5	5.4	100	1265	17.0	9.0	98	2433	16.1	17.3	93	1483	17.7	10.5	102
JEFFERSONS	C	9360	537	12.4	5.7	107	909	12.2	9.7	106	1564	10.4	16.7	90	873	10.4	9.3	90
JENNIFER SLEPT HERE	N	5841	274	6.3	4.7	88	471	6.3	8.1	88	1160	7.7	19.9	107	615	7.3	10.5	102
KATE & ALLIE	C	9206	517	12.0	5.6	105	759	10.2	8.2	90	1920	12.7	20.9	112	952	11.4	10.3	100
KNIGHT RIDER	N	7076	312	7.2	4.4	83	593	8.0	8.4	91	1319	8.7	18.6	100	697	8.3	9.9	95
LOVE BOAT	A	12219	579	13.4	4.7	89	948	12.8	7.8	85	1945	12.9	15.9	85	1195	14.3	9.8	95
MAGNUM PI	C	11199	432	10.0	3.9	72	1005	13.5	9.0	98	2017	13.4	18.0	97	1313	15.7	11.7	113
MAMA'S FAMILY	N	6057	362	8.4	6.0	112	512	6.9	8.5	92	1043	6.9	17.2	92	518	6.2	8.6	83
MASTER, THE	N	3598	*151	3.5	4.2	79	303	4.1	8.4	92	686	4.5	19.1	102	469	5.6	13.0	126
MATT HOUSTON	A	6344	355	8.2	5.6	105	589	7.9	9.3	101	1339	8.9	21.1	113	789	9.4	12.4	120
NBC MONDAY NIGHT MOVIE	N	11994	607	14.0	5.1	95	969	13.0	8.1	88	2320	15.4	19.3	104	1284	15.3	10.7	104
NBC NIGHTLY NEWS	N	5132	225	5.2	4.4	82	347	4.7	6.8	74	706	4.7	13.8	74	466	5.6	9.1	88
NBC NIGHTLY NEWS-SAT	N	3375	*204	4.7	6.0	113	280	3.8	8.3	90	490	3.2	14.5	78	*305	3.6	9.0	87
NBC NIGHTLY NEWS-SUN	N	3130	*168	3.9	5.4	101	*242	3.3	7.7	84	465	3.1	14.9	80	*241	2.9	7.7	75
NBC SUNDAY NIGHT MOVIE	N	8284	464	10.7	5.6	105	656	8.8	7.9	86	1556	10.3	18.8	101	922	11.0	11.1	108
NEWHART	C	9240	510	11.8	5.5	103	890	12.0	9.6	105	1916	12.7	20.7	111	916	10.9	9.9	96
ONE DAY AT A TIME	C	7288	285	6.6	3.9	73	619	8.3	8.5	93	1361	9.0	18.7	100	783	9.4	10.7	104
PEOPLE ARE FUNNY	N	4855	*232	5.4	4.8	89	378	5.1	7.8	85	839	5.6	17.3	93	454	5.4	9.4	90
REAL PEOPLE	N	8869	369	8.5	4.2	78	691	9.3	7.8	85	1559	10.3	17.6	94	880	10.5	9.9	96
REMINGTON STEELE	N	7743	480	11.1	6.2	116	629	8.5	8.1	89	1387	9.2	17.9	96	855	10.2	11.0	107
RIPLEY'S BELIEVE IT - NOT	A	5345	271	6.3	5.1	95	527	7.1	9.9	108	1213	8.0	22.7	122	659	7.9	12.3	119
RIPTIDE	N	6988	413	9.5	5.9	111	455	6.1	6.5	71	1547	10.3	22.1	119	852	10.2	12.2	118
SCARECROW & MRS. KING	C	10002	405	9.4	4.0	76	918	12.4	9.2	100	1840	12.2	18.4	99	1028	12.3	10.3	99
SIMON & SIMON	C	10638	484	11.2	4.5	85	898	12.1	8.4	92	1843	12.2	17.3	93	1234	14.7	11.6	112
60 MINUTES	C	13293	743	17.2	5.6	105	1032	13.9	7.8	85	1854	12.3	13.9	75	1200	14.3	9.0	87
ST. ELSEWHERE	N	7017	389	9.0	5.5	104	758	10.2	10.8	118	1656	11.0	23.6	127	744	8.9	10.6	103
THREE'S COMPANY	A	10917	460	10.6	4.2	79	1024	13.8	9.4	102	2095	13.9	19.2	103	1231	14.7	11.3	109
T.J. HOOKER	A	9204	367	8.5	4.0	75	751	10.1	8.2	89	1250	8.3	13.6	73	957	11.4	10.4	101
TONIGHT SHOW	N	2372	175	4.0	7.4	138	252	3.4	10.6	116	466	3.1	19.6	105	305	3.6	12.9	124
TRAPPER JOHN, M.D.	C	9846	586	13.5	6.0	111	790	10.6	8.0	87	1449	9.6	14.7	79	1050	12.5	10.7	103
TV BLOOPERS & PRAC. JOKES	N	9105	452	10.5	5.0	93	649	8.7	7.1	78	1896	12.6	20.8	112	1000	11.9	11.0	106
20/20	A	9387	484	11.2	5.2	97	924	12.4	9.8	107	1787	11.8	19.0	102	893	10.7	9.5	92
WEBSTER	A	11067	605	14.0	5.5	102	827	11.1	7.5	81	2080	13.8	18.8	101	1108	13.2	10.0	97
WORLD NEWS - SUN	A	3062	*146	3.4	4.8	89	259	3.5	8.5	92	529	3.5	17.3	93	*240	2.9	7.8	76
YELLOW ROSE	N	4978	*171	4.0	3.4	64	486	6.5	9.8	106	958	6.4	19.2	103	604	7.2	12.1	117
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	590	13.6	6.6	124	747	10.1	8.4	92	1854	12.3	20.9	112	1252	15.0	14.1	136
BASKETBALL - COLLEGE GAMES		4080	**152	3.5	3.7	70	*377	5.1	9.2	101	1053	7.0	25.8	139	*581	6.9	14.2	138
BASKETBALL - PRO GAMES		3607	*274	6.3	7.6	142	*381	5.1	10.6	115	829	5.5	23.0	123	*465	5.6	12.9	125
BOWLING		3883	**184	4.3	4.7	89	*488	6.6	12.6	137	837	5.5	21.6	116	510	6.1	13.1	127
BOXING		3928	**107	2.5	2.7	51	*329	4.4	8.4	91	677	4.5	17.2	93	*396	4.7	10.1	98
FOOTBALL - COLLEGE GAMES		6366	**240	5.5	3.8	71	699	9.4	11.0	120	1353	9.0	21.3	114	874	10.4	13.7	133
FOOTBALL - PRO GAMES		11300	498	11.5	4.4	83	1450	19.5	12.8	140	2883	19.1	25.5	137	1636	19.5	14.5	140
GOLF		3378	**118	2.7	3.5	65	*323	4.3	9.6	104	775	5.1	22.9	123	*280	3.3	8.3	80
POST-SEASON COLL. FOOTBALL		4906	**174	4.0	3.5	66	546	7.4	11.1	121	1244	8.2	25.4	136	677	8.1	13.8	134
POST-SEASON PRO FOOTBALL		6120	*281	6.5	4.6	86	798	10.7	13.0	142	1867	12.4	30.5	164	716	8.6	11.7	113
TENNIS		3033	**81	1.9	2.7	50	**251	3.4	8.3	90	660	4.4	21.8	117	*341	4.1	11.2	109
WRESTLING - PROFESSIONAL		3344	**142	3.3	4.2	80	*447	6.0	13.4	146	710	4.7	21.2	114	*293	3.5	8.8	85

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
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PERCENT USERS AND PERCENT USAGE FOR HEAVY, MEDIUM & LIGHT USAGE BREAKS

P-22 0491

CHEWING GUM & CANDY

(ADULTS)

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
CHEWING GUM	20.9	49.4	37.8	40.1	41.3	10.5
REGULAR CANDY BARS & PACKAGES - BUY	40.8	71.5	32.0	23.0	27.2	5.4
- EAT	33.8	65.5	32.7	26.3	33.5	8.2
FUN, MINIATURE & SNACK SIZE CANDY BARS & PACKAGES - BUY	26.0	65.7	27.3	25.2	46.7	9.1
- EAT	19.6	62.3	21.7	24.4	58.7	13.3
HARD ROLL CANDY	32.1	69.2	31.7	24.3	36.1	6.5

SNACKS

(FEMALE HOMEMAKERS)

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
SALTINES, FLAVORED SNACK & GRAHAM CRACKERS	29.0	60.2	50.0	35.3	21.0	4.4
CORN & TORTILLA CHIPS & SNACKS	21.3	53.1	43.1	37.6	35.5	9.3
POPCORN PRODUCTS	35.4	72.0	44.7	28.0	20.0	
POTATO CHIPS	28.6	59.1	43.1	33.8	28.4	7.1
PRETZELS	34.4	73.5	36.5	26.5	29.0	

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